

From Efficiency to Responsibility: How Enterprises Are Leveraging Technology to Drive Sustainability

May 2023: Complimentary Abstract / Table of Contents



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Introduction

In a constantly evolving world, value-driven business is a key driver for long-term success. Enterprises have started adopting a triple-bottom-line approach, which intertwines the focus on people, the planet, and profit in business strategies. Technology is fast evolving as the key enabler for sustainable and responsible business models, with the sustainability services market experiencing significant adoption of next-generation technologies such as AI, IoT, predictive analytics, and blockchain for a multitude of use cases. Currently, the focus is tilted more toward the planet aspect of sustainability, with service providers designing net zero strategies, providing climate risk assessment and auditing, and assessing the product life cycles. The pandemic has thrown light on the need for social responsibilities toward business stakeholders and communities. Enterprises have, as a result, started investing in stakeholder-centric operations; products and services focused on accessibility; end-user experience; Diversity, Equity, Inclusion, and Belonging (DEIB); and Employee, Health, and Safety (EHS) services.

The demand for sustainability services is increasing, and so is the enterprises' wish to leverage end-to-end strategic partners who can provide seamless sustainability-led journeys.

This report aims to capture the current state of the sustainability technology and services market, by focusing on the bifurcation of the enterprises' sustainability agenda into sustainable IT and IT for sustainability.

Scope of this report



Geography
Global



Industry
All industries



Services
Sustainability Technology
and Services

Overview and abbreviated summary of key messages

This report examines the global sustainability enablement technology services market and its key drivers. It focuses on the evolving trends and emerging use cases in the market that enable enterprises reduce their total operational carbon emissions with the help of technology. It also identifies the key implications of the research findings for buyers and providers.

Some of the findings in this report, among others, are:

Market overview

- Sustainability enablement services are fast expanding across industries and geographies with Europe in the lead, and closely followed by North America
- Over 50% of the sustainability enablement engagements are underpinned by AI and analytics

Emerging use cases

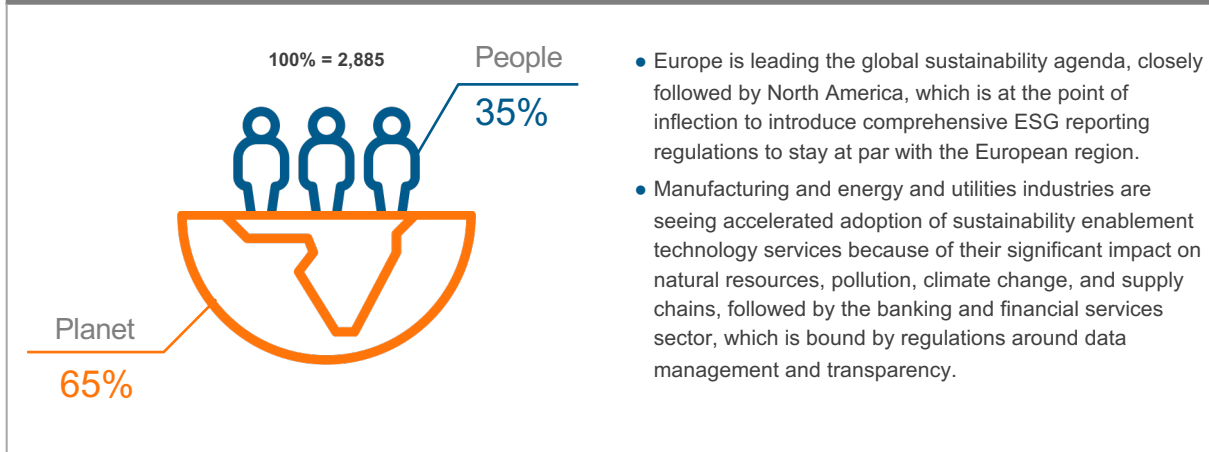
- The use cases seen in the market can be primarily categorized into three categories – People, Planet, and Profits
- Emphasis on stakeholder experience, conscious consumerism, and regulatory pressure are forcing enterprises to rethink their business models and become more accountable for their environmental footprint

Sustainable IT

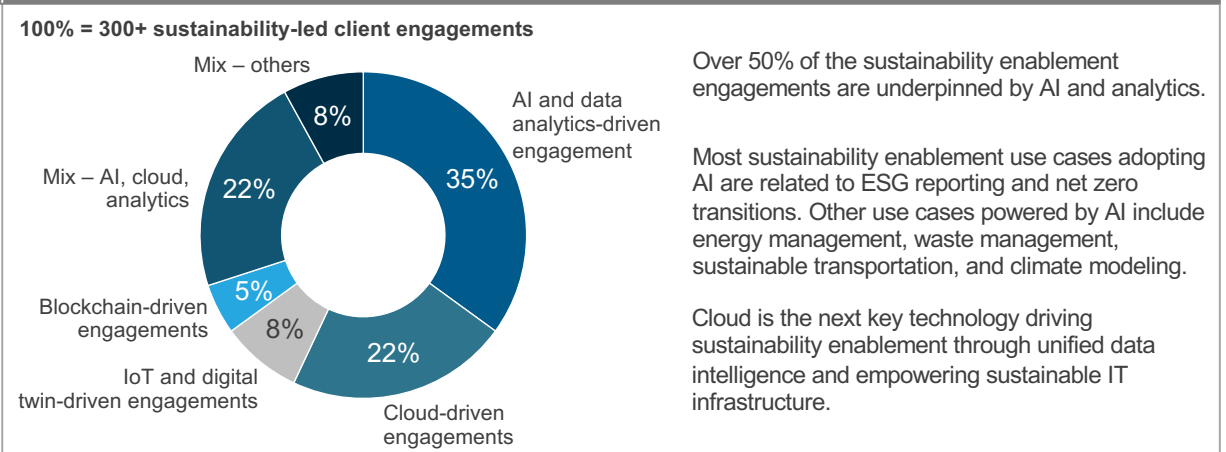
- While technology has proven to be very helpful in enabling enterprises' sustainability journeys, enterprises are becoming increasingly aware of the hidden impact these technologies might have on their carbon footprint
- Sustainable IT has applications across all the three stages of the asset life cycle – production, operation, and disposal

This study offers three distinct chapters providing a deep dive into key aspects of the sustainability enablement technology market; below are four charts to illustrate the depth of the report

Adoption trends for sustainability enablement technology services



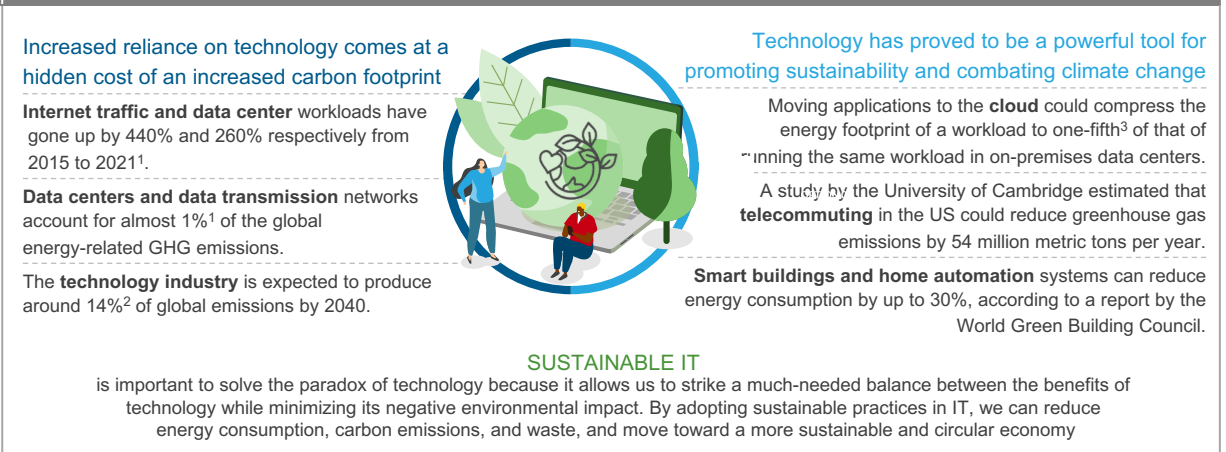
Key technologies driving adoption in the market



Use cases gaining traction across people, planet and profits



Striking the balance between IT for sustainability and sustainable IT



Research calendar

Sustainability Technology and Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Decoding the Sustainability Opportunity in BFSI: Deep-dive into the Environmental, Social, and Governance (ESG) Data & Analytics and Technology Provider Landscape	July 2021
Finance: a Cornerstone of Enterprise Environmental, Social, and Governance (ESG) Strategy	October 2021
Sustainability in Financial Services – The Next Big Opportunity in Data, Technology, and Services	December 2021
Environmental, Social, and Governance (ESG) Adoption in the Engineering Landscape	March 2022
Social Sustainability in Life Sciences	March 2022
The Growing Need for Inclusive Talent Models: Learning from Impact Sourcing Specialists	May 2022
Impact Sourcing Specialists Service Providers Compendium 2022	June 2022
Sustainability Enablement Technology Services PEAK Matrix® Assessment 2022	June 2022
Sustainability Enablement Technology Service Provider Compendium 2022	July 2022
A Primer on the Sustainability Software Provider Landscape: the Role of Technology in Driving Sustainability Momentum	April 2023
From Efficiency to Responsibility: How Enterprises Are Leveraging Technology to Drive Sustainability	May 2023
Talent for Sustainability	Q2 2023
Impact Sourcing Playbook for Service Providers	Q2 2023
Net Zero Consulting Services PEAK Matrix® Assessment 2023	Q3 2023
Net Zero Consulting Service Provider Compendium 2023	Q3 2023

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