

# Cloud, a catalyst for sustainable development



## Sustainability is required by consumers

**9 in 10<sup>1</sup>** business leaders think consumers would hold them accountable for the environmental impact they make through their business.

## Some sectors are leading the investments in sustainability<sup>2</sup>

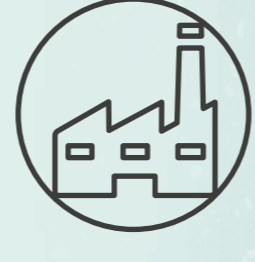
Percentage of companies dedicating more than 30% of their strategic budget to sustainability.



Financial Services  
**29%**



Public Sector  
**21%**



Manufacturing, Utilities, Oil & Gas  
**21%**

## Tech is clearly a part of the solution<sup>1</sup>

**92%** of business leaders agree that emerging technologies can boost both ROI and sustainability.

## One of the tech inputs: allowing business to track their impact<sup>3</sup>

Main scopes tracked by European companies regarding sustainability

- **43%** Carbon dioxide (CO<sub>2</sub>) and GHG emissions
- **40%** Production efficiency
- **38%** Energy sources for main operations
- **38%** Supply change energy consumption
- **33%** Consumption utilities

## So sustainability is a CIO discussion now<sup>3</sup>

Who is leading the sustainability agenda in European companies?

**34%**  
CIO

**31%**  
CSO  
(sustainability officer)

**25%**  
CEO

## CIOs include sustainability in their IT roadmap...<sup>3</sup>

- **For 1/5**, sustainability is a Key cloud priority in the next 3 years.
- **For 1/4**, sustainable offers are a main benefice of cloud.

## ...and they will increasingly expect their providers to do the same<sup>3</sup>

### Today

Only 33% of European companies state sustainability credential is a top reason when choosing a primary cloud partner.

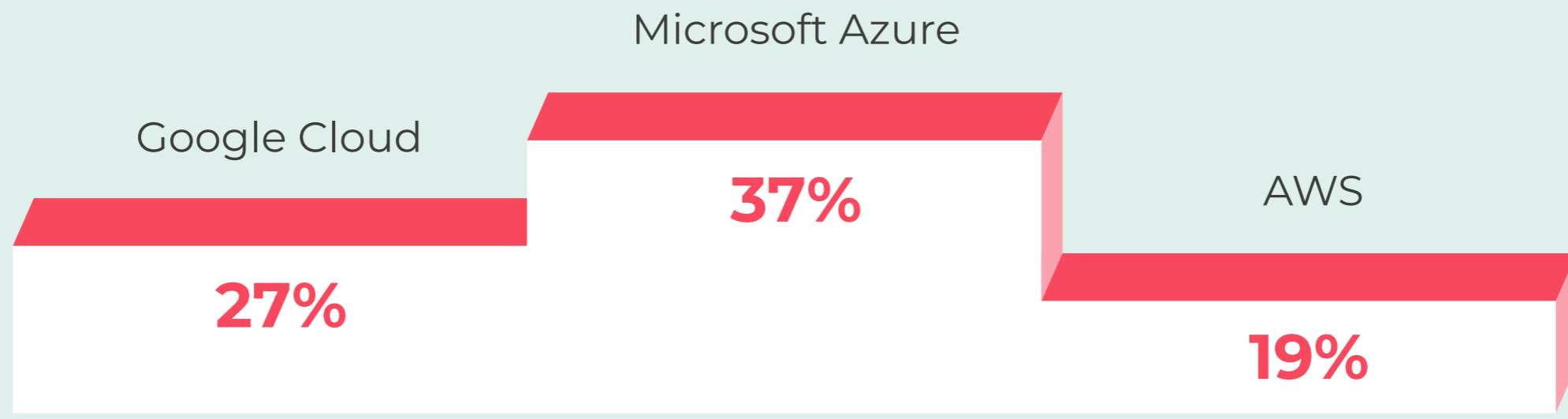
### And

Only 30% have strict corporate rules to choose the most sustainable cloud provider.

### But

For 36% although sustainability is not compulsory yet, rules will increase within the next 12 months.

## Which cloud provider is the best rated on sustainability?<sup>3</sup>



## Want to know what else technology can do to help you achieve your SDGs?

[Discover our Sustainability enabled by Digital offer](#)

<sup>1</sup> Business and the Fourth Wave of Environmentalism. Environmental Defense Fund, 2019.

<sup>2</sup> Source: IDC EMEA's COVID-19 Impact Survey - Wave 14 and 15, November-December 2020 (n = 860).

<sup>3</sup> Source: 2021 Devoteam x IDC cloud benchmark survey.