SUSTAINABILITY

THE NEXT GROWTH AREA FOR HIGH TECH

Hi, my name is Geoffrey Hills and I am Accenture High Tech's Global Sustainability Co-lead.

The value of global sustainability assets has risen to over $200 billion dollars. Green initiatives are not only morally and socially responsible, they are financially savvy.

While high tech companies get the credit for creating the next generation of products and services to improve our lives, emerging technologies are causing a massive surge in energy consumption, water usage and CO2 emissions. These technologies include 5G, blockchain and AI. Collectively the technologies are unlocking new use cases for smart, connected devices that make up the Internet of Things (IoT).

To address these challenges, companies must identify and manage the downstream environmental, social and governance impacts of their products and services across all industries.

This transition to greater sustainability provides tremendous revenue-generating opportunities for the companies that act quickly to both develop and adopt greener technologies.

How can companies contribute to the industry's journey to zero net carbon?

At Accenture, we have 3 key focus areas for High Tech -

1.Optimize the usage of cloud resources
To make cloud workloads greener, companies should identify the impacts of their cloud and shift workloads to run on more renewable energy.

2.Transition to energy-efficient smart infrastructure and buildings
Developing smart building products using IoT and edge for monitoring environmental controls can help companies achieve their own sustainability goals but also create revenue generating opportunities.

3.Enable the buyers to innovate with new technologies
And lastly, continue to improve semiconductor design and enable the buyers of their products to innovate with new technologies to provide a more connected world and leverage better data and insights to make better decisions to accelerate their clients transition towards a greener tomorrow.

Moving towards tomorrow will require all companies to adopt a circular design process that looks at sustainability from the beginning and designs products for reuse, resale, repair, refurbishment and remanufacturing.

To learn more, download our report now and thank you for watching.