ecosystm.

Ecosystm Global Sustainability Barometer Study

FINDINGS FOR ASIA PACIFIC

2024 Edition

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October 2024

Table of Contents

03 **Study Overview**

08 **Country/Region Findings**

09 **Australia**

11 Strategy & Perception

21 Execution
People, Governance, & Narrative

28 Technology

42 **Japan**

44 Strategy & Perception

54 Execution
People, Governance, & Narrative

61 Technology

75 **ASEAN**

77 Strategy & Perception

87 Execution
People, Governance, & Narrative

94 Technology

107 **India**

109 Strategy & Perception

119 Execution
People, Governance, & Narrative

126 Technology

Study Overview

Study Overview - Demographics

Country

AMERICAS

121	101	60	60	60
Canada	USA	Mexico	Brazil	Argentina

ASIA PACIFIC

102	62	60	60	60	60	60
India	Philippines	Japan	Thailand	Malaysia	Singapore	Australia

EUROPE

63	62	62	62	61	61	60	60
Germany	Spain	Netherlands	Luxembourg	Belgium	France	UK	Italy

Industry

40%	15%	15%	5%	5%	5%	5%	5%	5%
Financial Services	Manufacturing	Retail	Construction & Real Estate	Energy & Utilities	Hospitality	Primary Industries	Media & Telecom	Transport and Logistics

Organization Size (number of employees)

25%
201 - 499

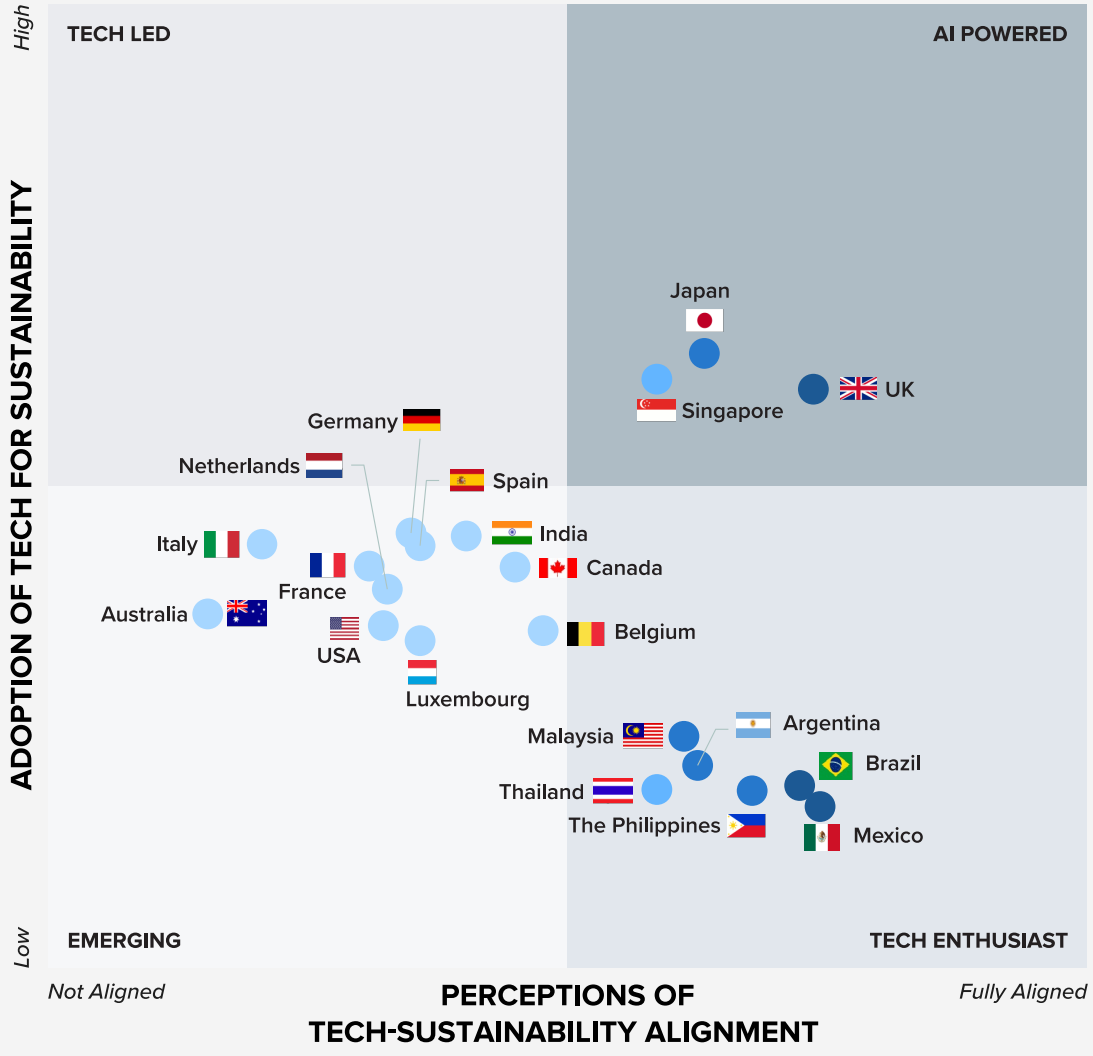
24%
500 - 999

30%
1,000 - 4,999

21%
More than 5,000

N = 1,355

Global Sustainability Landscape – Country Comparison



The Parameters

PERCEPTIONS OF TECH-SUSTAINABILITY ALIGNMENT
How the use of technology for sustainability is viewed (x-axis)

ADOPTION OF TECH FOR SUSTAINABILITY
Real adoption of tech for sustainability (y-axis)

ORGANIZATION'S SUSTAINABILITY STRATEGY
The extent to which organizations focus on sustainability strategy

AI POWERED. At the forefront of sustainability, using AI to optimize operations, predict future trends, and drive innovation.

TECH LED. Have adopted a data-centric approach to sustainability, using data analytics to inform decision-making and measure progress.

TECH ENTHUSIAST. Strong desire to leverage technology for sustainability but may have limited resources or expertise.

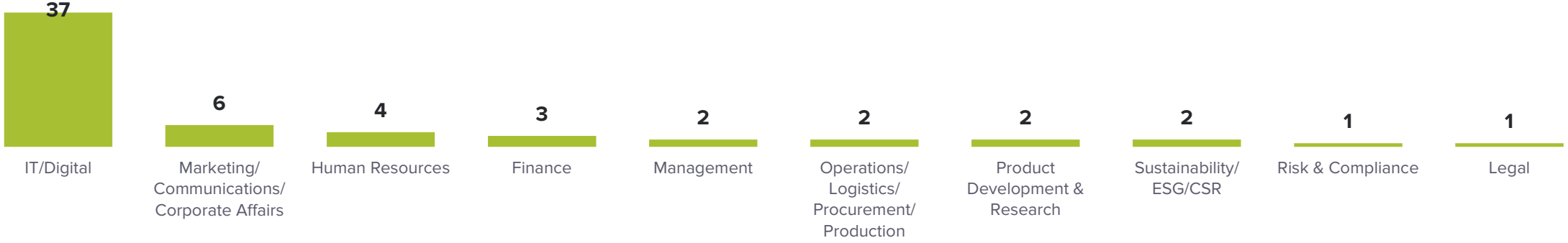
EMERGING. Beginning their sustainability journey, focusing on basic strategies and limited technology adoption.

Country/Region Findings

Australia

Study Demographics - Australia

Function



Industry

27 Retail	**7** Financial Services	**5** Manufacturing	**4** Transport and Logistics	**4** Media & Telecom
4 Construction & Real Estate	**3** Primary Industries	**3** Hospitality	**3** Energy & Utilities	

Organization Size (No. of Emp.)

- **20** 201 - 499
- **16** 500 - 999
- **16** 1,000 - 4,999
- **8** More than 5,000

N = 60

Strategy & Perception

The Importance of Sustainability in the Organization

0%
Not Important
(1-4)

17%
Somewhat Important
(5-6)

42%
Important
(7-8)

41%
Extremely Important
(9-10)

N = 60
Q: Please RATE the strategic importance of Sustainability in your organization on a scale of 1-10. (1='Least Important' and 10='Most Important')

Pace of Sustainability Efforts

CHANGE FROM LAST YEAR

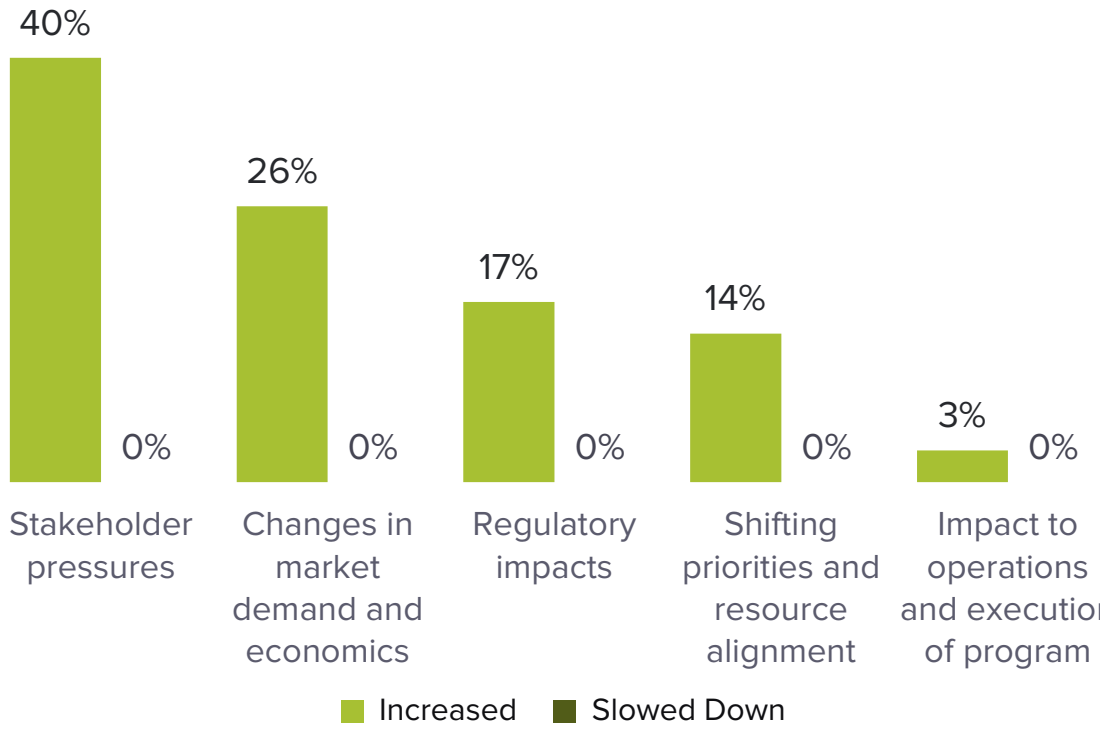
0% Slowed down

58% Increased

42% Remained the same

N = 60
Q: Have your Sustainability goals and execution slowed down or increased over the last year?

REASONS FOR CHANGE



N = 35
Q: What is the main reason for the change in pace of your Sustainability goals and execution?

Maturity of Organizations' Sustainability Strategies

0%

Sustainability is acknowledged but not integrated

Recognized as important but remains peripheral to the core corporate strategy

20%

Sustainability is a strategic aspiration

Included in the transformation strategy, but goals and measures are still not quantified or operationalized

53%

Sustainability is operationally embedded

Goals and initiatives are incorporated into existing operational review and reporting processes, but impact is not fully measured or quantified

17%

Sustainability is data-driven

Strategy and goals are prioritized and built upon real facts and data, providing a solid foundation for decision-making

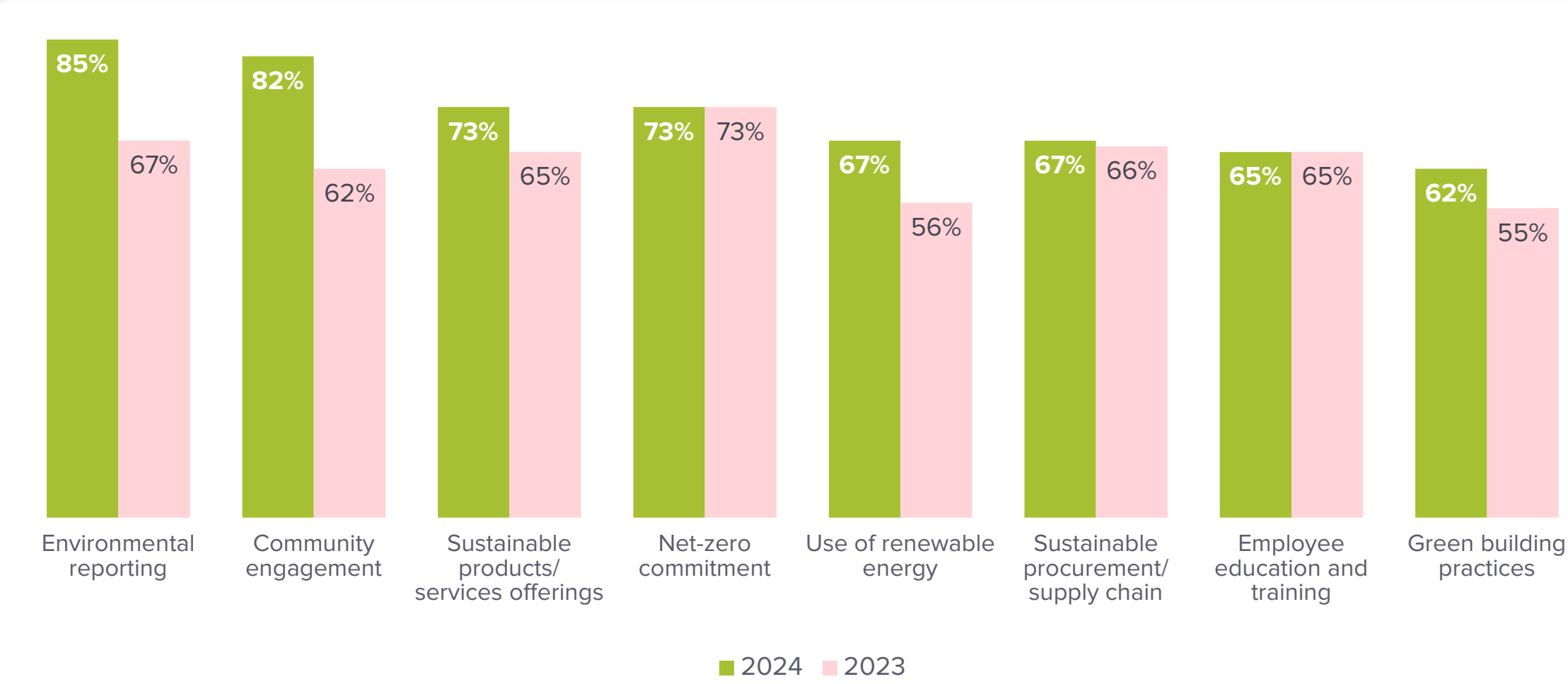
10%

Sustainability is a strategic asse.

Business value of sustainability data is well-understood, and initiatives are fully integrated into strategic planning and decision-making processes

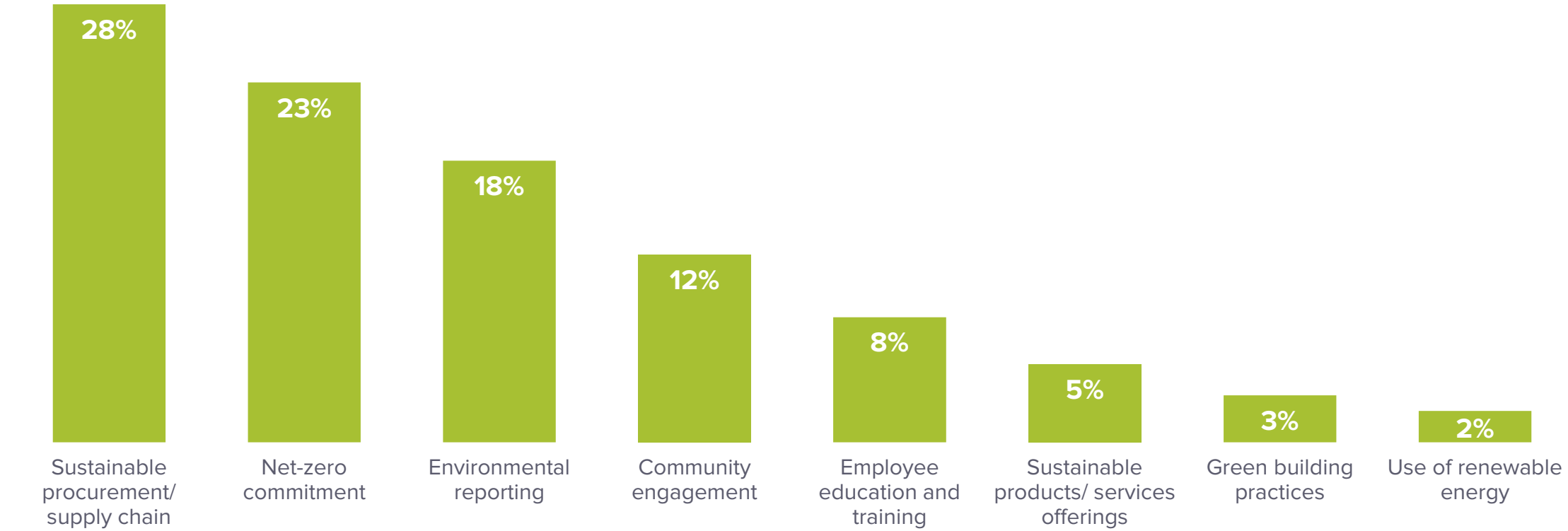
N = 60
Modeled based on responses to multiple questions

Top Environmental Measures Undertaken



N = 60 (2023 N=120)
Q: Which of these Environmental measures has your organization undertaken?

Most Impactful Environmental Measures



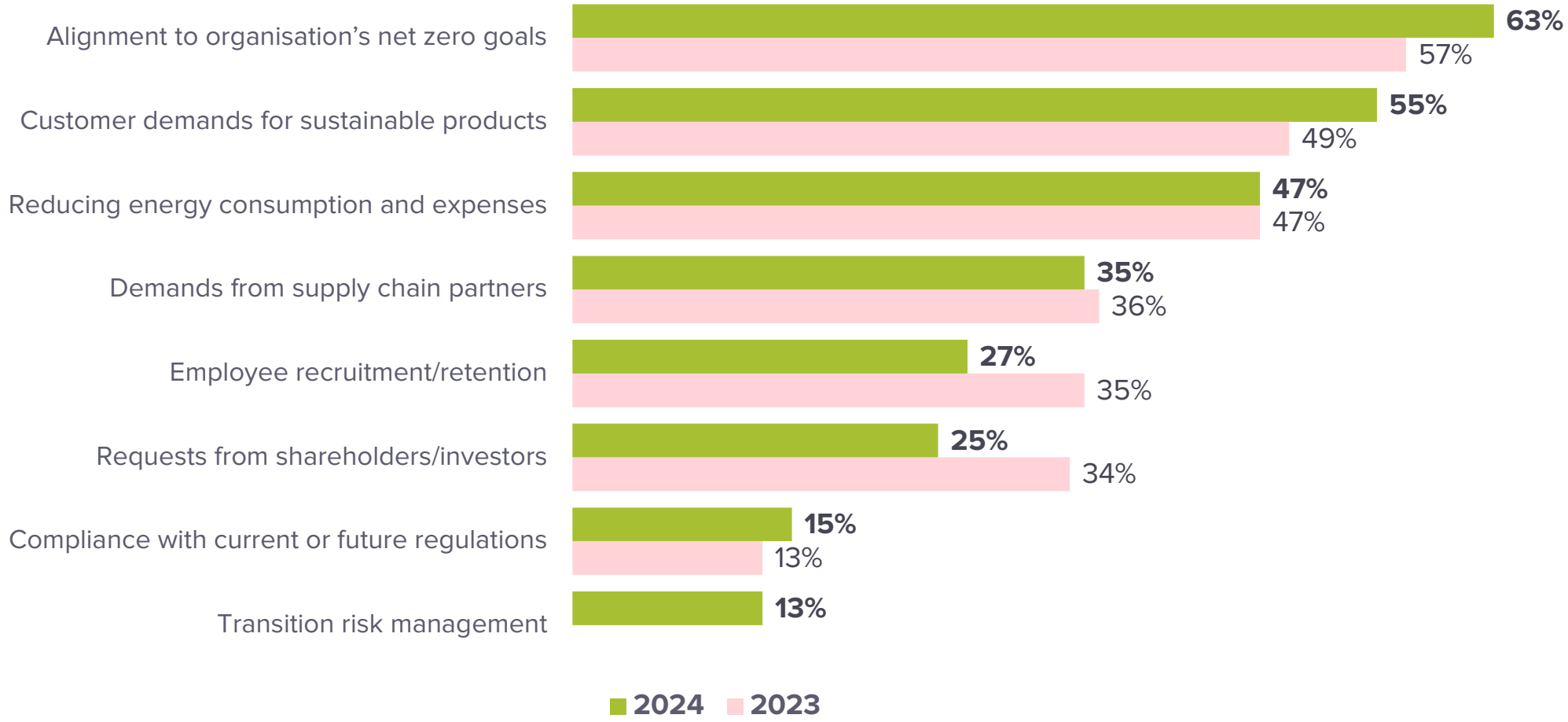
N = 60
Q: Which of the initiatives selected above do you consider most impactful?

Top Stakeholders Advocating for Sustainability

53%	48%	48%	45%	30%
Investors/ shareholders	Employees	Supply chain partners	Customers	Government/ Regulators
28%	27%	13%	5%	2%
Bank/ Credit providers	Insurers	Communities	Rating agencies	Non-profit organizations

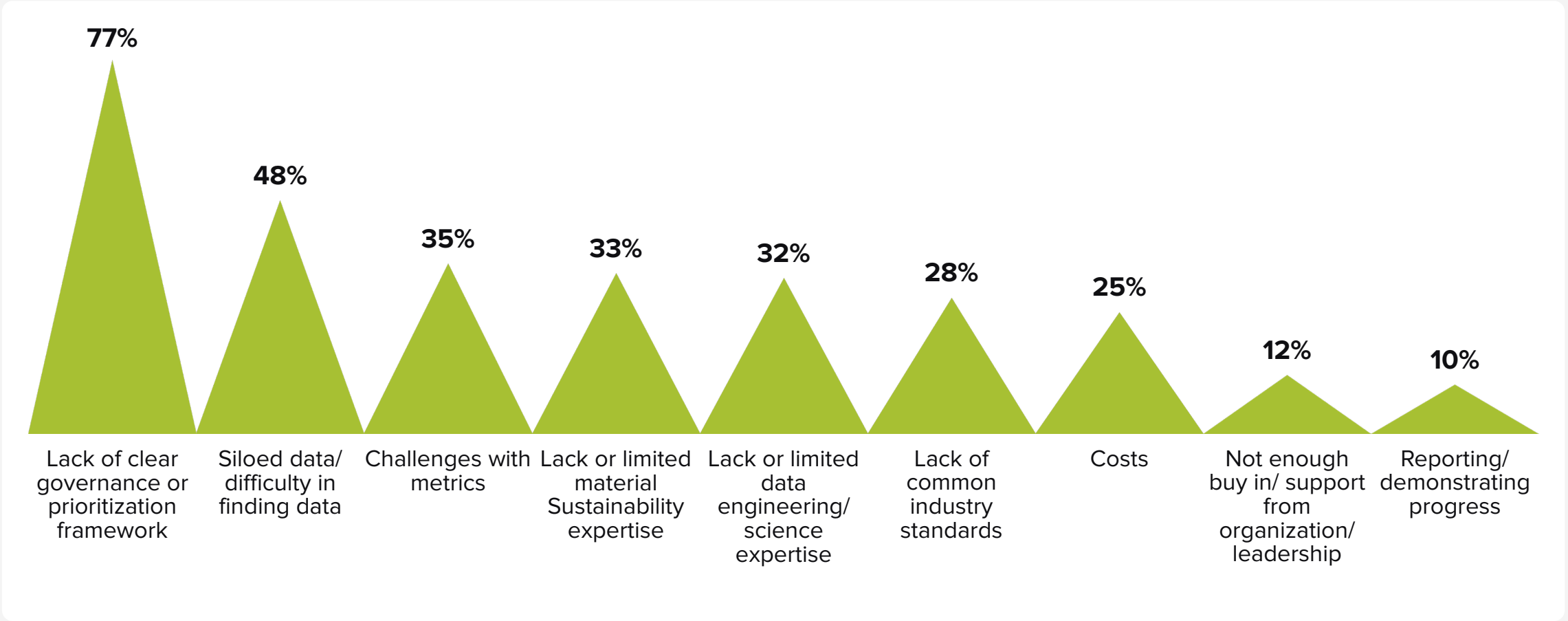
N = 60
Q: Who are the TOP 3 stakeholders who are most vocal in advocating Sustainability policies and practices in your organization?

Main Drivers of Sustainability



N = 60 (2023 N=120)
Q: What are the 3 main drivers for your organization's Sustainability goals?

Main Challenges of Adopting Sustainability



N = 101
Q: What are the 3 main challenges faced in successfully adopting Sustainability measures?

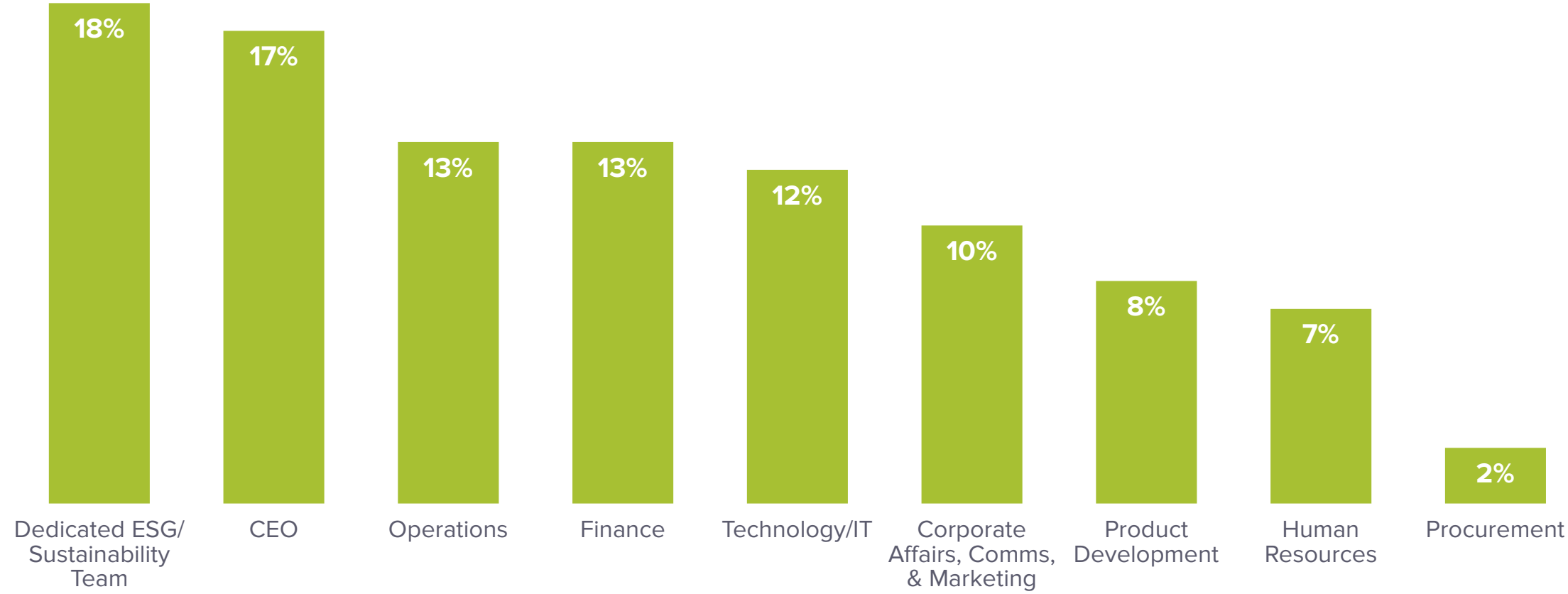
How Governments Can Support Adoption of Sustainability

N = 60
Q: How, according to you, can governments improve the adoption of Sustainability initiatives?

Execution

People, Governance, & Narrative

Sustainability Leadership



N = 60
Q: Which function is primarily responsible for your organization's Sustainability initiative?

Role of Key Stakeholders

Defining The Vision

- 75% CEO
- 58% ESG/Sustainability Team
- 42% Finance

Delivering Sustainability Outcomes

- 70% ESG/Sustainability Team
- 67% Finance
- 55% Technology/IT

Providing the Data

- 72% ESG/Sustainability Team
- 45% Operations
- 32% Procurement

Managing the Data

- 63% ESG/Sustainability Team
- 40% Corporate Affairs, Comms, & Marketing
- 37% Technology/IT

Deciding the Metrics

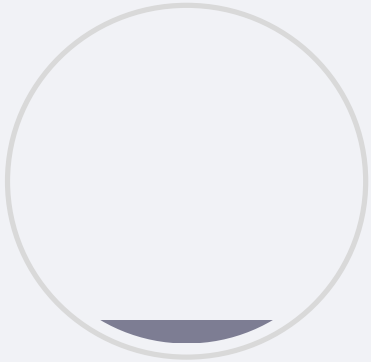
- 67% CEO
- 53% Finance
- 38% Technology/IT

Reporting

- 90% ESG/Sustainability Team
- 52% Corporate Affairs, Comms, & Marketing
- 33% Technology/IT

N = 60
Q: Who are the top 3 stakeholders for these activities in your Sustainability program?

Alignment Between Sustainability Team & Finance



7%
Minimal Alignment
(1-4)

37%
Some Alignment
(5-6)

42%
Strong Alignment
(7-8)

15%
Full Alignment
(9-10)

N = 60
Q: Rate the alignment between Finance and the Sustainability Teams on a scale of 1-10

Maturity of Employee Involvement in Sustainability

10%

Limited Sustainability Awareness

Employees have a limited understanding of sustainability goals and objectives

12%

Basic Sustainability Awareness

Employees are aware of sustainability goals but may not fully understand their role in achieving them

48%

Emerging Sustainability Engagement

Employees have a basic understanding of sustainability responsibilities and how they relate to their roles

30%

KPI-Driven Sustainability

Sustainability KPIs are set relevant to employee roles, fostering a more focused and targeted approach to sustainability

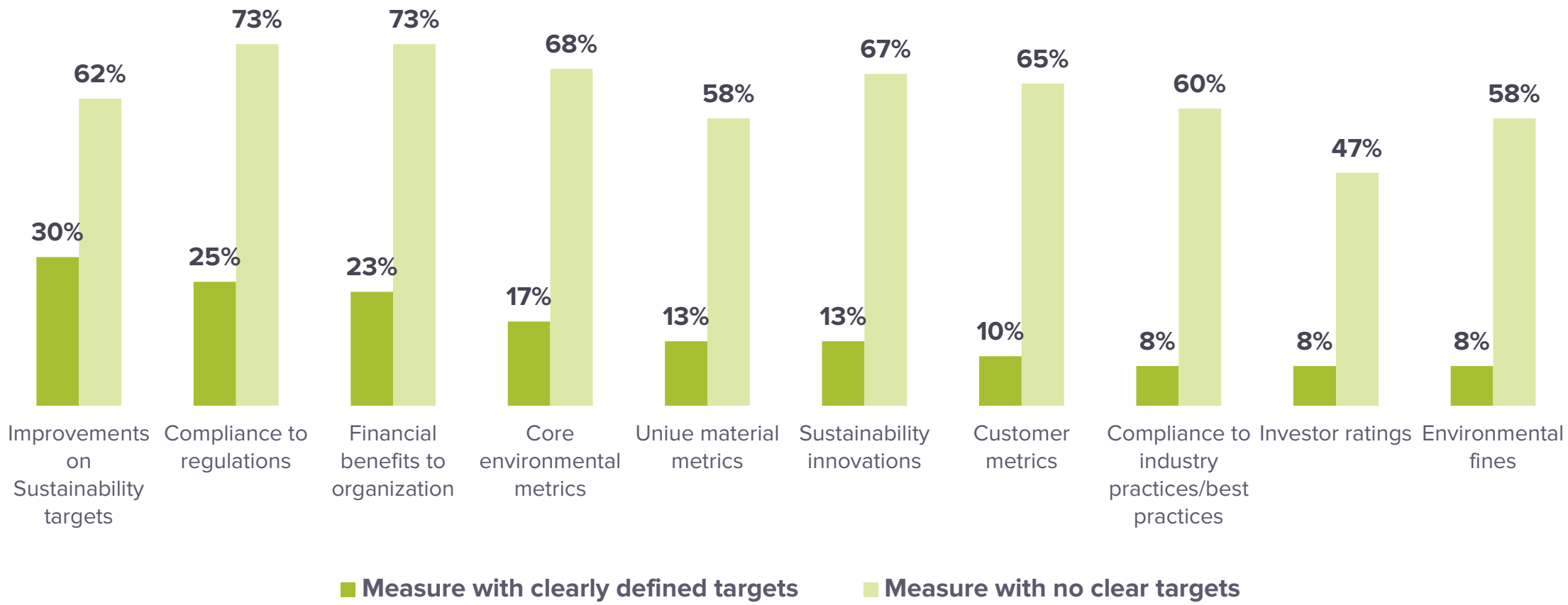
0%

Sustainability as a Strategic Imperative

Sustainability performance is tied to executive and key employee compensation, reinforcing its role as a strategic priority.

N = 60
Modeled based on responses to multiple questions

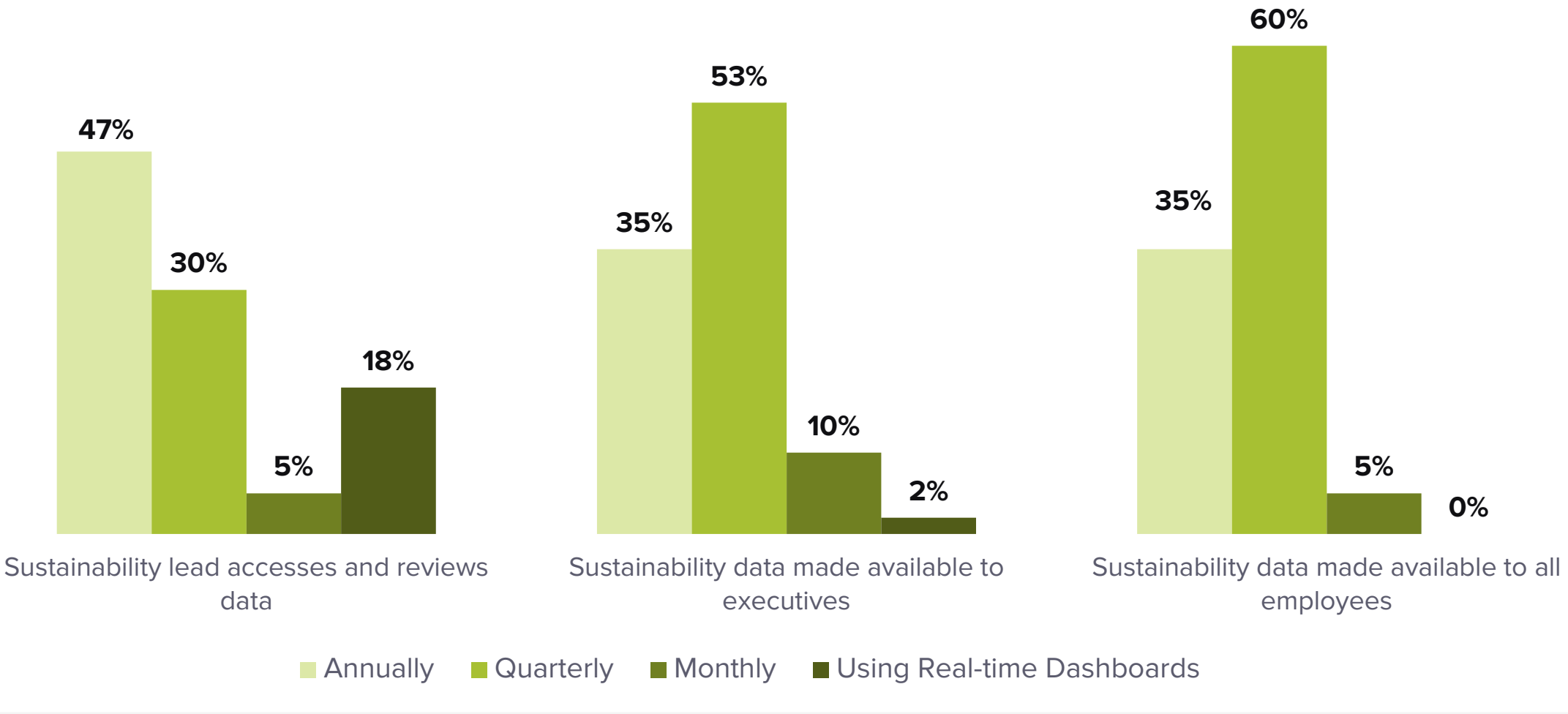
Metrics Used to Measure Sustainability



N = 60

Q: Which are the metrics used in your organization to measure Sustainability efforts? (Depicting the metrics adopted with clearly-defined metrics)

Sustainability Data Access and Sharing



N = 60
Q: How frequently does your organization access/ share data internally on Sustainability progress with key stakeholders?

Technology

Importance of Technology in Achieving Sustainability Goals

0%
Not Important
(1-4)

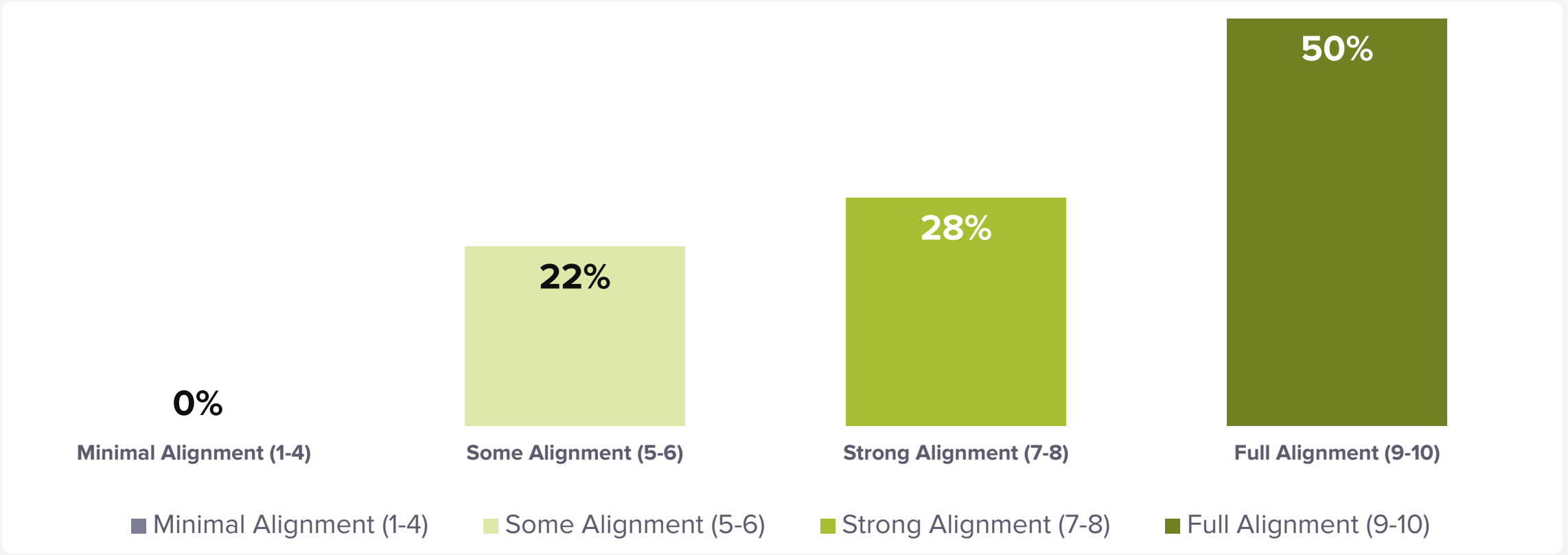
30%
Somewhat Important
(5-6)

40%
Important
(7-8)

30%
Extremely Important
(9-10)

N = 60
Q: On a scale of 1-10, how would you rate the importance of Technology to achieving Sustainability goals? (Where 1='Not important at all' and 10='Absolutely critical')

Alignment Between Sustainability Teams & Technology



N = 60
Q: Rate the alignment between IT/Technology and Sustainability Teams on a scale of 1-10 (Where 1='Not aligned' and 10='Completely aligned')

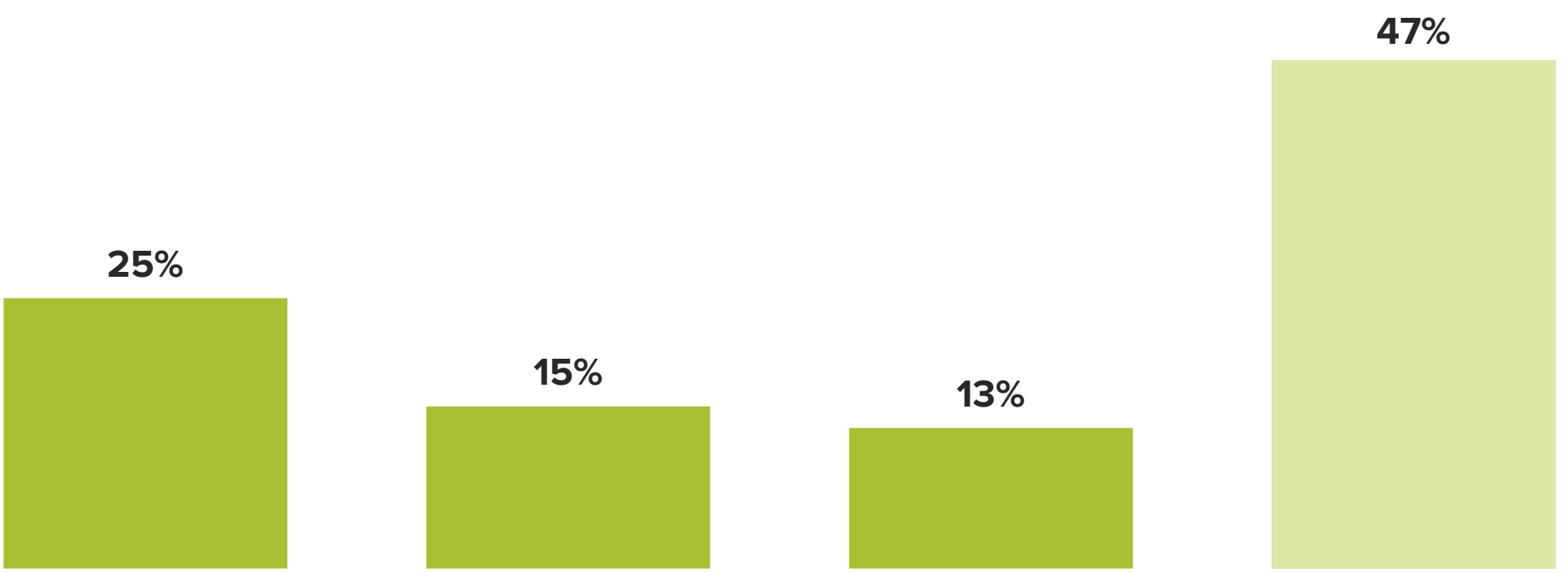
The Extent of Use of IT to Achieve Sustainability Goals

48%
IT is fully leveraged

52%
IT is not fully leveraged

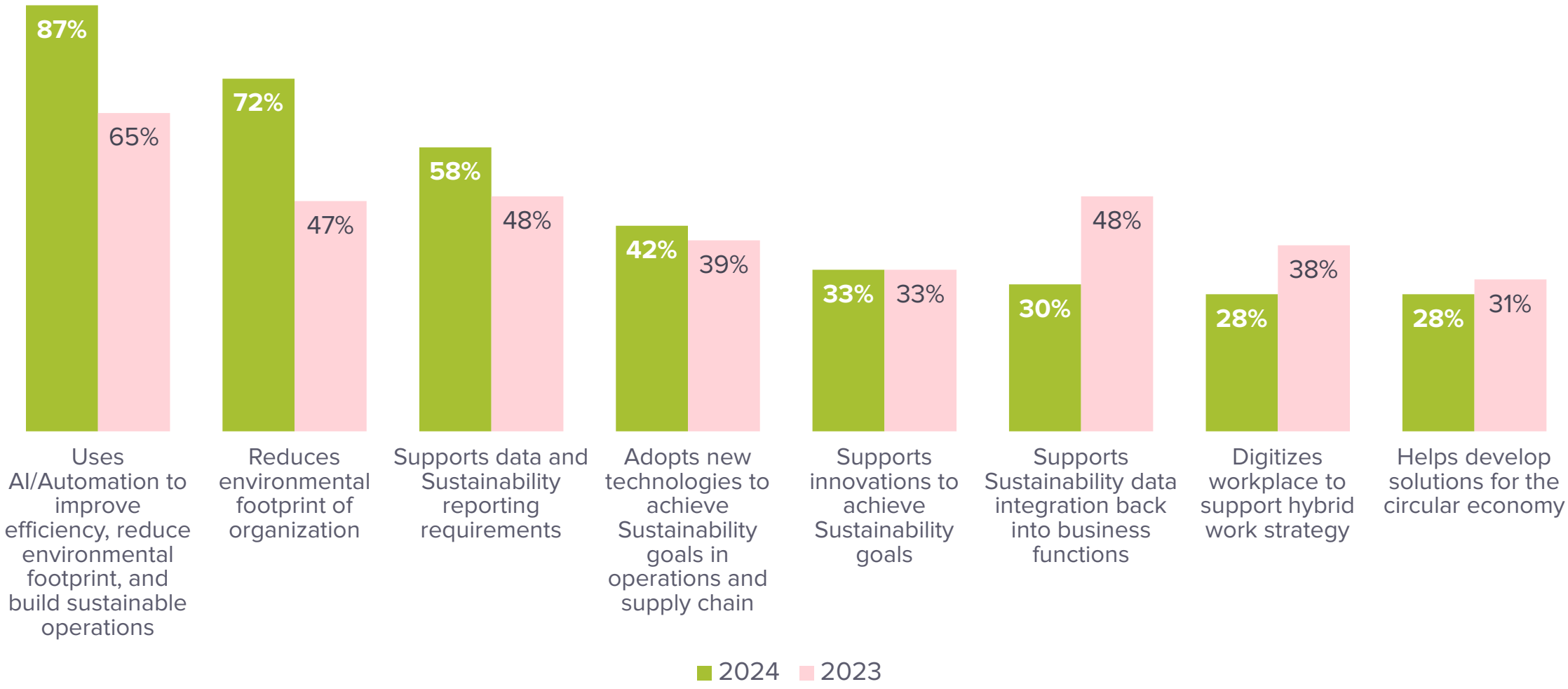
N = 60
Q: Do you feel the organization leverages the full potential of IT/Technology in achieving Sustainability?

IT's Role in Achieving Sustainability Goals



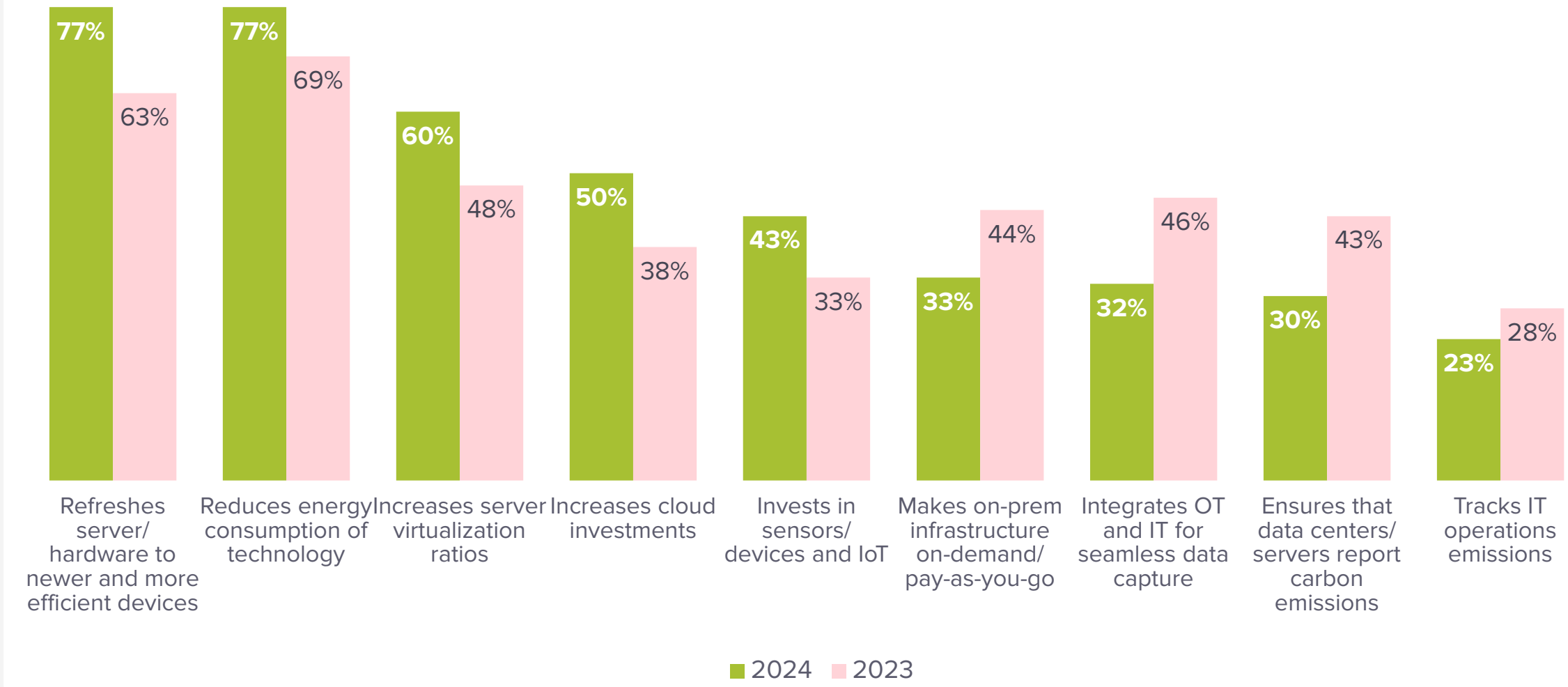
N = 60
Q: What is the extent of the involvement of IT in achieving your organization's Sustainability goals?

Role of Technology in Supporting Sustainability



N = 60 (2023 N=120)
Q: How does the IT/technology team support the organization's Sustainability goals?

Technology Team's Steps to Reduce Carbon Footprint



N = 60 (2023 N=120)
Q: What actions does your IT/technology team take to reduce their carbon footprint?

Data-Driven Sustainability: Leveraging Insights for Impact

0%

We do not use data to track or measure our Sustainability efforts

30%

We collect some data on our Sustainability initiatives, but we don't use it for analysis or decision-making

45%

We use data to track key Sustainability metrics for reporting

20%

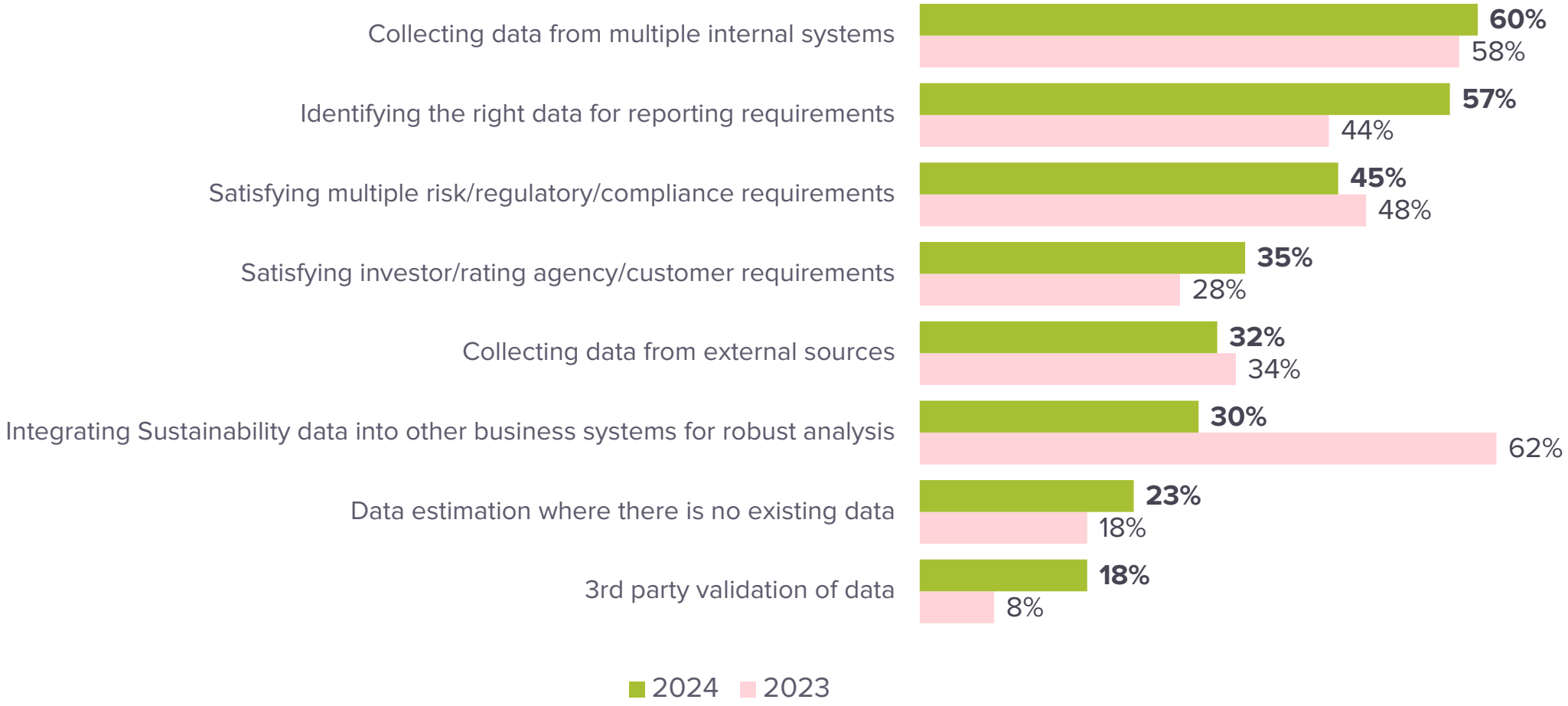
We use data to track, analyze, and optimize our Sustainability performance across business applications

5%

We use data from our Sustainability initiatives to guide the organization's transformation journey

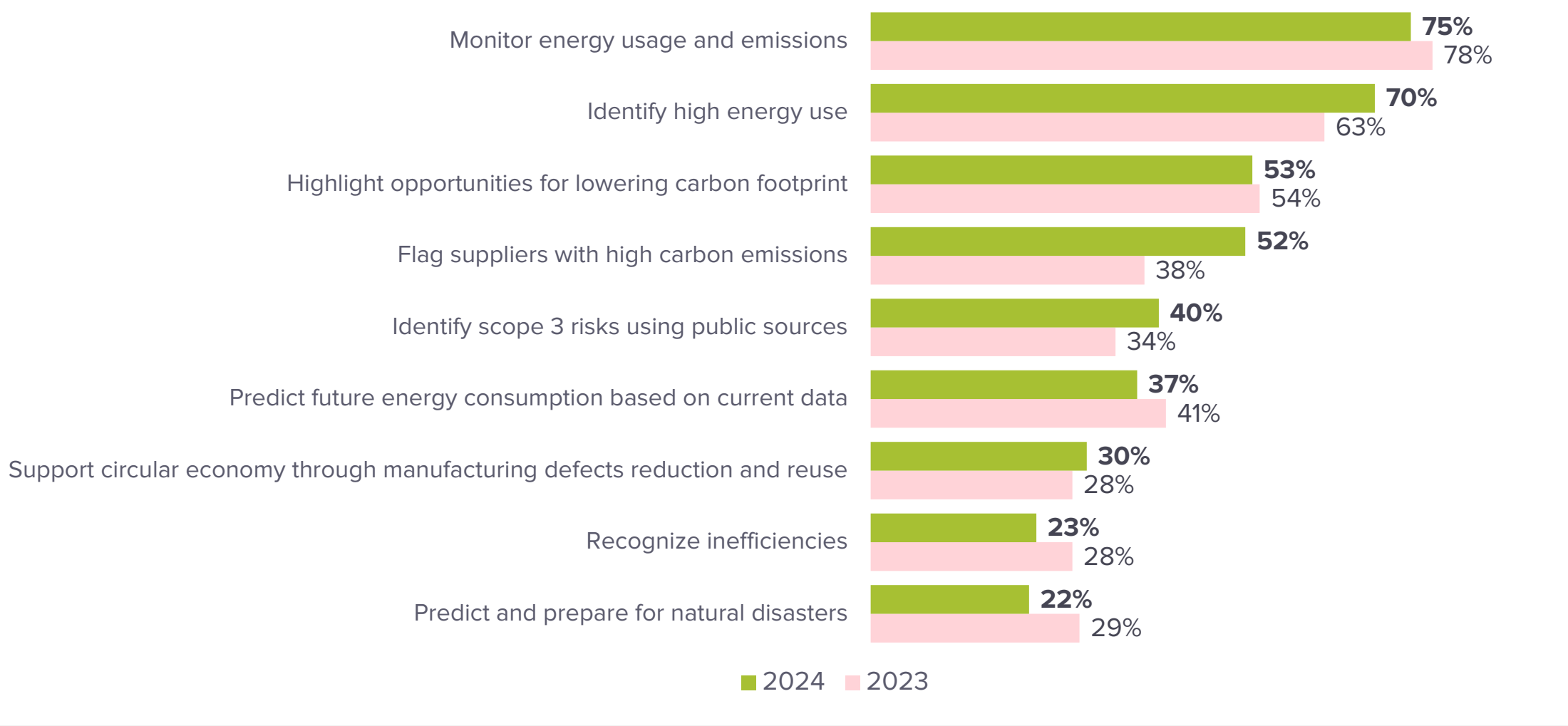
N = 60
Q: To what extent does your organization leverage data to inform and support its Sustainability initiatives?

Challenges of Supporting Sustainability Data Needs



N = 60 (2023 N=120)
Q: What are the top 3 challenges in supporting your organization's Sustainability data needs?

The Use of AI for Environmental Footprint Management



N = 60 (2023 N=120)
Q: How does your organization use data and AI to reduce, manage and report on global environmental footprint?

Environmental Impact of AI

Is Impact Considered?

35% Yes

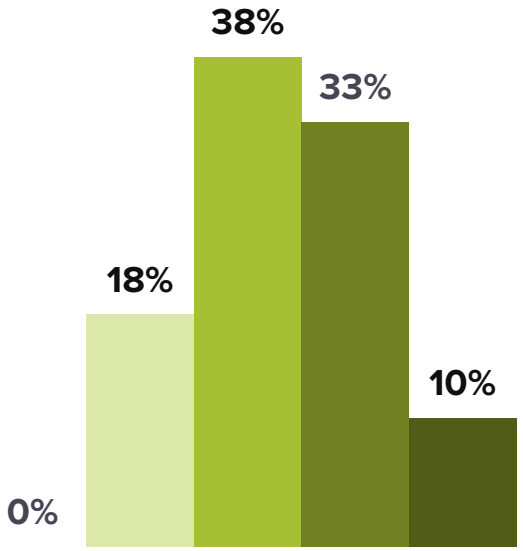
62% No

3% Unsure

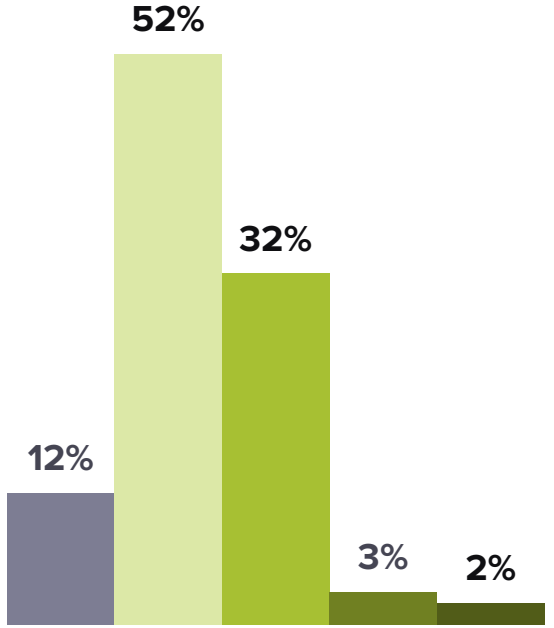
N = 60
Q: Does your organization consider the environmental impact (e.g., energy consumption, carbon footprint) when implementing AI solutions?

Perception on the Impact of AI

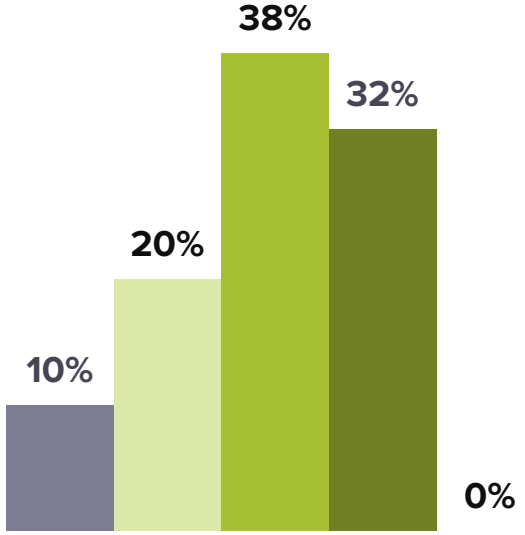
Impact of AI on achieving Sustainability goals



Impact of AI on organization's carbon emissions



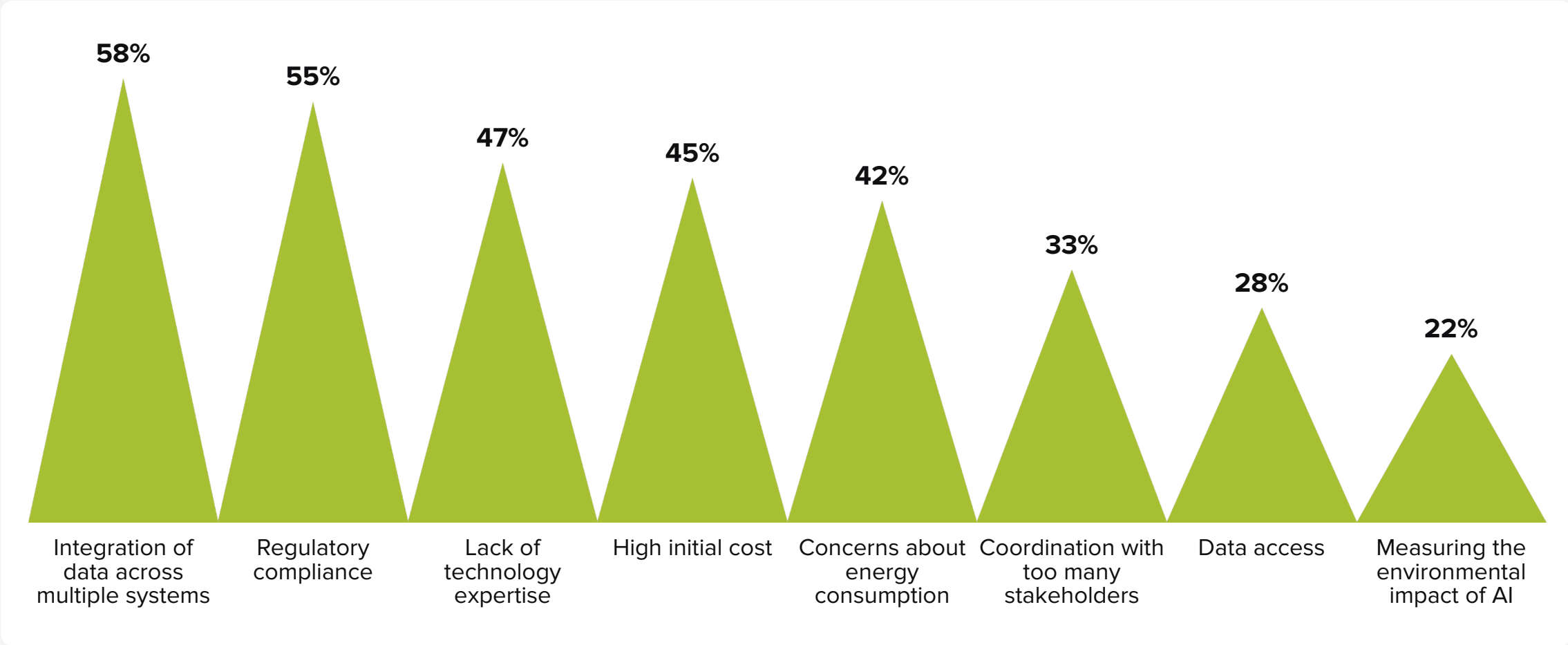
Impact of AI on the cost of Sustainability initiatives



1 (Significant negative impact) 2 (Some negative impact) 3 (Neither positive nor negative) 4 (Some Positive impact) 5 (Significant Positive impact)

N = 60
Q: Please indicate the expected scale of impact of the following.

Key Challenges in Integrating AI for Sustainability Initiatives



N = 60
Q: What are the key challenges of integrating AI for Sustainability initiatives?

Building Sustainability Technology Capabilities

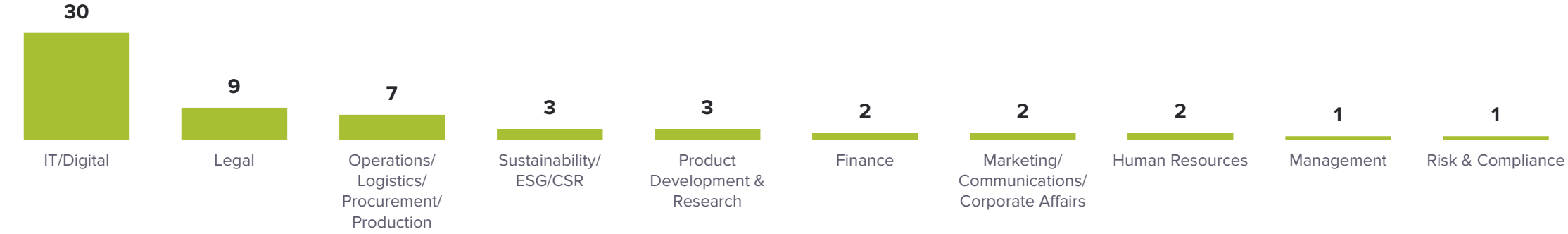
28%	22%	18%	13%	10%	9%
Engage a consulting company to define roadmap	Engage a systems integrator to implement the data project	Use solutions offered by cloud platform provider	Innovating on in-house solutions	Use solutions offered by enterprise system	Buy stand-alone, off-the-shelf solutions

N = 60
Q: How is your organization building Sustainability reporting capabilities?

Japan

Study Demographics - Japan

Function



Industry

24 Financial Services	**9** Primary Industries	**9** Retail	**3** Manufacturing	**3** Construction & Real Estate
3 Energy & Utilities	**3** Hospitality	**3** Media & Telecom	**3** Transport and Logistics	

Organization Size (No. of Emp.)

- **10** 201 - 499
- **12** 500 - 999
- **25** 1,000 - 4,999
- **13** More than 5,000

N = 60

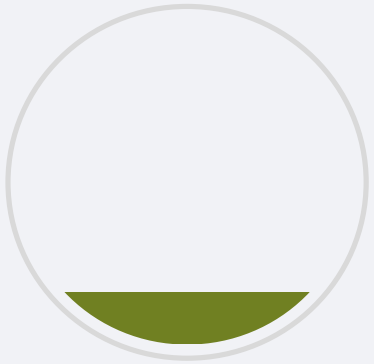
Strategy & Perception

The Importance of Sustainability in the Organization

0%
Not Important
(1-4)

2%
Somewhat Important
(5-6)

82%
Important
(7-8)



16%
Extremely Important
(9-10)

N = 60
Q: Please RATE the strategic importance of Sustainability in your organization on a scale of 1-10. (1='Least Important' and 10='Most Important')

Pace of Sustainability Efforts

CHANGE FROM LAST YEAR

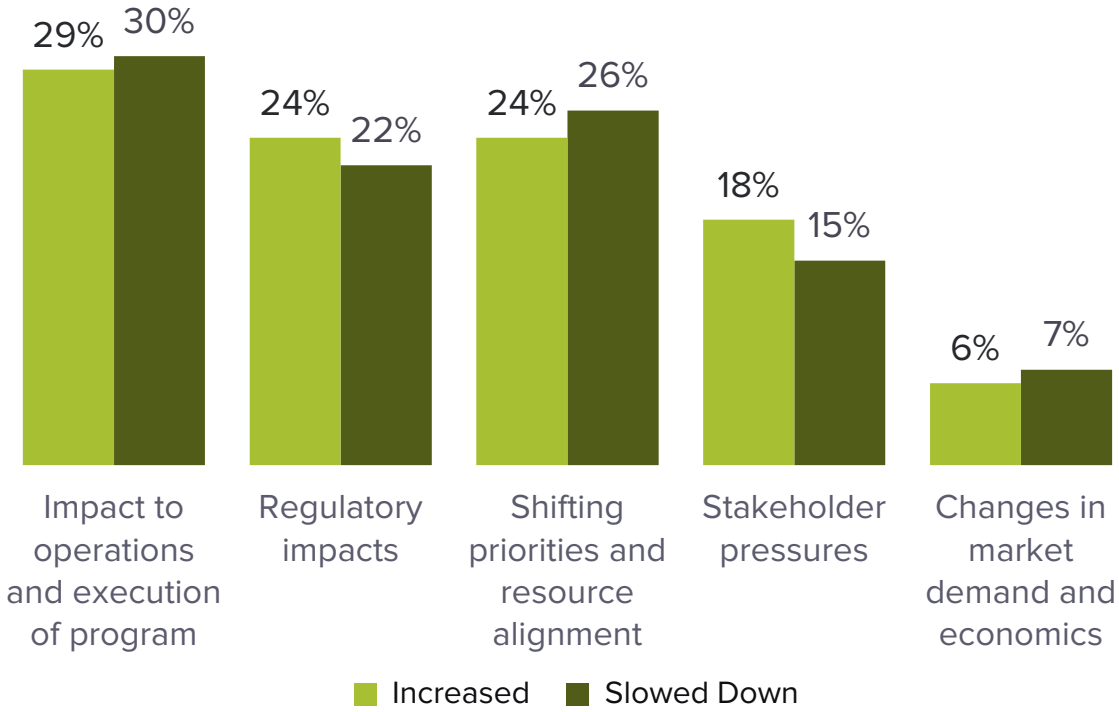
45% Slowed down

28% Increased

27% Remained the same

N = 60
Q: Have your Sustainability goals and execution slowed down or increased over the last year?

REASONS FOR CHANGE



N = 44
Q: What is the main reason for the change in pace of your Sustainability goals and execution?

Maturity of Organizations' Sustainability Strategies

0%

Sustainability is acknowledged but not integrated

Recognized as important but remains peripheral to the core corporate strategy

5%

Sustainability is a strategic aspiration

Included in the transformation strategy, but goals and measures are still not quantified or operationalized

70%

Sustainability is operationally embedded

Goals and initiatives are incorporated into existing operational review and reporting processes, but impact is not fully measured or quantified

18%

Sustainability is data-driven

Strategy and goals are prioritized and built upon real facts and data, providing a solid foundation for decision-making

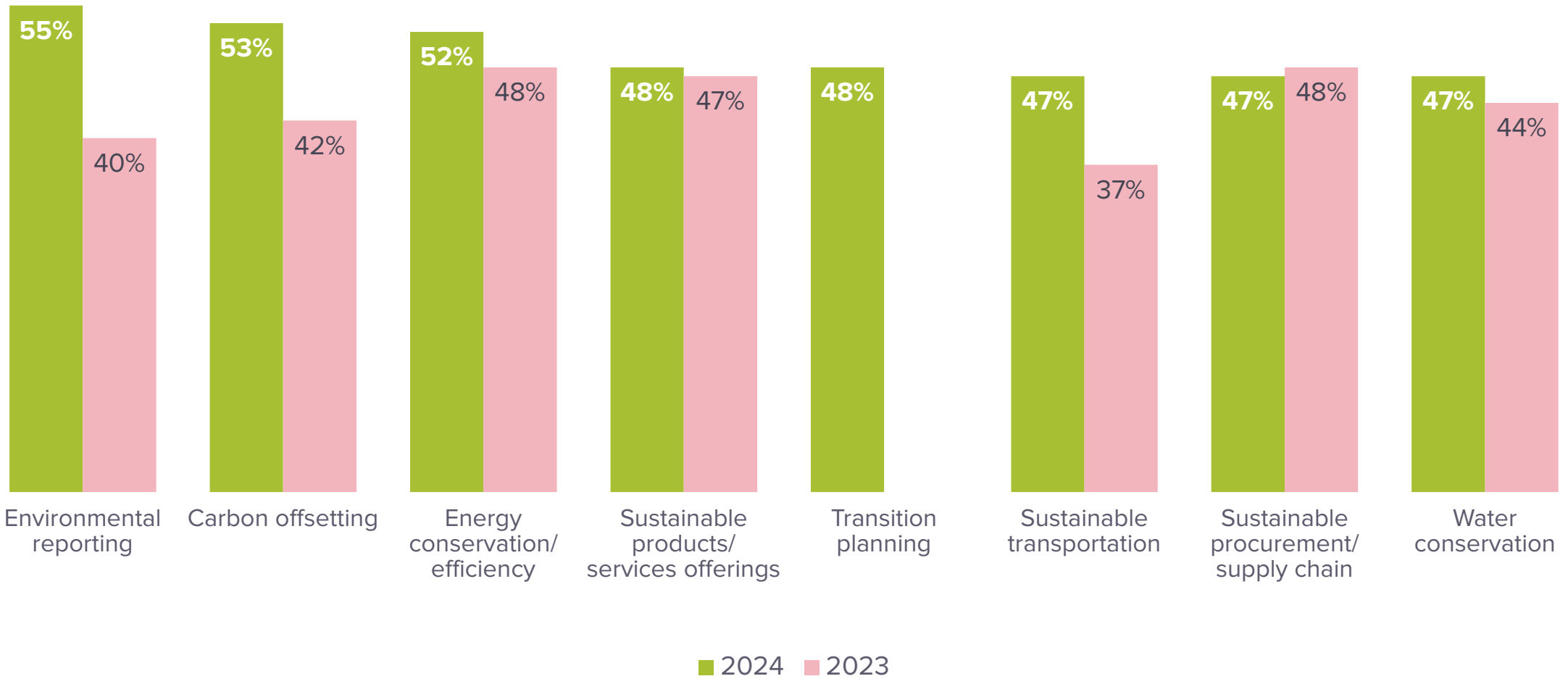
7%

Sustainability is a strategic asse.

Business value of sustainability data is well-understood, and initiatives are fully integrated into strategic planning and decision-making processes

N = 60
Modeled based on responses to multiple questions

Top Environmental Measures Undertaken



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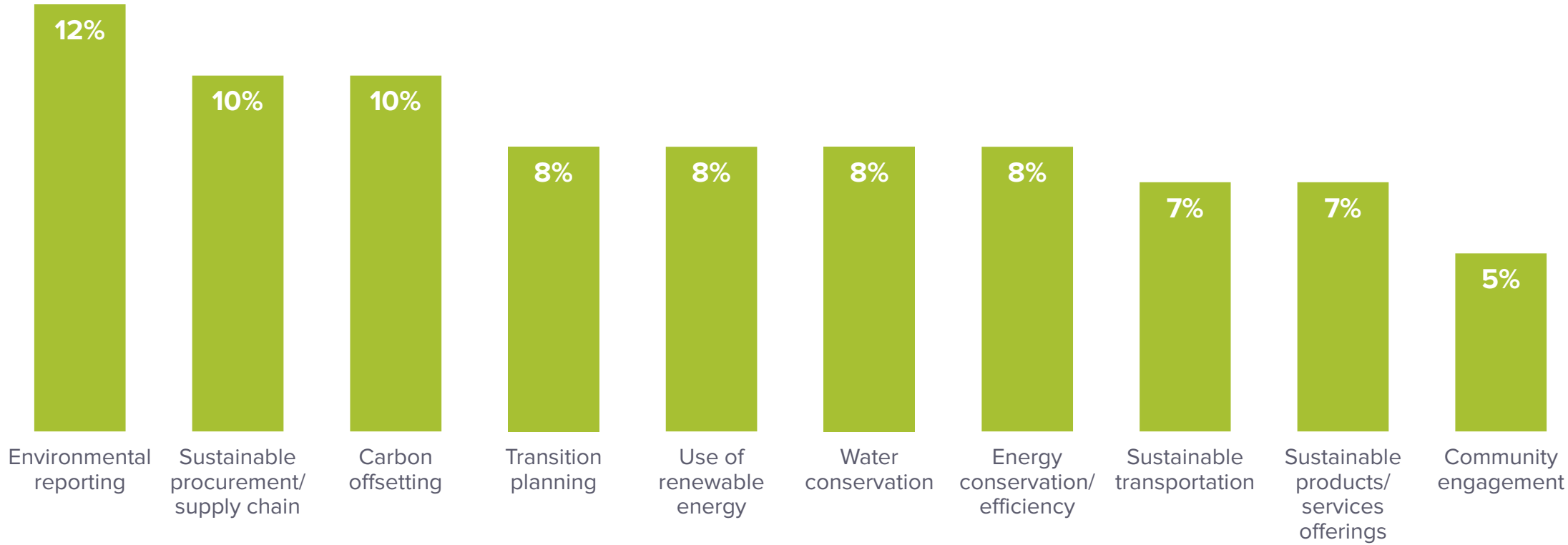
Most Impactful Environmental Measures



N = 60
Q: Which of the initiatives selected above do you consider most impactful?

Top Stakeholders Advocating for Sustainability

45%	43%	35%	30%	30%
Supply chain partners	Communities	Governments/ Regulators	Rating agencies	Customers
28%	27%	23%	20%	18%
Investors/ shareholders	Banks/Credit providers	Employees	Non-profit organisations	Insurers

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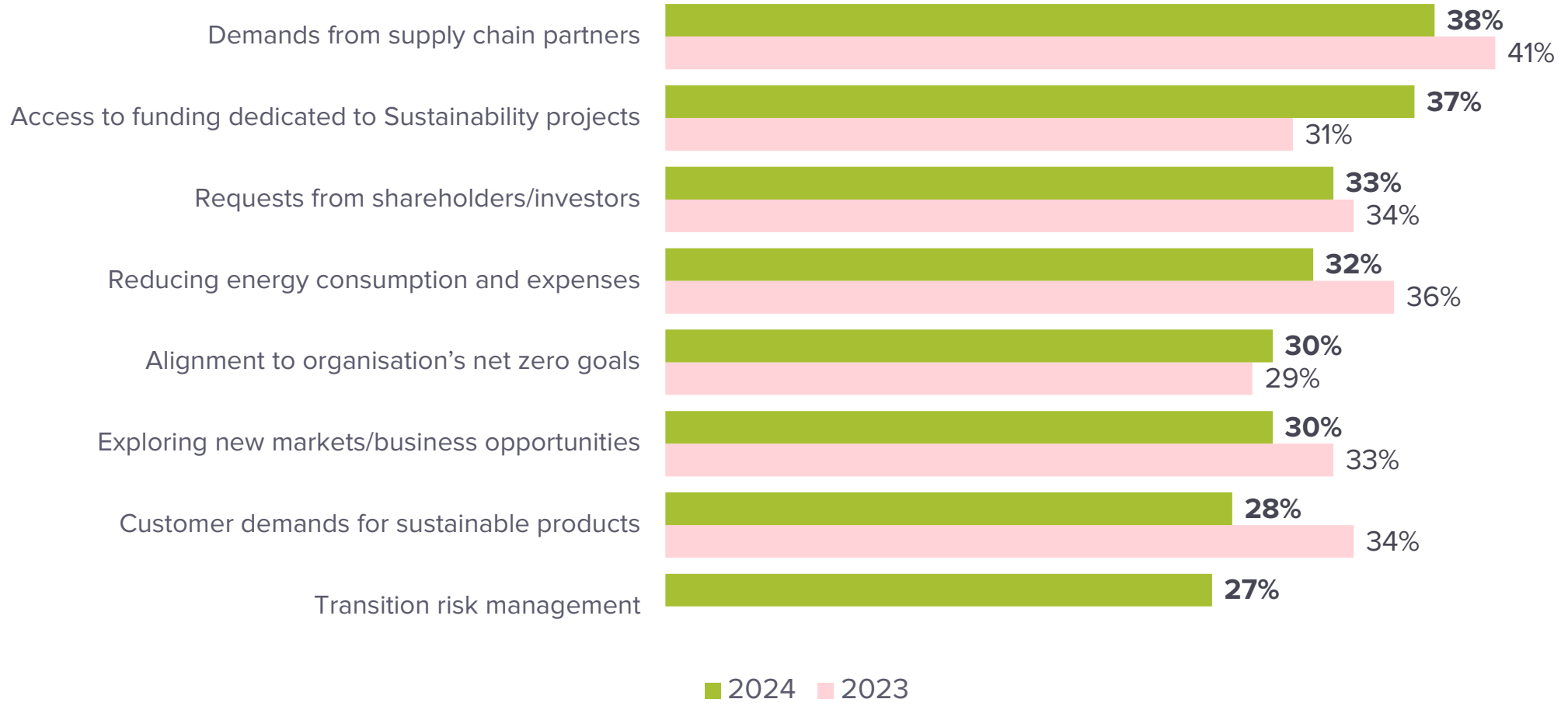
Main Drivers of Sustainability



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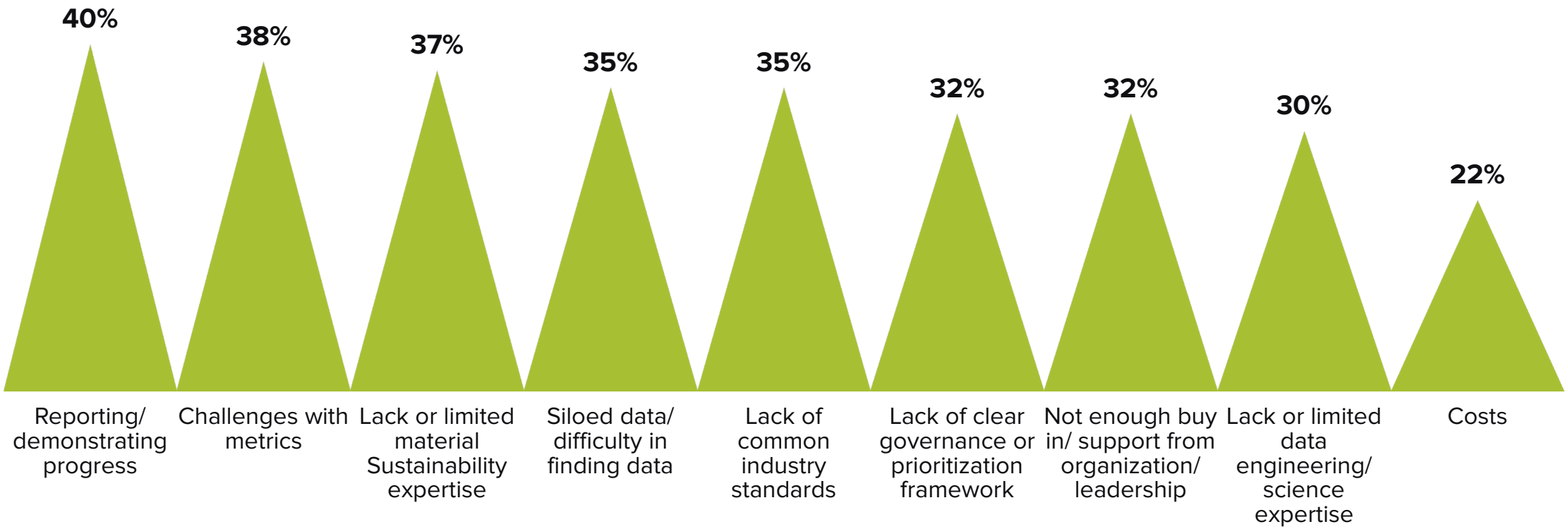
Main Challenges of Adopting Sustainability



N = 60
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How Governments Can Support Adoption of Sustainability

N = 60
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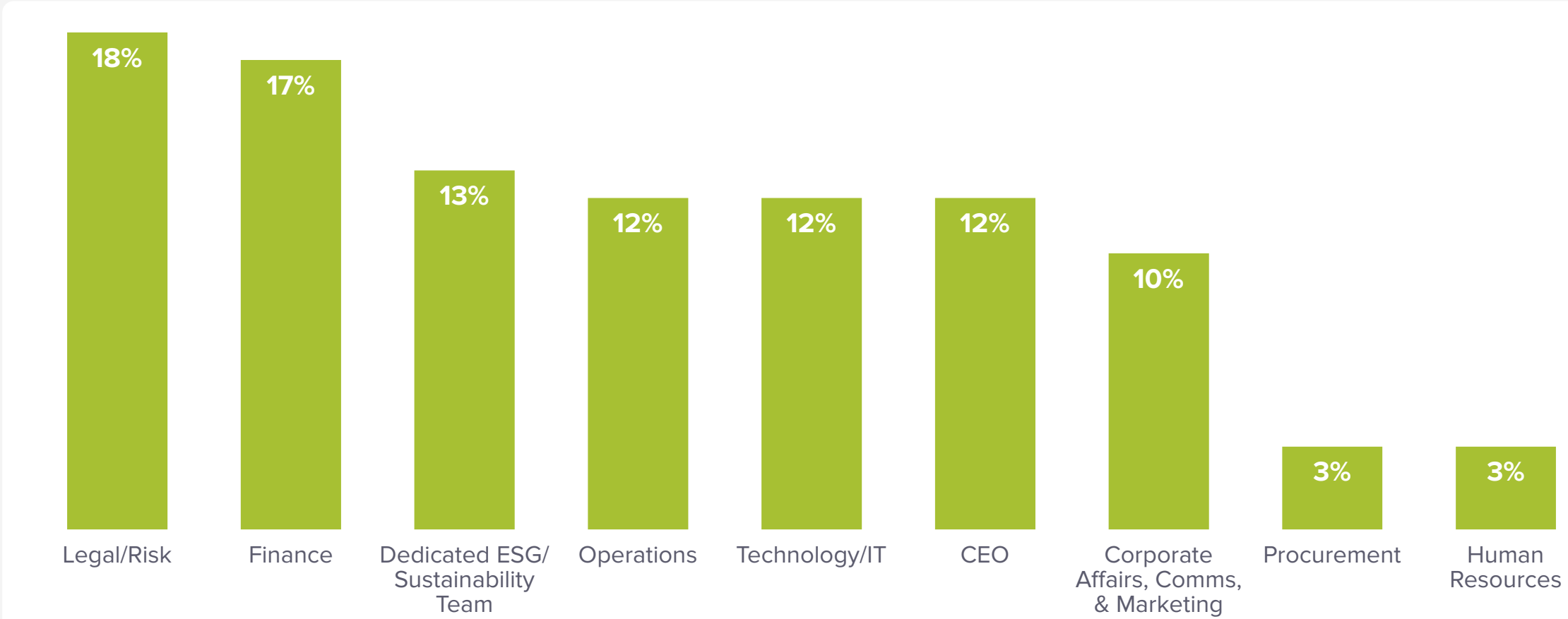
Execution

People, Governance, & Narrative

Sustainability Leadership



N = 60
Q: Which function is primarily responsible for your organization's Sustainability initiative?

Role of Key Stakeholders

Defining The Vision

48%	CEO
40%	Operations
37%	Legal/Risk

Delivering Sustainability Outcomes

52%	Technology/IT
45%	ESG/Sustainability Team
43%	Legal/Risk

Providing the Data

58%	Operations
53%	Technology/IT
43%	Procurement

Managing the Data

50%	Operations
42%	Technology/IT
40%	Procurement

Deciding the Metrics

57%	Finance
43%	Legal/Risk
40%	CEO

Reporting

50%	Corporate Affairs, Comms, & Marketing
45%	Technology/IT
40%	CEO

N = 60
Q: Who are the top 3 stakeholders for these activities in your Sustainability program?

Alignment Between Sustainability Team & Finance

0%
Minimal Alignment
(1-4)

0%
Some Alignment
(5-6)

88%
Strong Alignment
(7-8)

12%
Full Alignment
(9-10)

N = 60
Q: Rate the alignment between Finance and the Sustainability Teams on a scale of 1-10

Maturity of Employee Involvement in Sustainability

2%

Limited Sustainability Awareness

Employees have a limited understanding of sustainability goals and objectives

8%

Basic Sustainability Awareness

Employees are aware of sustainability goals but may not fully understand their role in achieving them

37%

Emerging Sustainability Engagement

Employees have a basic understanding of sustainability responsibilities and how they relate to their roles

30%

KPI-Driven Sustainability

Sustainability KPIs are set relevant to employee roles, fostering a more focused and targeted approach to sustainability

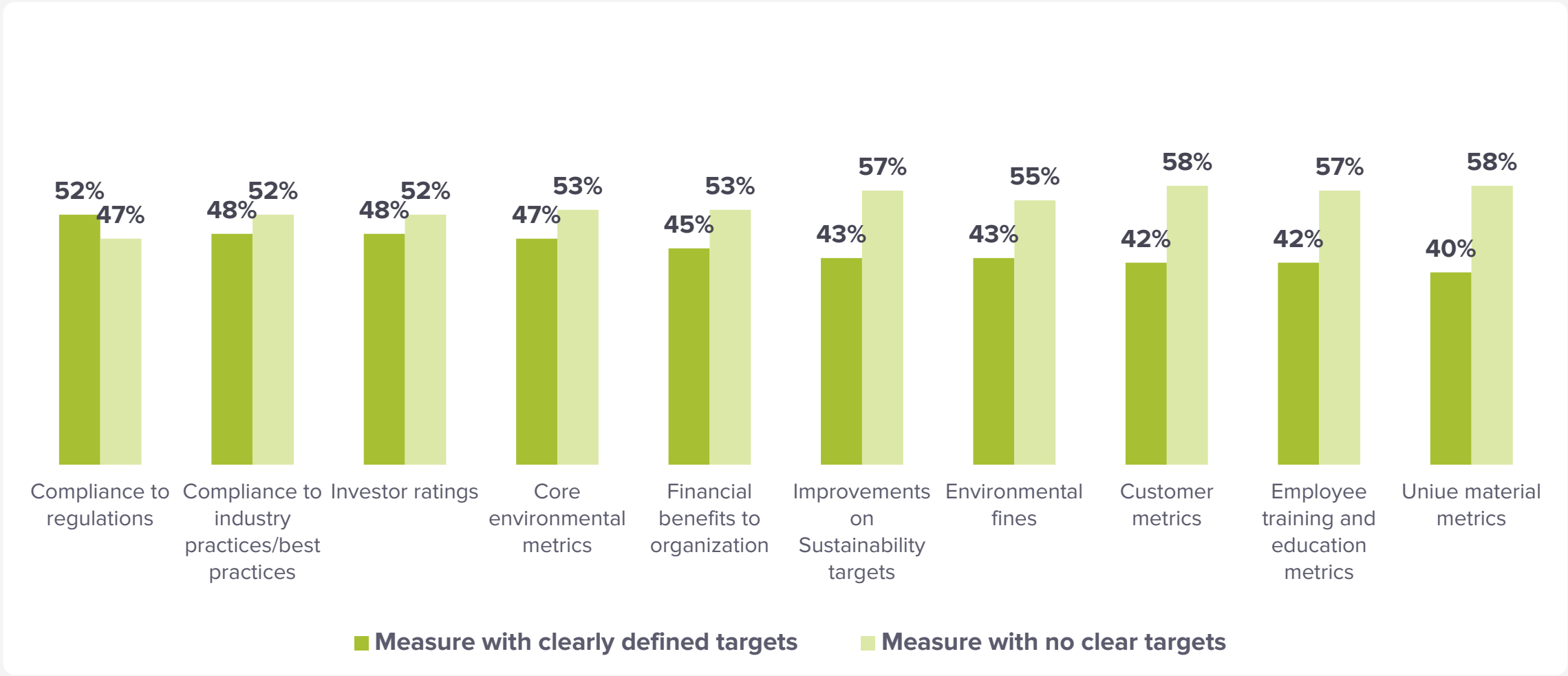
23%

Sustainability as a Strategic Imperative

Sustainability performance is tied to executive and key employee compensation, reinforcing its role as a strategic priority.

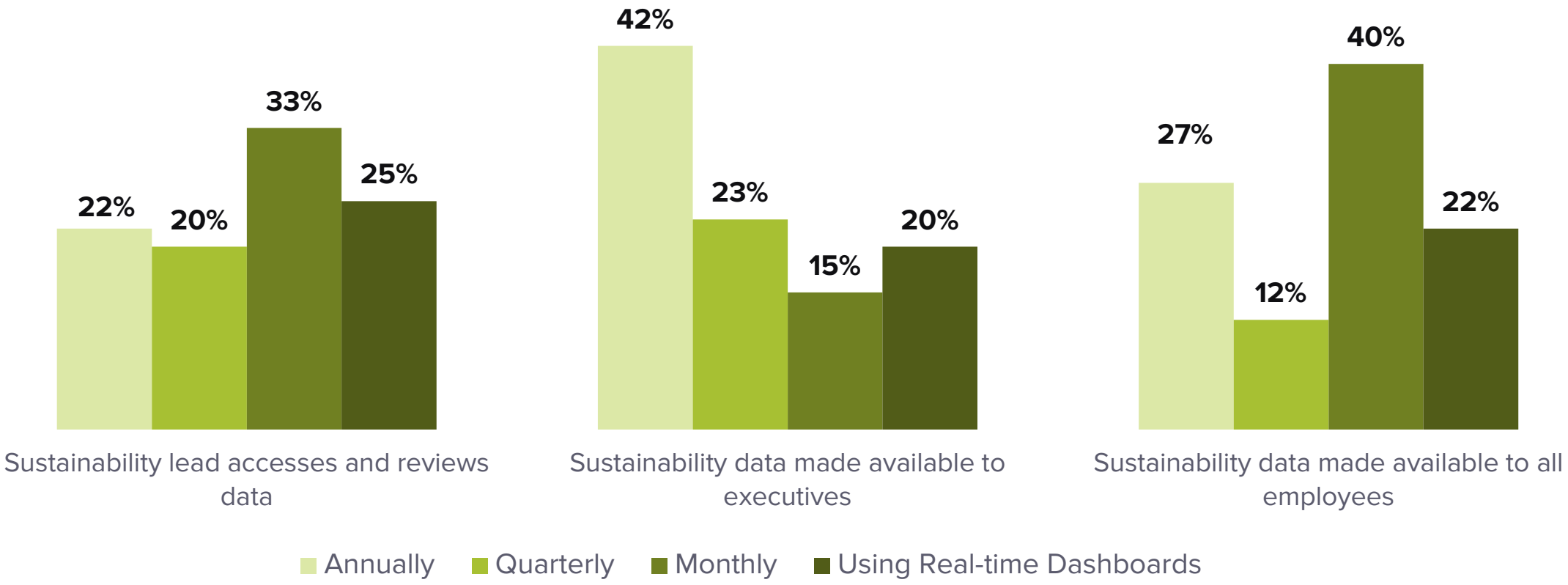
N = 60
Modeled based on responses to multiple questions

Metrics Used to Measure Sustainability



N = 60
Q: Which are the metrics used in your organization to measure Sustainability efforts? (Depicting the metrics adopted with clearly-defined metrics)

Sustainability Data Access and Sharing



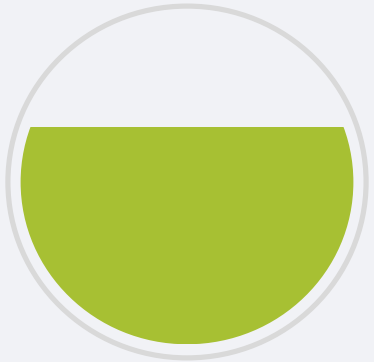
N = 60
Q: How frequently does your organization access/ share data internally on Sustainability progress with key stakeholders?

Technology

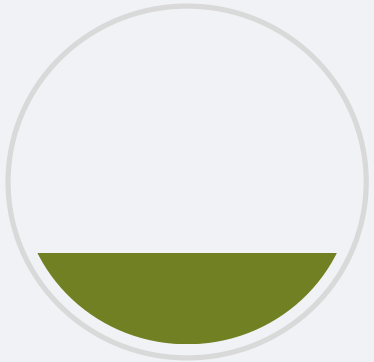
Importance of Technology in Achieving Sustainability Goals

0%
Not Important
(1-4)

5%
Somewhat Important
(5-6)



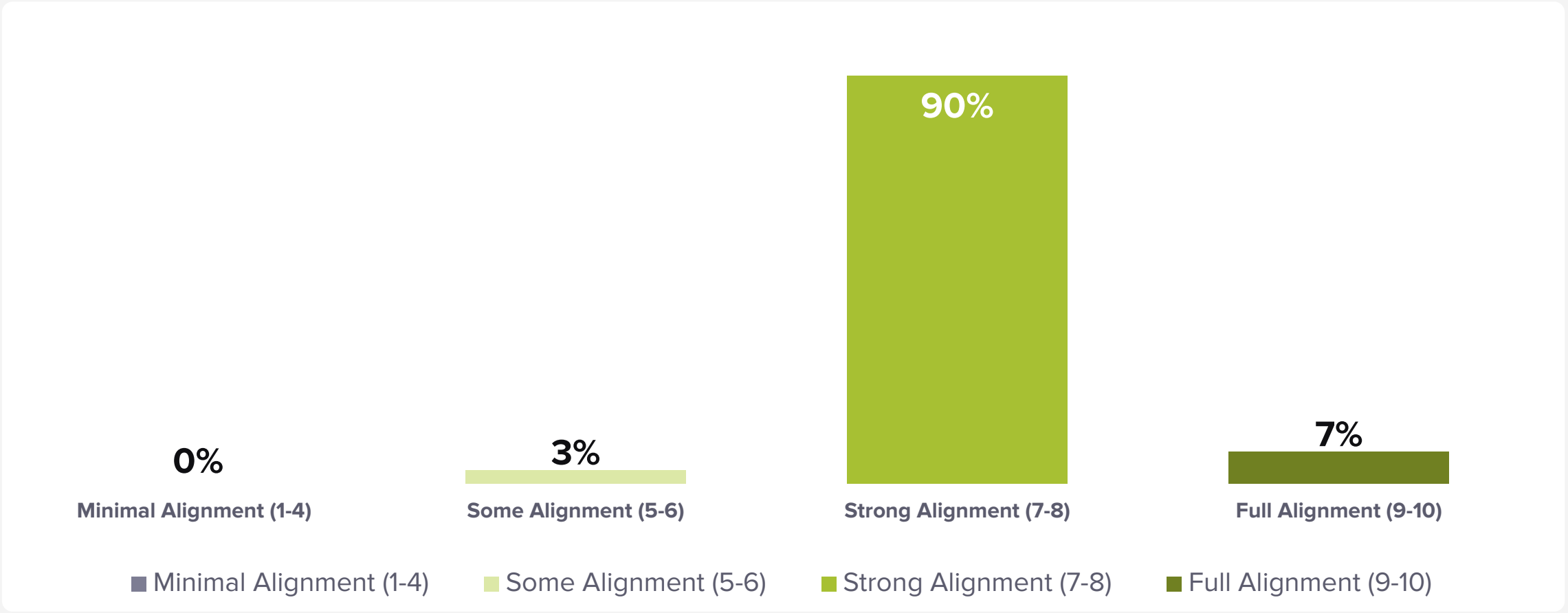
67%
Important
(7-8)



28%
Extremely Important
(9-10)

N = 60
Q: On a scale of 1-10, how would you rate the importance of Technology to achieving Sustainability goals? (Where 1='Not important at all' and 10='Absolutely critical')

Alignment Between Sustainability Teams & Technology



N = 60
Q: Rate the alignment between IT/Technology and Sustainability Teams on a scale of 1-10 (Where 1='Not aligned' and 10='Completely aligned')

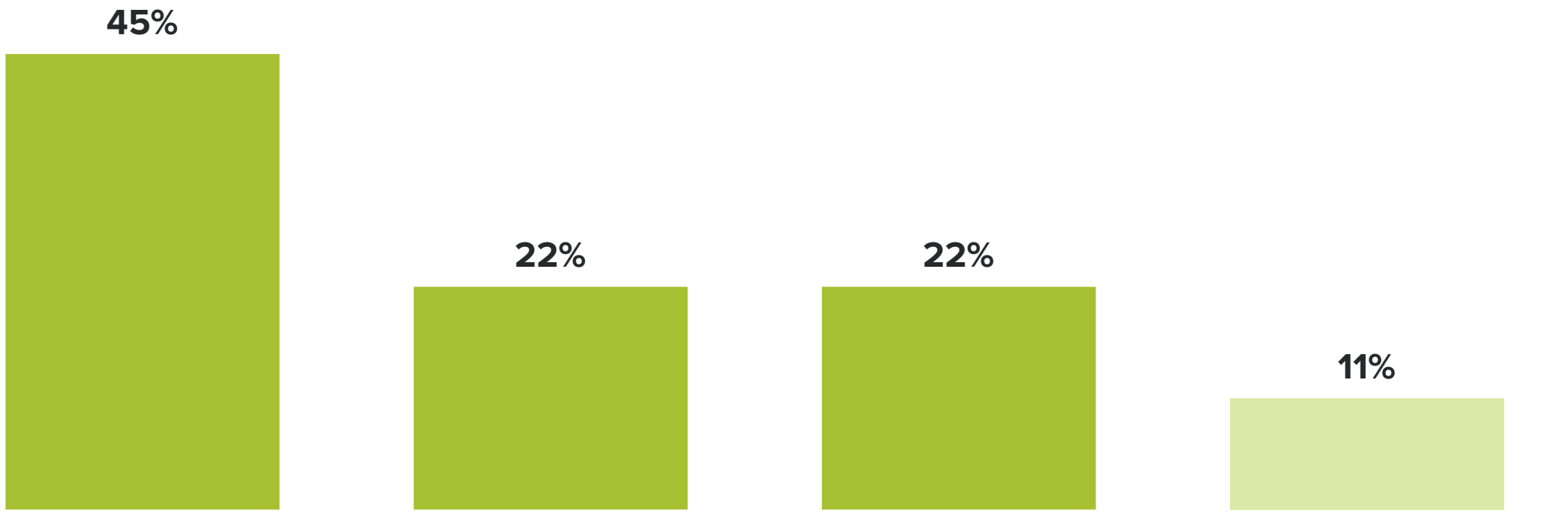
The Extent of Use of IT to Achieve Sustainability Goals

32%
IT is fully leveraged

68%
IT is not fully leveraged

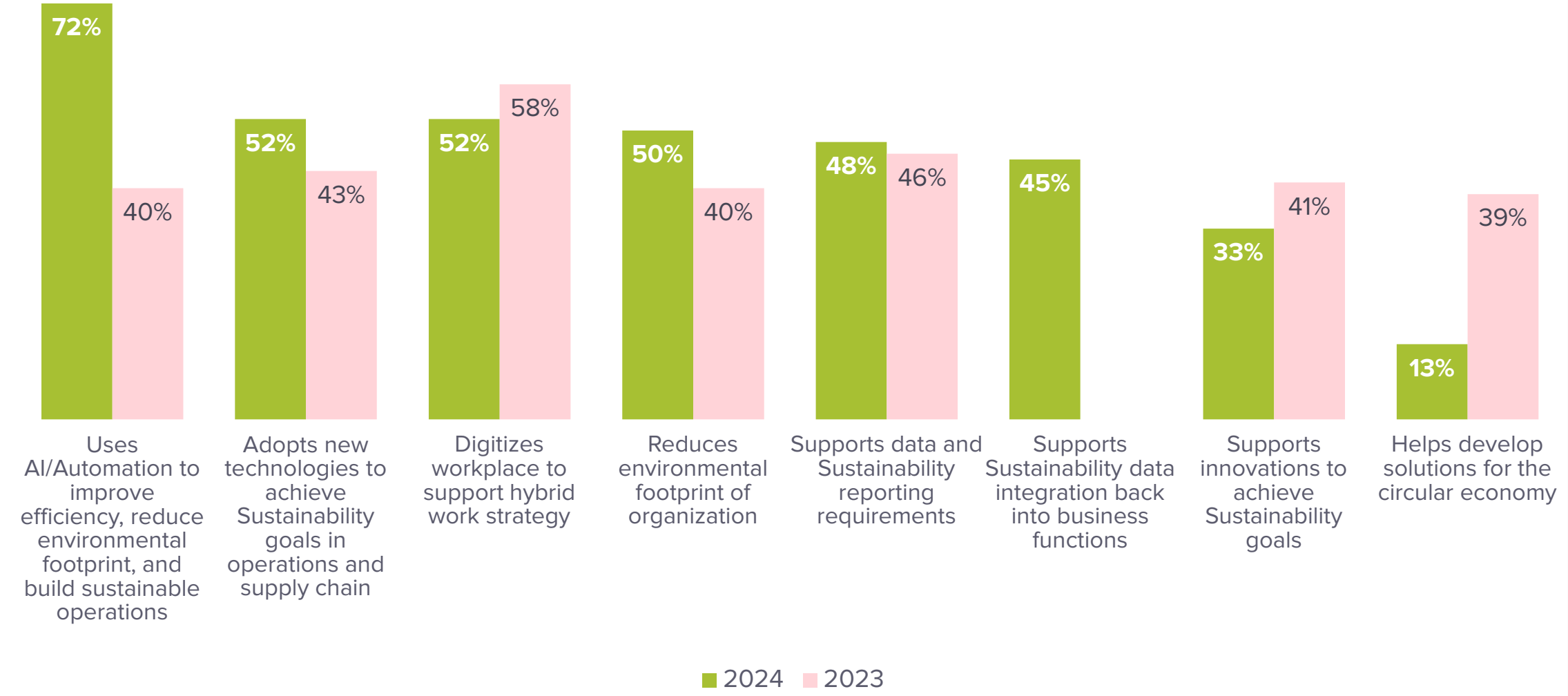
N = 60
Q: Do you feel the organization leverages the full potential of IT/Technology in achieving Sustainability?

IT's Role in Achieving Sustainability Goals



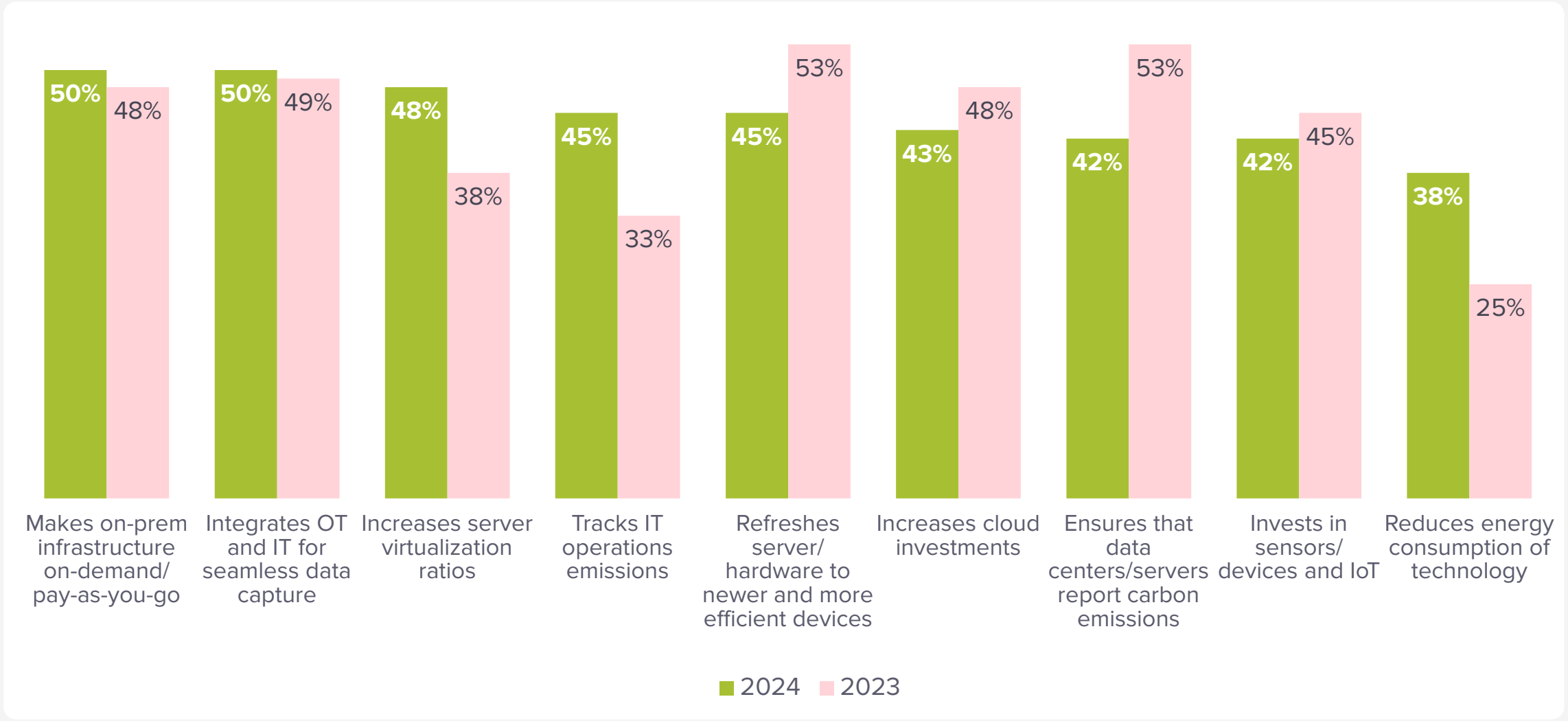
N = 60
Q: What is the extent of the involvement of IT in achieving your organization's Sustainability goals?

Role of Technology in Supporting Sustainability



N = 60 (2023 N=120)
Q: How does the IT/technology team support the organization's Sustainability goals?

Technology Team's Steps to Reduce Carbon Footprint



N = 60 (2023 N=120)
Q: What actions does your IT/technology team take to reduce their carbon footprint?

Data-Driven Sustainability: Leveraging Insights for Impact

15%

We do not use data to track or measure our Sustainability efforts

23%

We collect some data on our Sustainability initiatives, but we don't use it for analysis or decision-making

30%

We use data to track key Sustainability metrics for reporting

17%

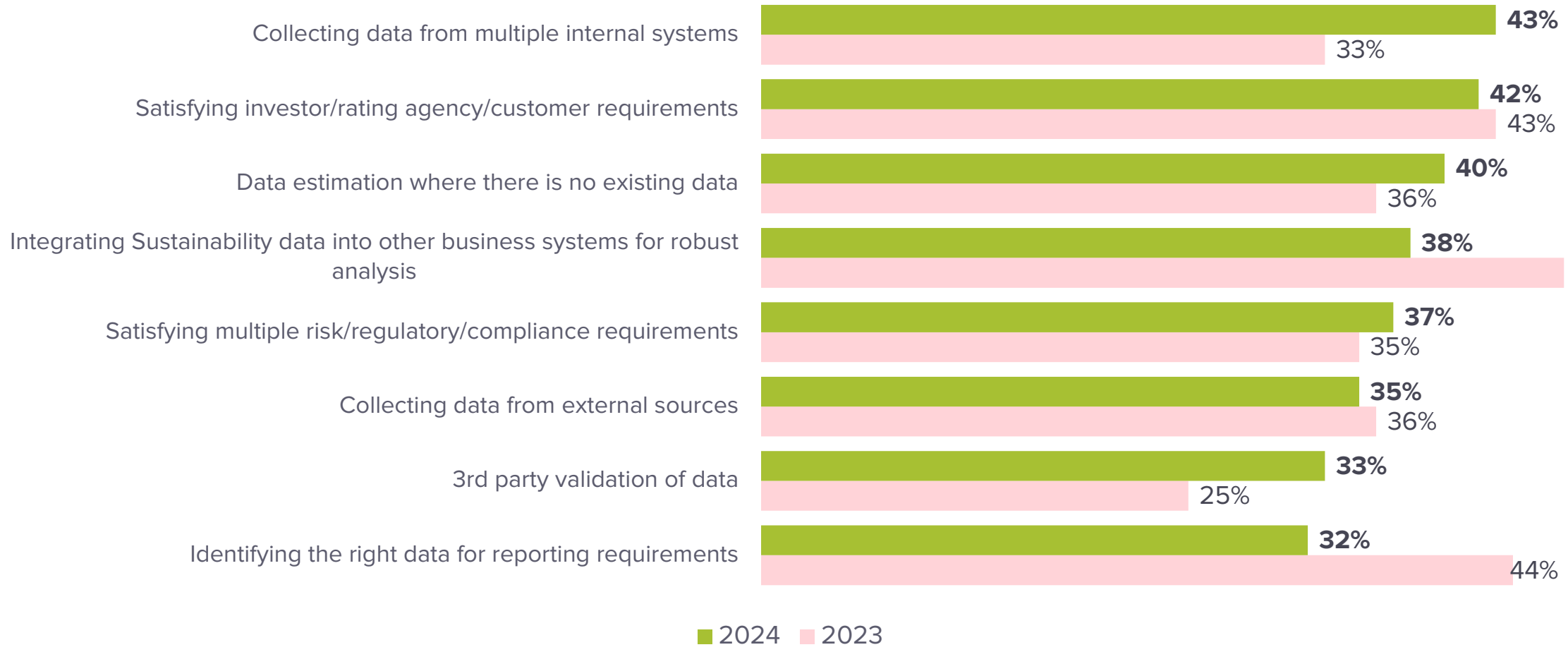
We use data to track, analyze, and optimize our Sustainability performance across business applications

15%

We use data from our Sustainability initiatives to guide the organization's transformation journey

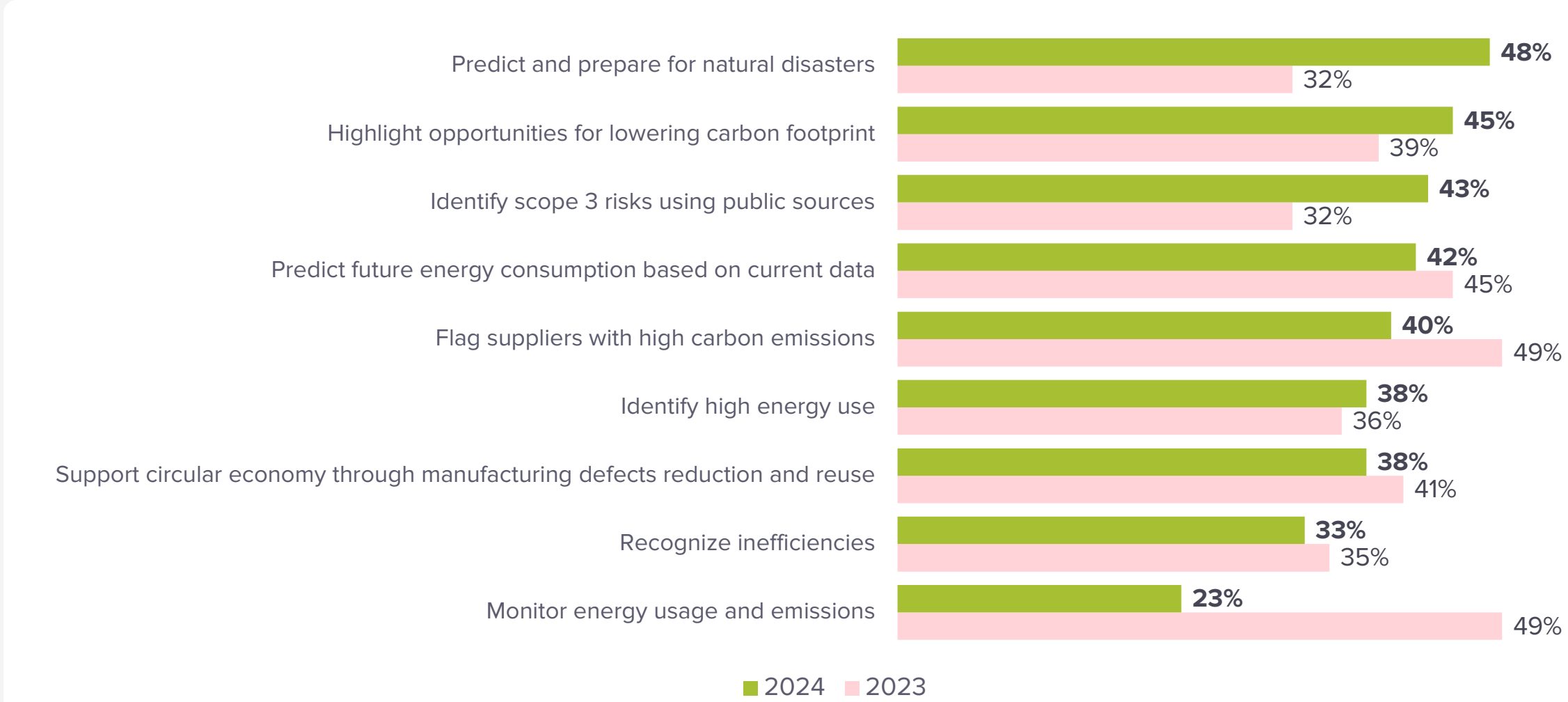
N = 60
Q: To what extent does your organization leverage data to inform and support its Sustainability initiatives?

Challenges of Supporting Sustainability Data Needs



N = 60 (2023 N=120)
Q: What are the top 3 challenges in supporting your organization's Sustainability data needs?

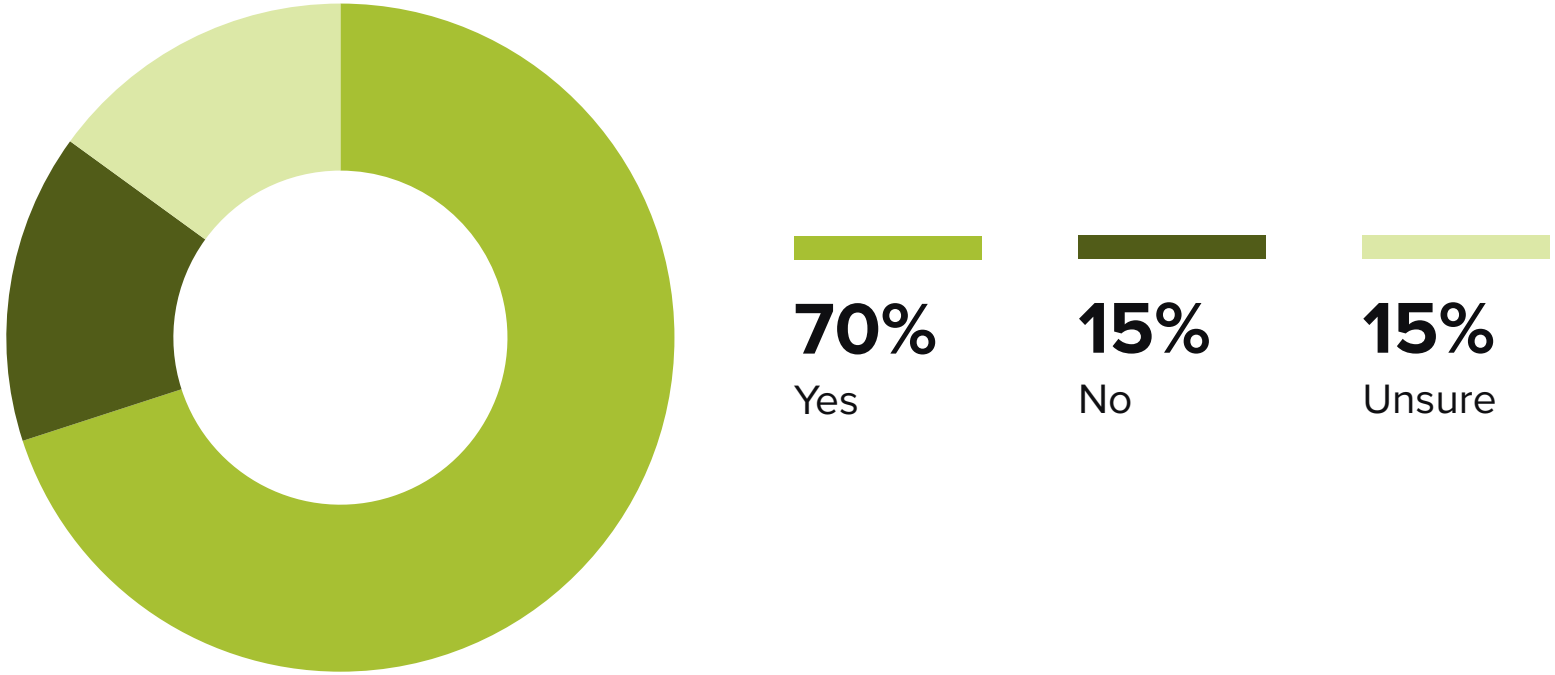
The Use of AI for Environmental Footprint Management



N = 60 (2023 N=120)
Q: How does your organization use data and AI to reduce, manage and report on global environmental footprint?

Environmental Impact of AI

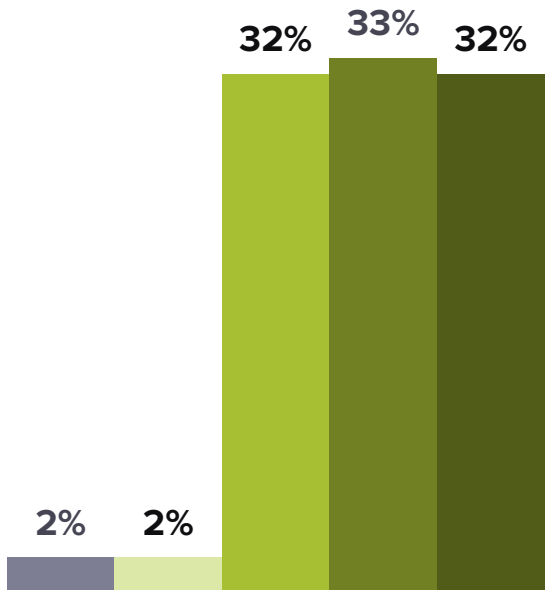
Is Impact Considered?



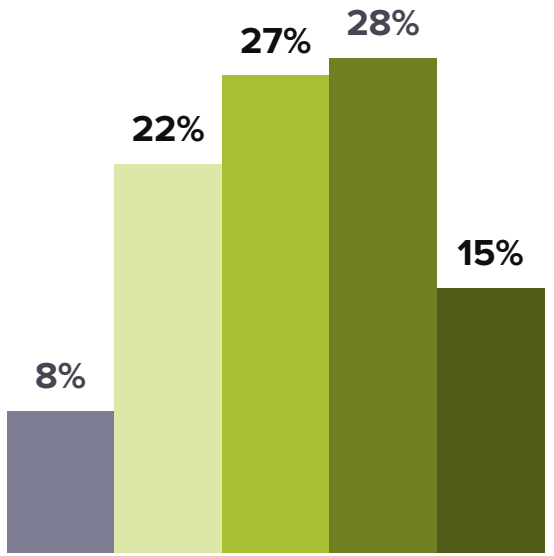
N = 60
Q: Does your organization consider the environmental impact (e.g., energy consumption, carbon footprint) when implementing AI solutions?

Perception on the Impact of AI

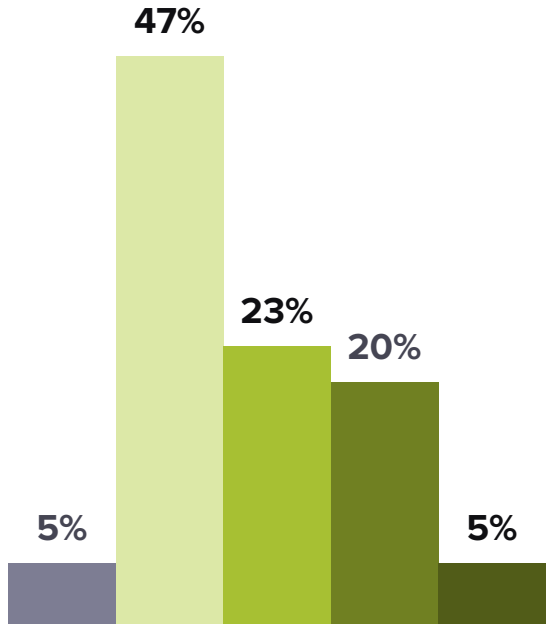
Impact of AI on achieving Sustainability goals



Impact of AI on organization's carbon emissions



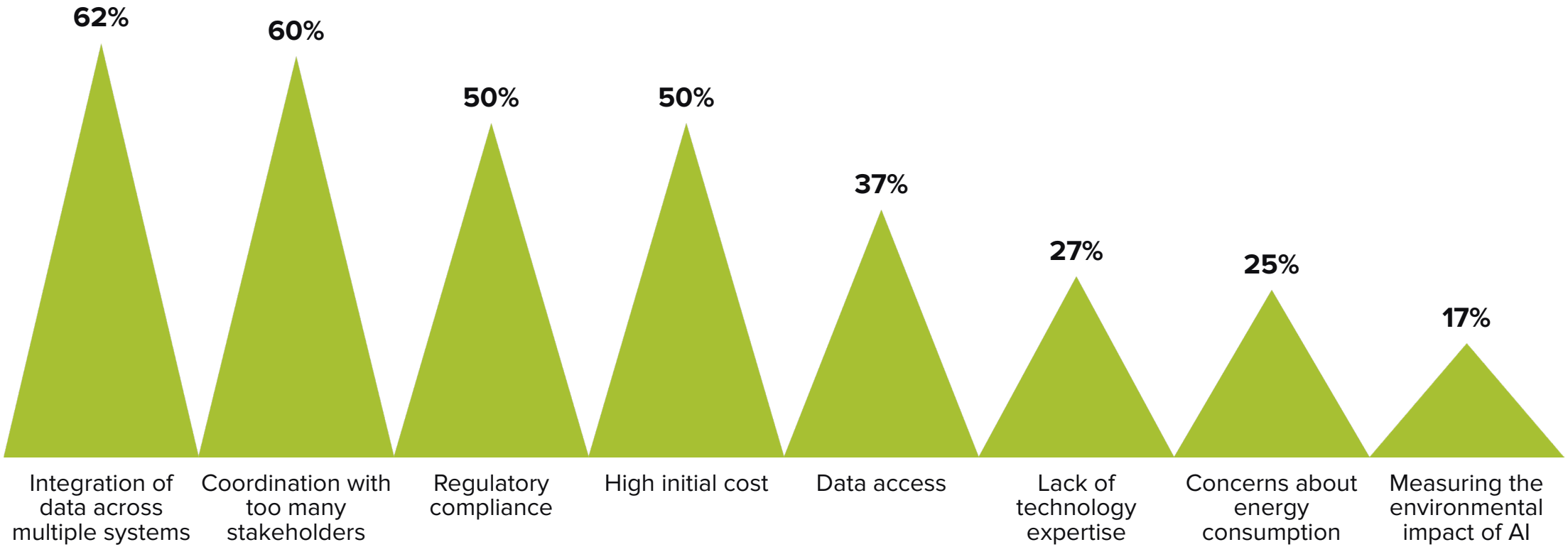
Impact of AI on the cost of Sustainability initiatives



1 (Significant negative impact) 2 (Some negative impact) 3 (Neither positive nor negative) 4 (Some Positive impact) 5 (Significant Positive impact)

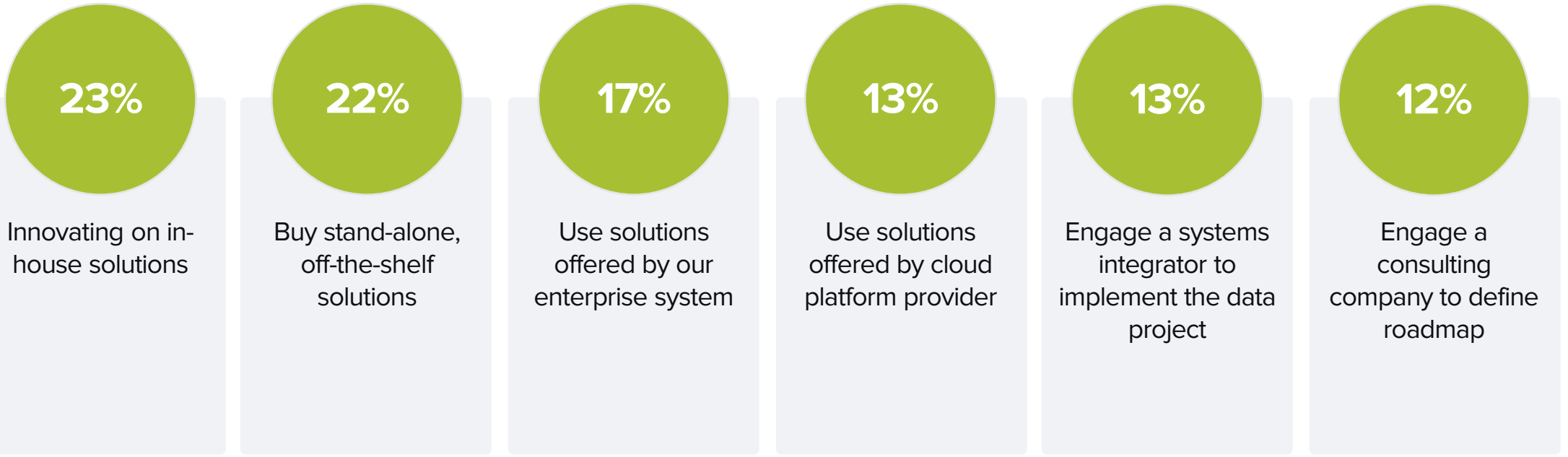
N = 60
Q: Please indicate the expected scale of impact of the following.

Key Challenges in Integrating AI for Sustainability Initiatives



N = 60
Q: What are the key challenges of integrating AI for Sustainability initiatives?

Building Sustainability Technology Capabilities



N = 60
Q: How is your organization building Sustainability reporting capabilities?

ASEAN

Study Demographics

Function

Industry

- **96** Financial Services
- **36** Manufacturing
- **36** Retail
- **12** Construction
- **12** Primary Industries
- **12** Transport & Logistics
- **12** Energy & Utilities
- **12** Hospitality
- **12** Media & Telecom

Organization Size (No. of Emp.)

- **51** 201 - 499
- **66** 500 - 999
- **66** 1,000 - 4,999
- **57** More than 5,000

N = 240

Strategy & Perception

The Importance of Sustainability in the Organization

0%
Not Important
(1-4)

28%
Somewhat Important
(5-6)

54%
Important
(7-8)

18%
Extremely Important
(9-10)

N = 240
Q: Please RATE the strategic importance of Sustainability in your organization on a scale of 1-10. (1='Least Important' and 10='Most Important')

Pace of Sustainability Efforts

CHANGE FROM LAST YEAR

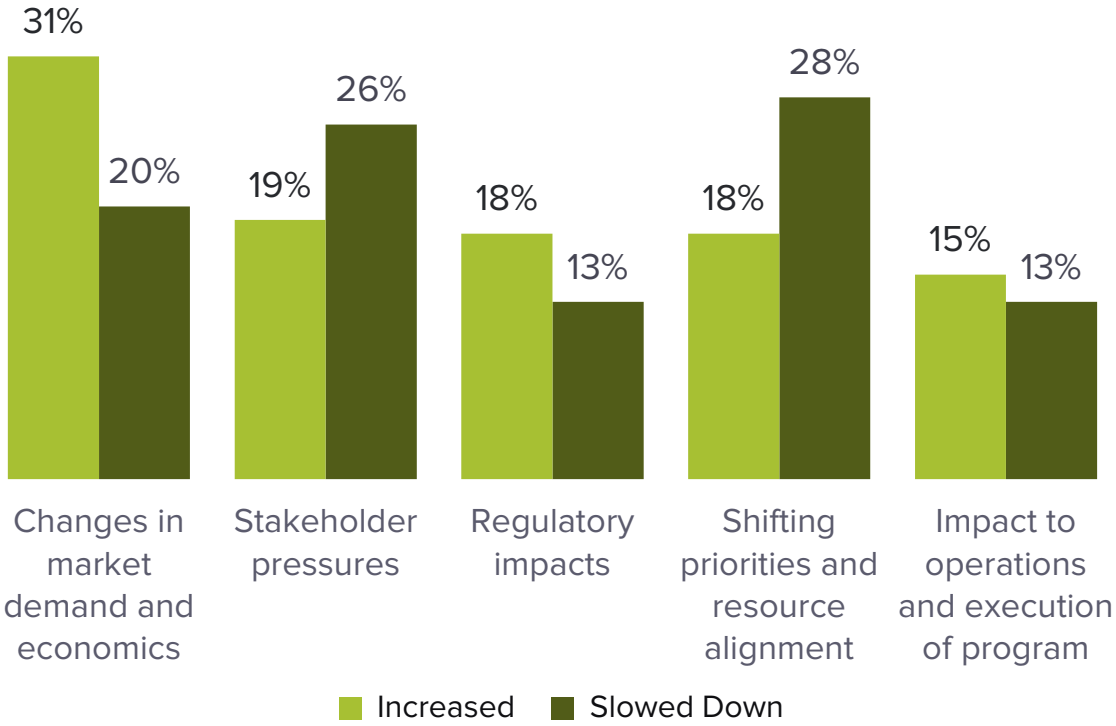
47% Slowed down

26% Increased

27% Remained the same

N = 240
Q: Have your Sustainability goals and execution slowed down or increased over the last year?

REASONS FOR CHANGE



N = 174
Q: What is the main reason for the change in pace of your Sustainability goals and execution?

Maturity of Organizations' Sustainability Strategies

5%

Sustainability is acknowledged but not integrated
Recognized as important but remains peripheral to the core corporate strategy

15%

Sustainability is a strategic aspiration
Included in the transformation strategy, but goals and measures are still not quantified or operationalized

60%

Sustainability is operationally embedded
Goals and initiatives are incorporated into existing operational review and reporting processes, but impact is not fully measured or quantified

15%

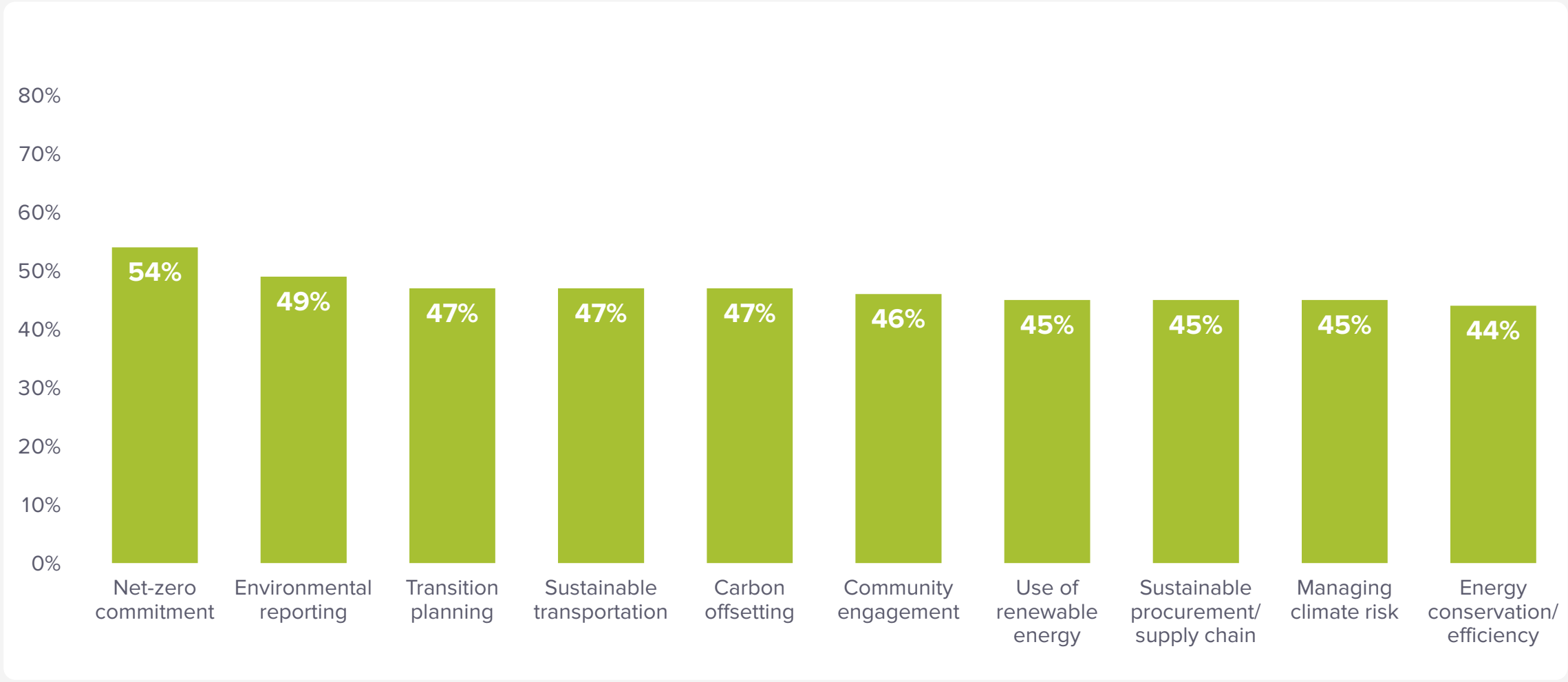
Sustainability is data-driven Strategy and goals are prioritized and built upon real facts and data, providing a solid foundation for decision-making

4%

Sustainability is a strategic asse.
Business value of sustainability data is well-understood, and initiatives are fully integrated into strategic planning and decision-making processes

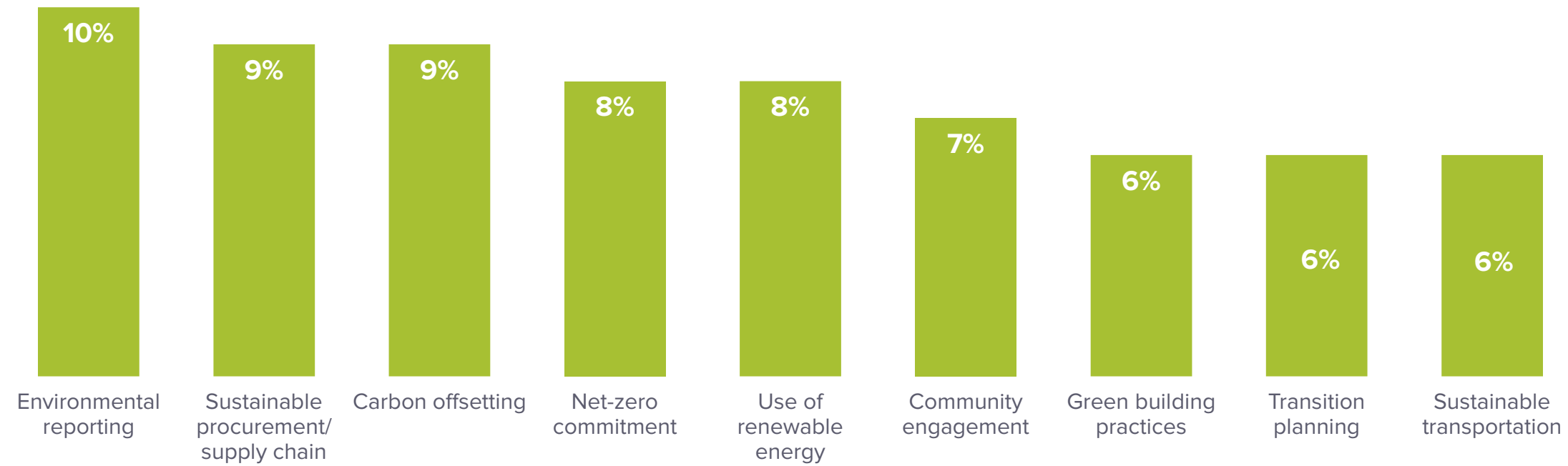
N = 240
Modeled based on responses to multiple questions

Top Environmental Measures Undertaken



N = 240
Q: Which of these Environmental measures has your organization undertaken?

Most Impactful Environmental Measures



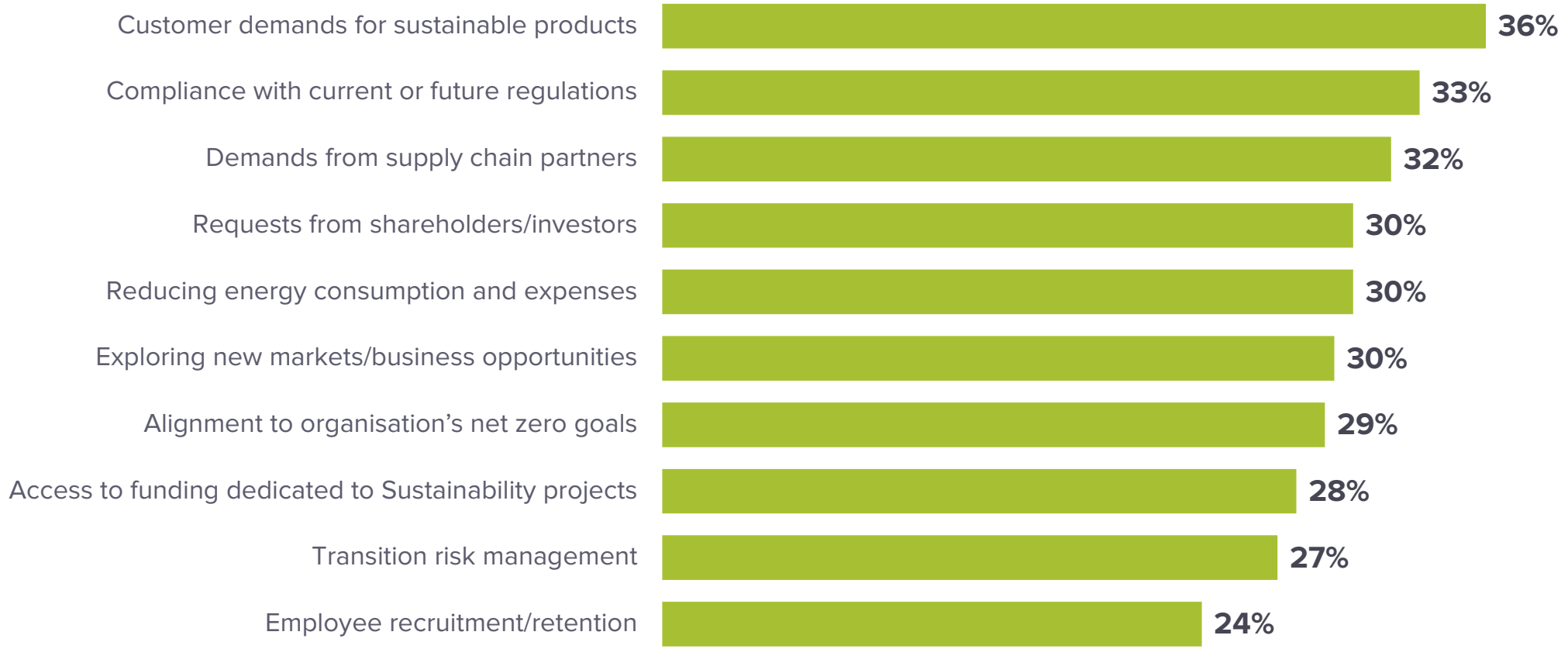
N = 240
Q: Which of the initiatives selected above do you consider most impactful?

Top Stakeholders Advocating for Sustainability

42%	40%	33%	30%	30%
Supply chain partners	Government/ Regulators	Customers	Employees	Investors/shareholders
28%	27%	27%	23%	21%
Bank/ Credit providers	Insurers	Communities	Rating agencies	Non-profit organizations

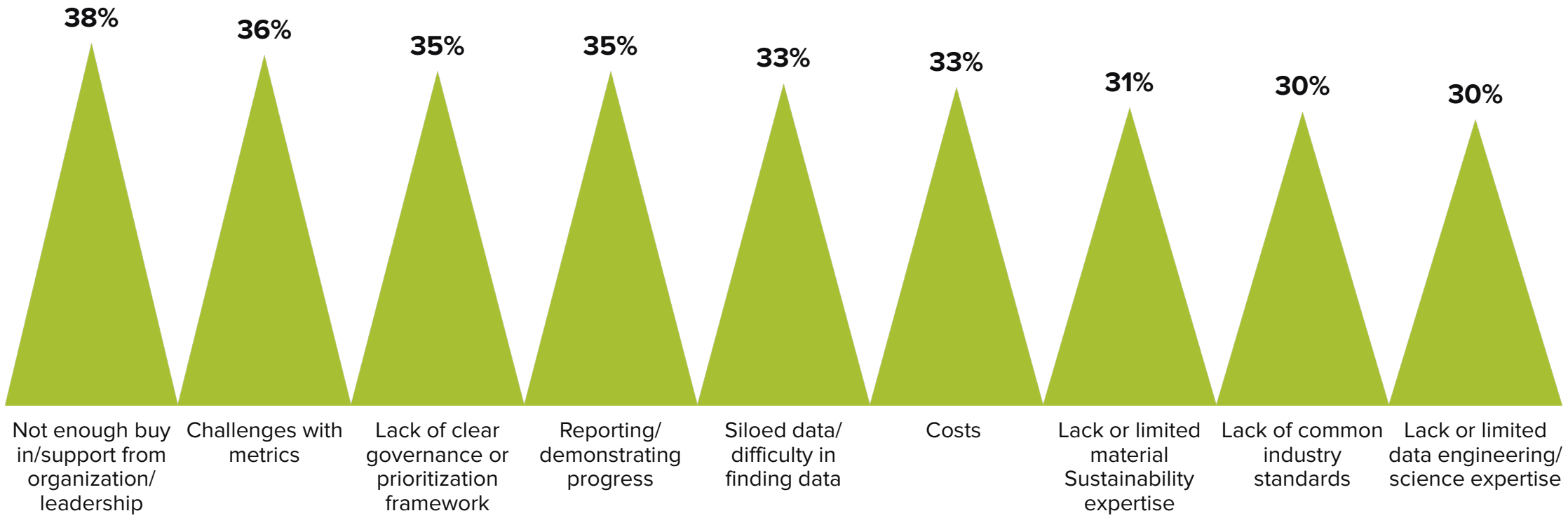
N = 240
Q: Who are the TOP 3 stakeholders who are most vocal in advocating Sustainability policies and practices in your organization?

Main Drivers of Sustainability



N = 240
Q: What are the 3 main drivers for your organization's Sustainability goals?

Main Challenges of Adopting Sustainability



N = 240
Q: What are the 3 main challenges faced in successfully adopting Sustainability measures?

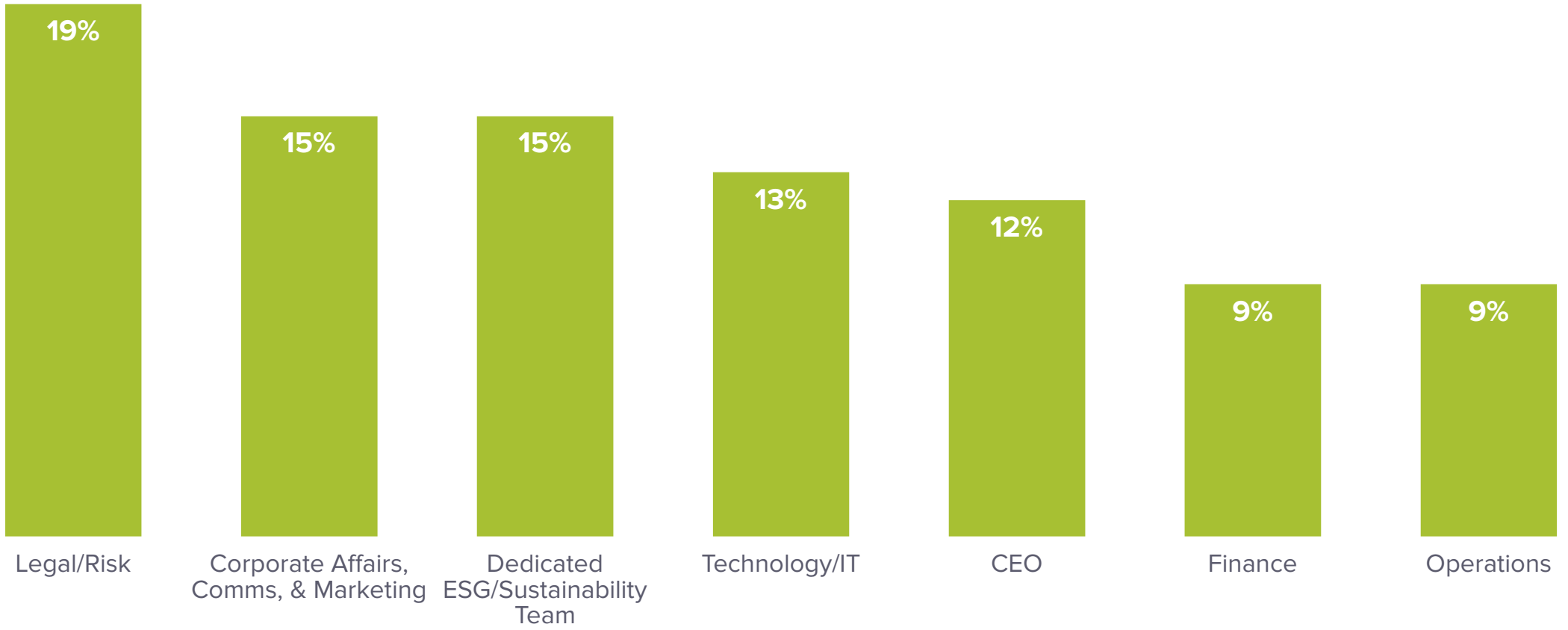
How Governments Can Support Adoption of Sustainability

N = 240
Q: How, according to you, can governments improve the adoption of Sustainability initiatives?

Execution

People, Governance, & Narrative

Sustainability Leadership



N = 240
Q: Which function is primarily responsible for your organization's Sustainability initiative?

Role of Key Stakeholders

Defining The Vision

53%	Legal/Risk
41%	Operations
33%	CEO

Delivering Sustainability Outcomes

51%	ESG/Sustainability Team
45%	Operations
44%	Technology/IT

Providing the Data

59%	Technology/IT
48%	Operations
42%	Procurement

Managing the Data

47%	Technology/IT
43%	Operations
37%	ESG/Sustainability Team

Deciding the Metrics

52%	Finance
40%	Legal/Risk
38%	CEO

Reporting

53%	Corporate Affairs, Comms, & Marketing
49%	Technology/IT
37%	CEO

N = 240
Q: Who are the top 3 stakeholders for these activities in your Sustainability program?

Alignment Between Sustainability Team & Finance

13%
Minimal Alignment
(1-4)

16%
Some Alignment
(5-6)

61%
Strong Alignment
(7-8)

10%
Full Alignment
(9-10)

N = 240
Q: Rate the alignment between Finance and the Sustainability Teams on a scale of 1-10

Maturity of Employee Involvement in Sustainability

7%

Limited Sustainability Awareness

Employees have a limited understanding of sustainability goals and objectives

9%

Basic Sustainability Awareness

Employees are aware of sustainability goals but may not fully understand their role in achieving them

50%

Emerging Sustainability Engagement

Employees have a basic understanding of sustainability responsibilities and how they relate to their roles

21%

KPI-Driven Sustainability

Sustainability KPIs are set relevant to employee roles, fostering a more focused and targeted approach to sustainability

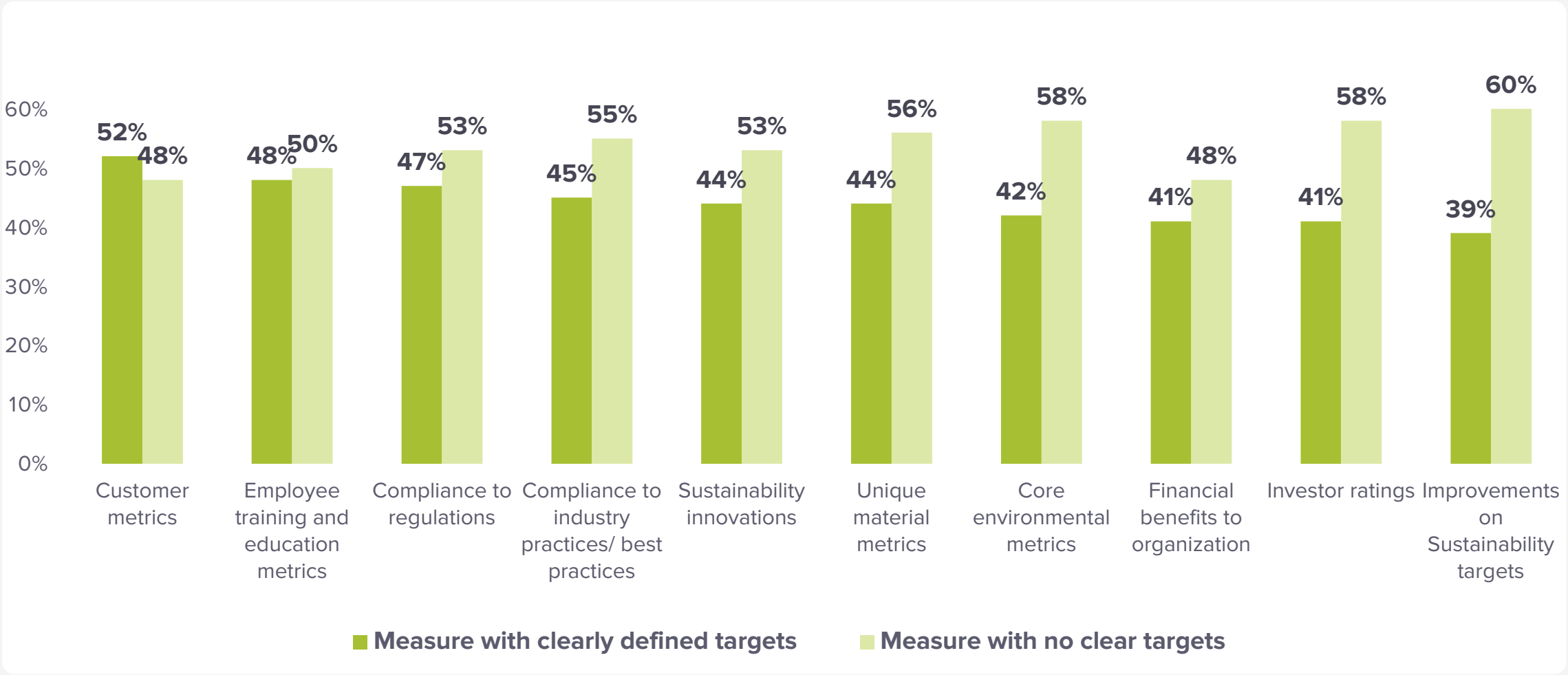
13%

Sustainability as a Strategic Imperative

Sustainability performance is tied to executive and key employee compensation, reinforcing its role as a strategic priority.

N = 240
Modeled based on responses to multiple questions

Metrics Used to Measure Sustainability



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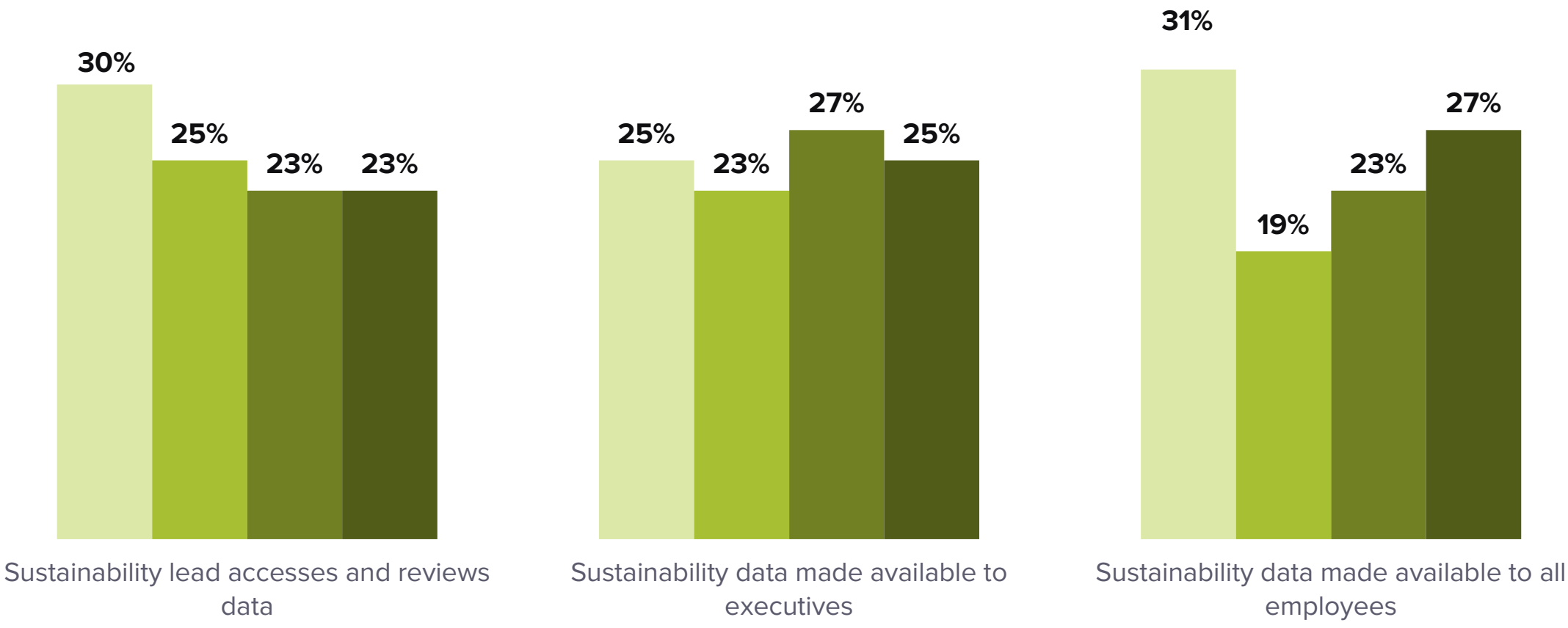
Q: Which are the metrics used in your organization to measure Sustainability efforts? (Depicting the metrics adopted with clearly-defined metrics)

Sustainability Data Access and Sharing



N = 240
Q: How frequently does your organization access/ share data internally on Sustainability progress with key stakeholders?

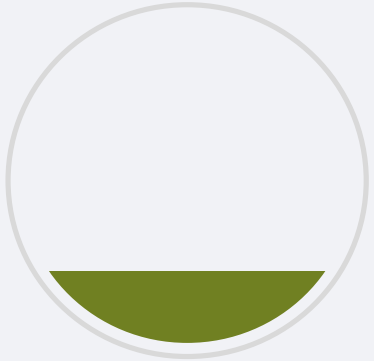
Technology

Importance of Technology in Achieving Sustainability Goals

0%
Not Important
(1-4)

12%
Somewhat Important
(5-6)

67%
Important
(7-8)



22%
Extremely Important
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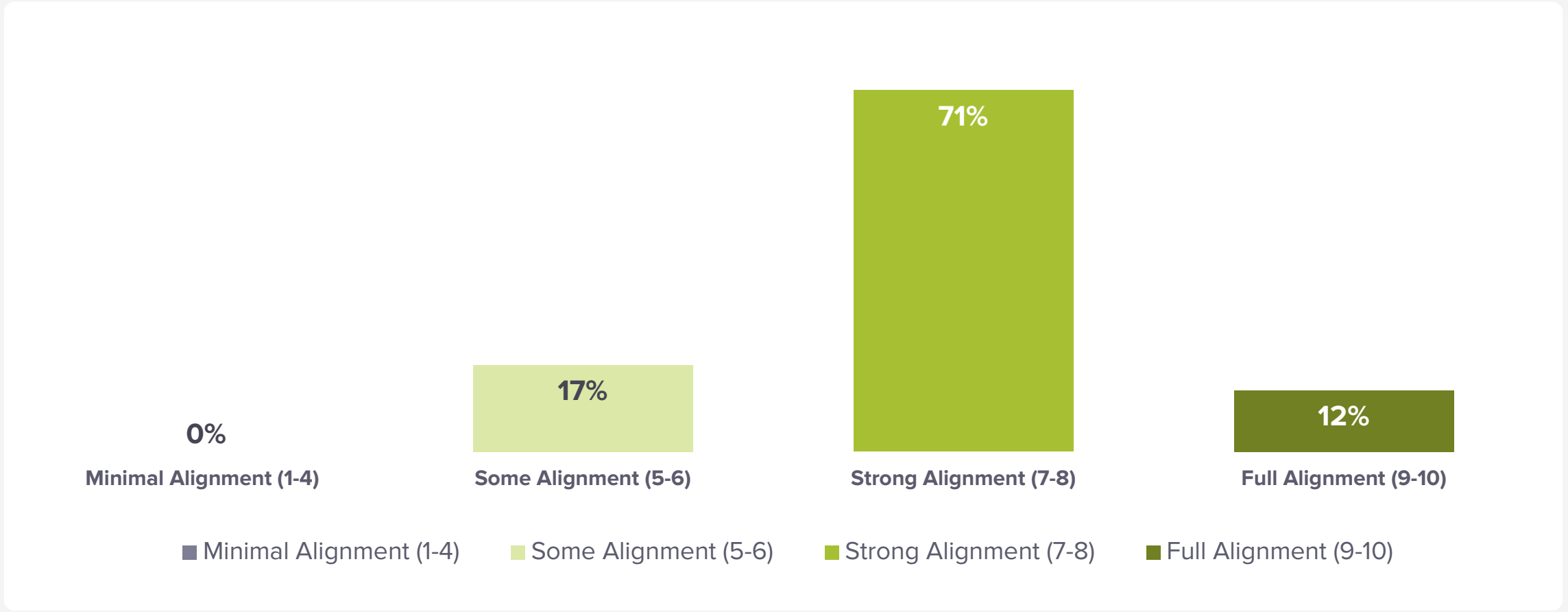
Q: On a scale of 1-10, how would you rate the importance of Technology to achieving Sustainability goals? (Where 1='Not important at all' and 10='Absolutely critical')

Alignment Between Sustainability Teams & Technology



N = 240
Q: Rate the alignment between IT/Technology and Sustainability Teams on a scale of 1-10 (Where 1='Not aligned' and 10='Completely aligned')

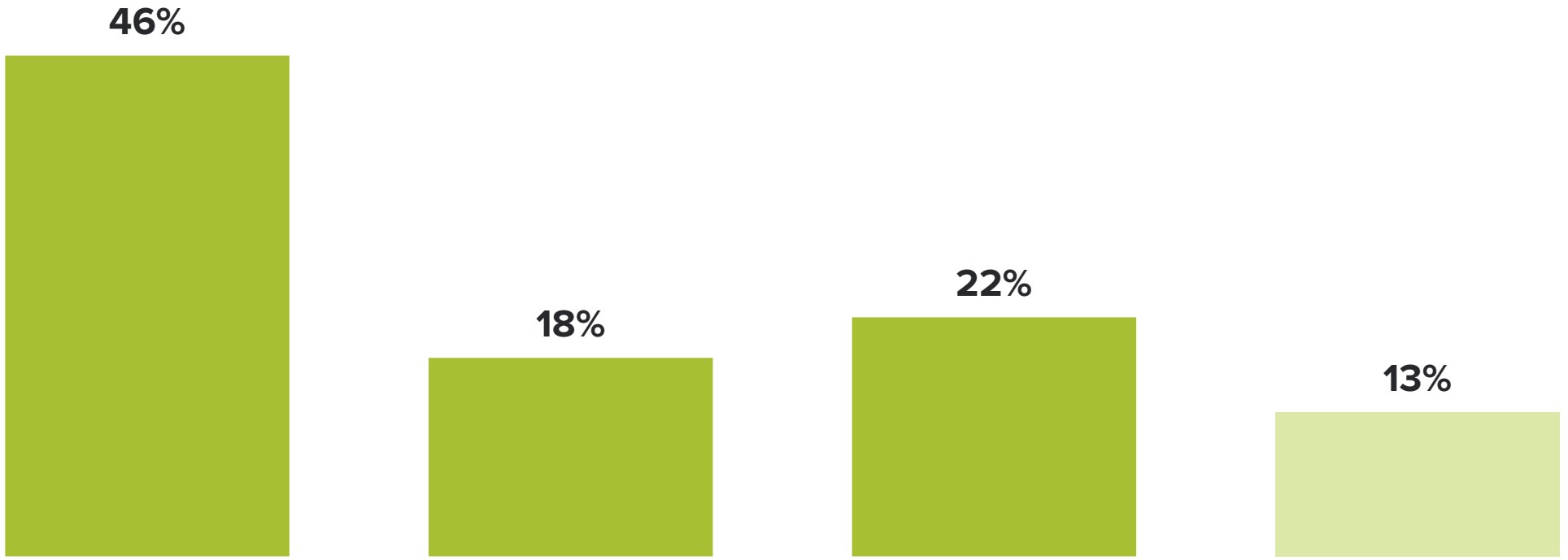
The Extent of Use of IT to Achieve Sustainability Goals

28%
IT is fully leveraged

72%
IT is not fully leveraged

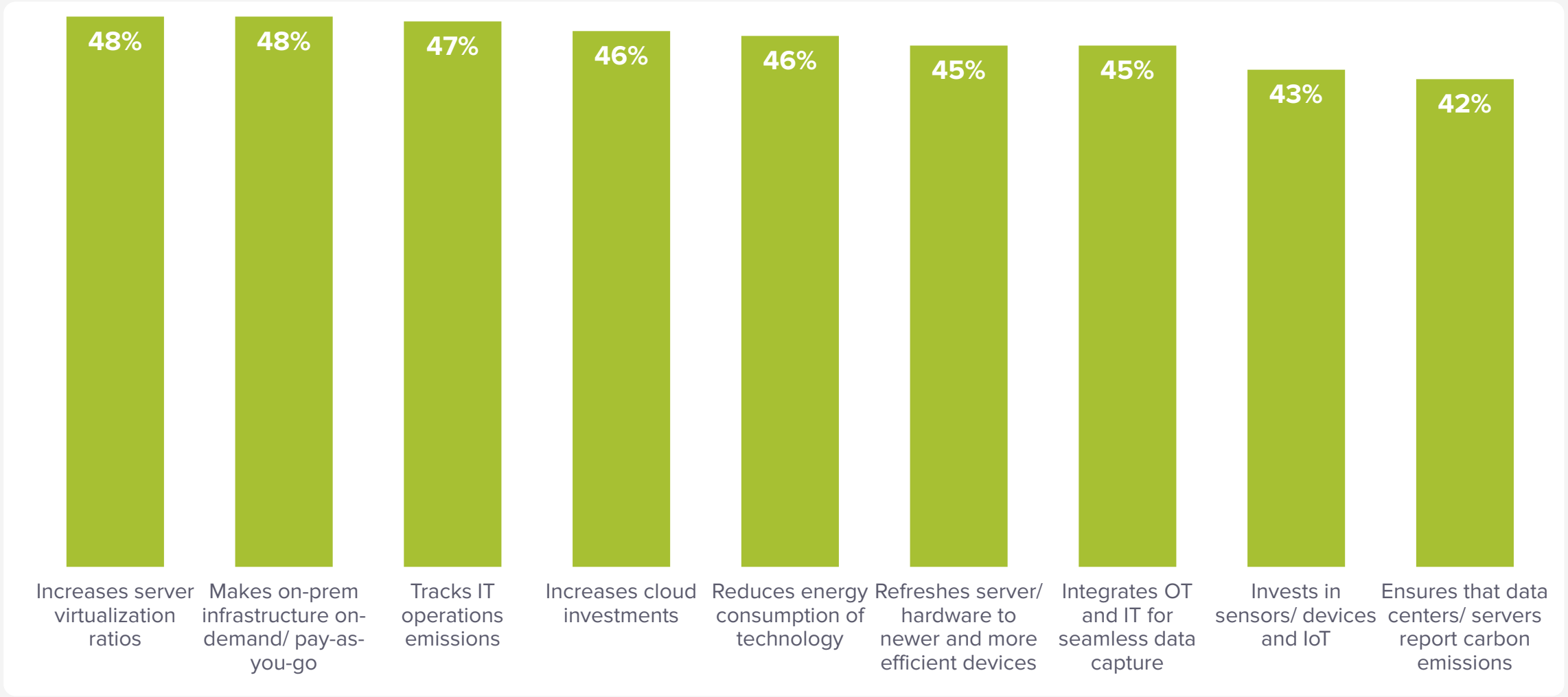
N = 240
Q: Do you feel the organization leverages the full potential of IT/Technology in achieving Sustainability?

IT's Role in Achieving Sustainability Goals



N = 240
Q: What is the extent of the involvement of IT in achieving your organization's Sustainability goals?

Technology Team's Steps to Reduce Carbon Footprint



N = 240
Q: What actions does your IT/technology team take to reduce their carbon footprint?

Data-Driven Sustainability: Leveraging Insights for Impact

14%

We do not use data to track or measure our Sustainability efforts

25%

We collect some data on our Sustainability initiatives, but we don't use it for analysis or decision-making

24%

We use data to track key Sustainability metrics for reporting

21%

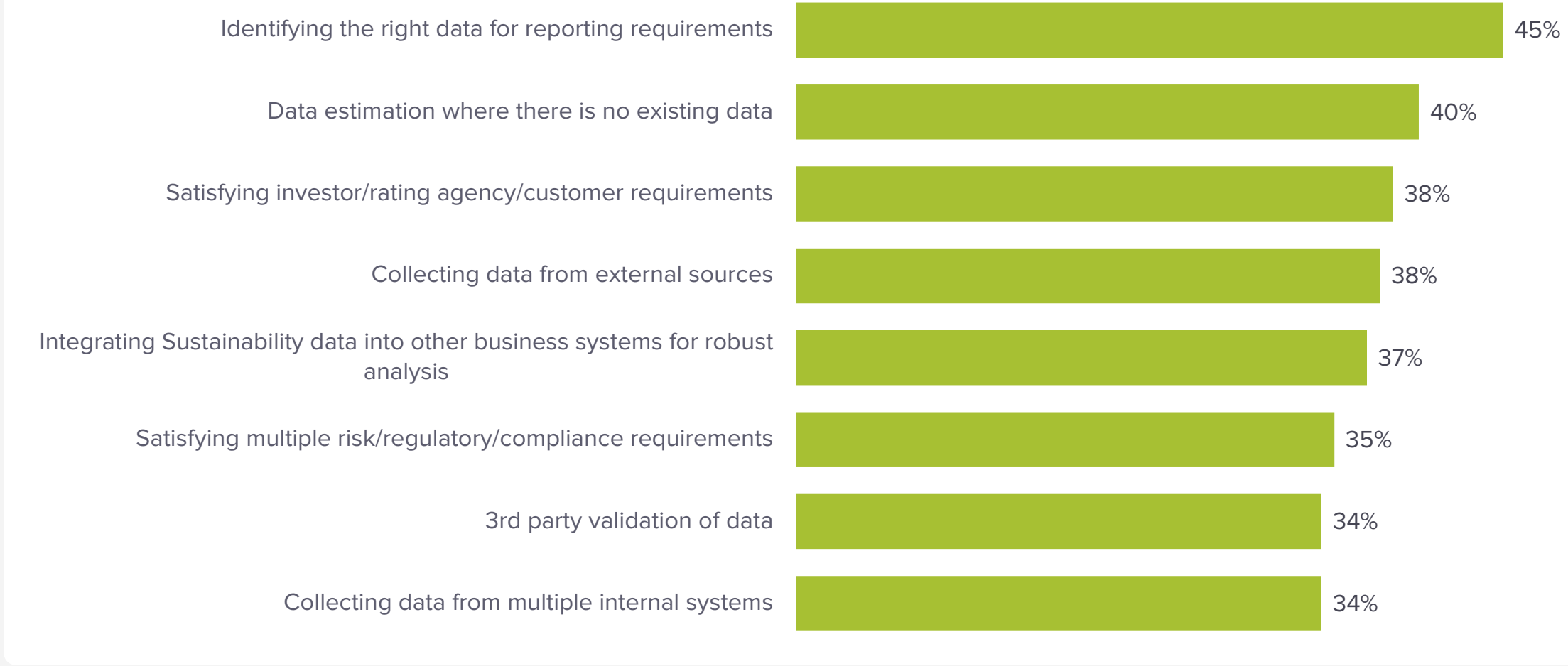
We use data to track, analyze, and optimize our Sustainability performance across business applications

17%

We use data from our Sustainability initiatives to guide the organization's transformation journey

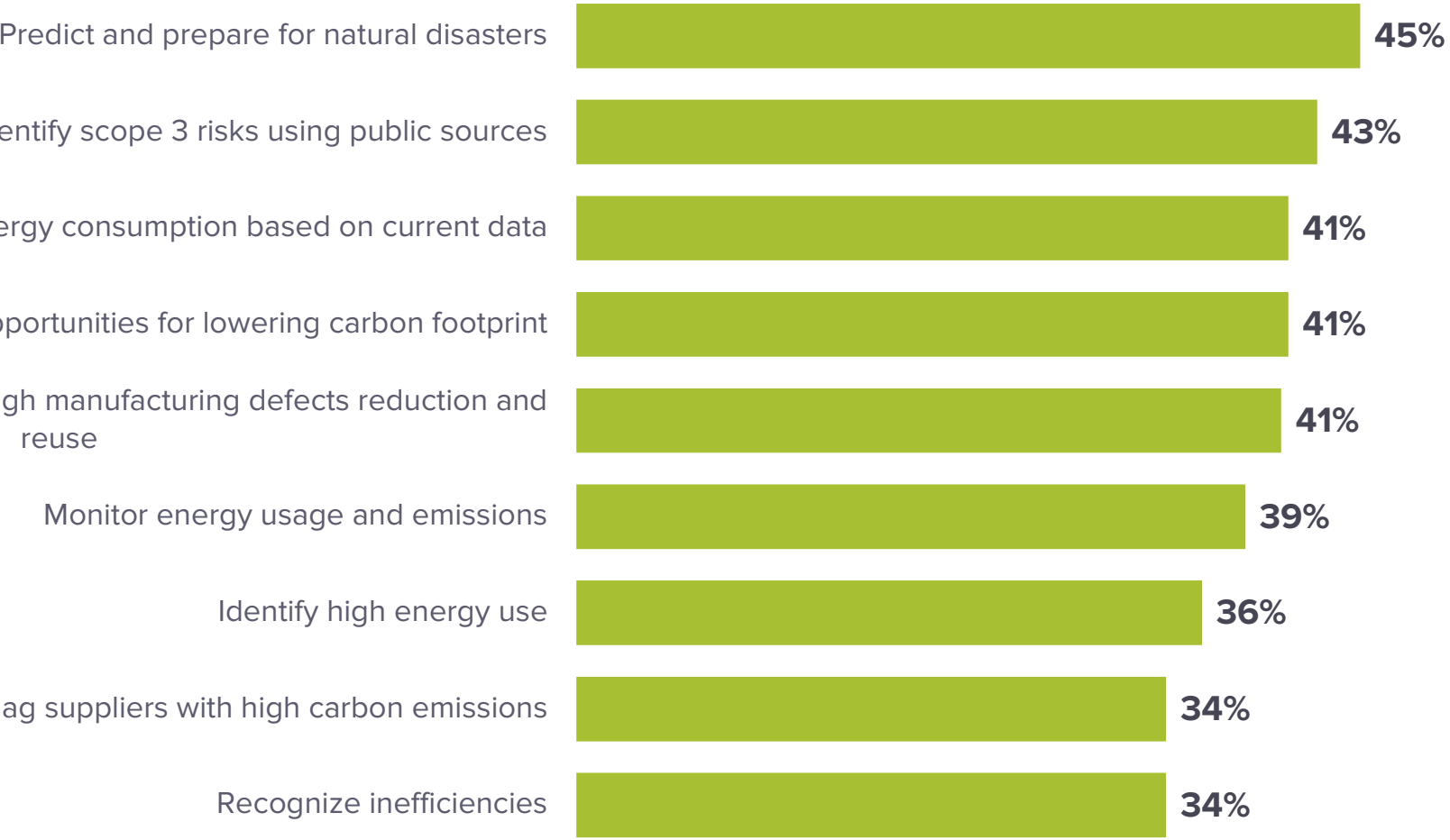
N = 240
Q: To what extent does your organization leverage data to inform and support its Sustainability initiatives?

Challenges of Supporting Sustainability Data Needs



N = 240
Q: What are the top 3 challenges in supporting your organization's Sustainability data needs?

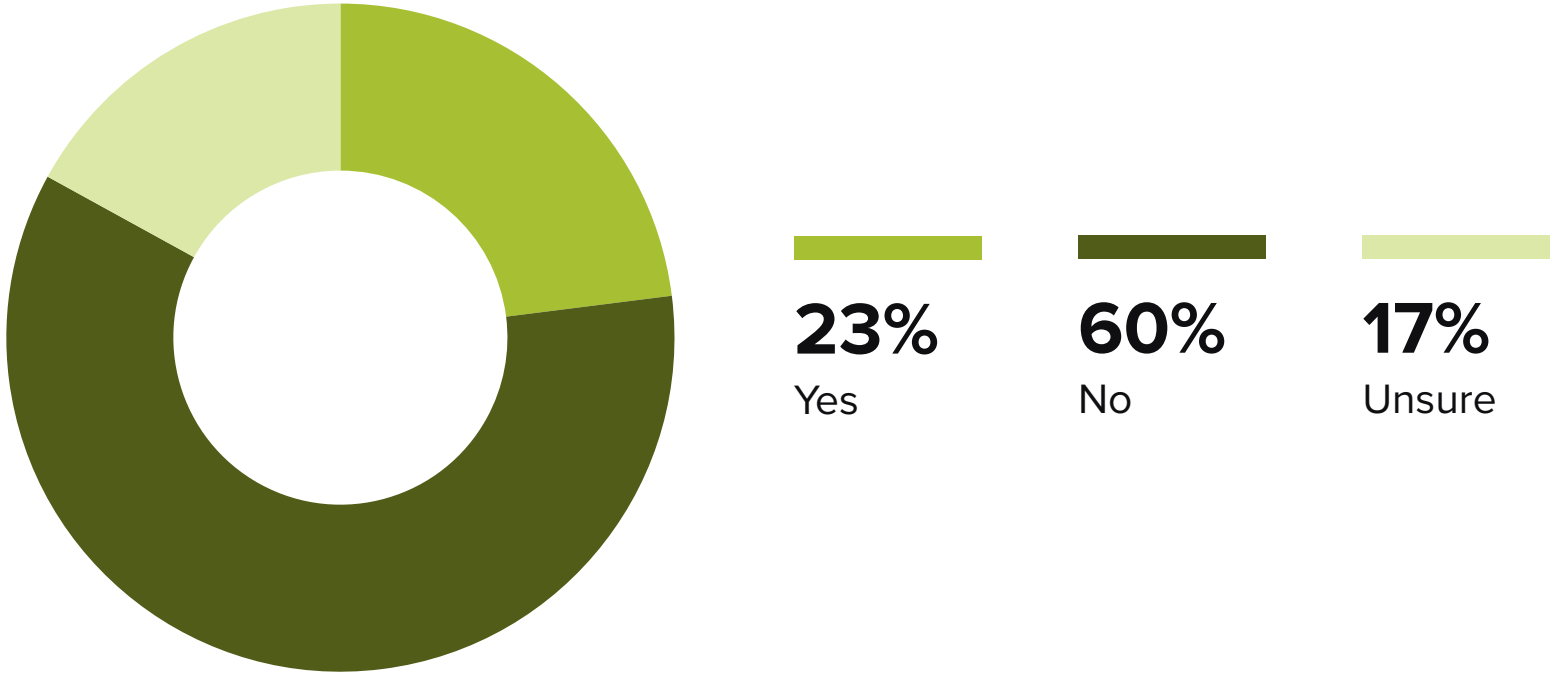
The Use of AI for Environmental Footprint Management



N = 240
Q: How does your organization use data and AI to reduce, manage and report on global environmental footprint?

Environmental Impact of AI

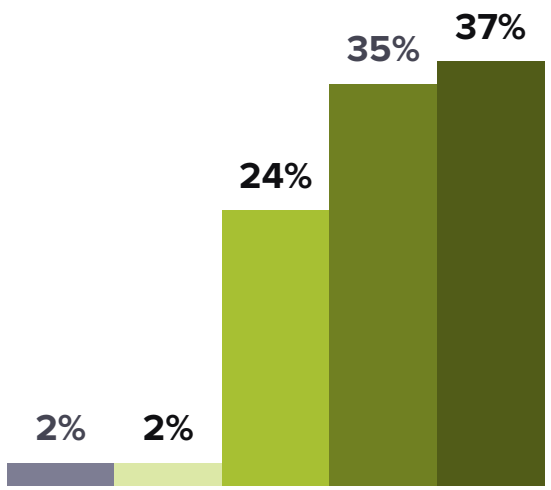
Is Impact Considered?



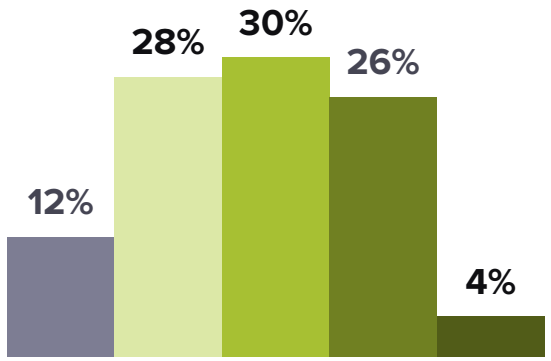
N = 240
Q: Does your organization consider the environmental impact (e.g., energy consumption, carbon footprint) when implementing AI solutions?

Perception on the Impact of AI

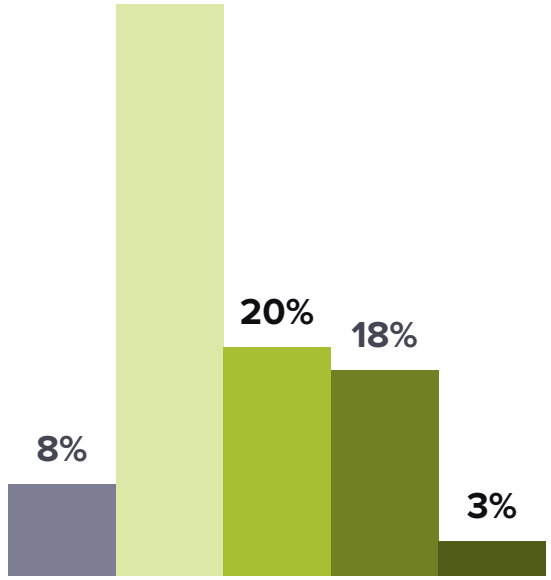
Impact of AI on achieving Sustainability goals



Impact of AI on organization's carbon emissions



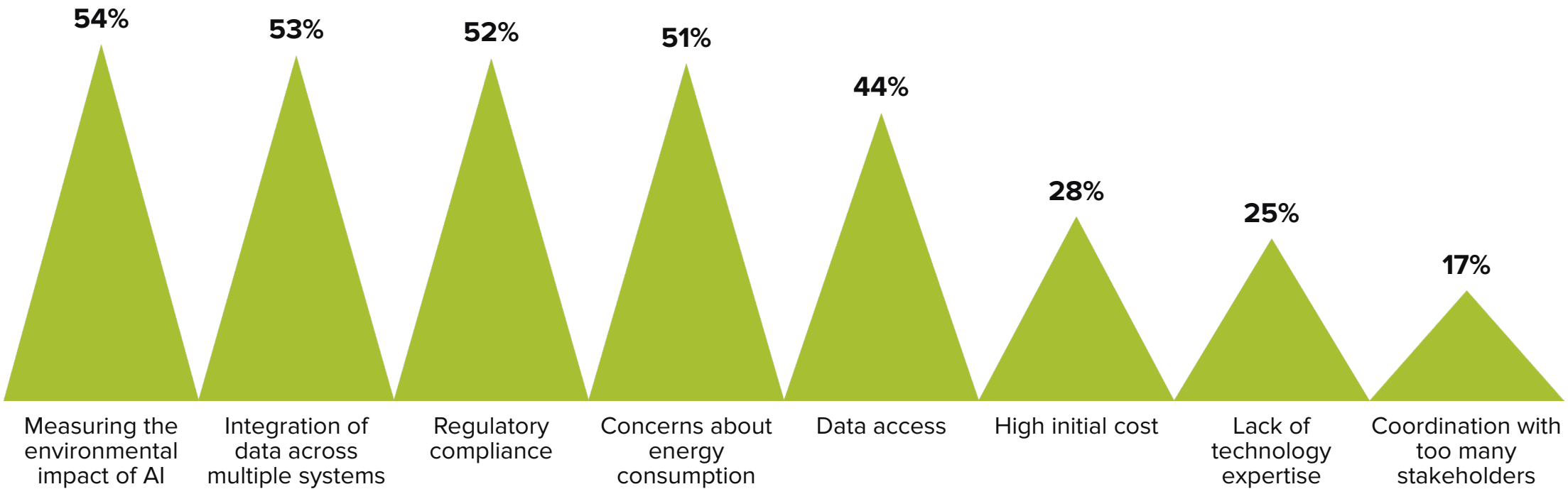
Impact of AI on the cost of Sustainability initiatives



1 (Significant negative impact) 2 (Some negative impact) 3 (Neither positive nor negative) 4 (Some Positive impact) 5 (Significant Positive impact)

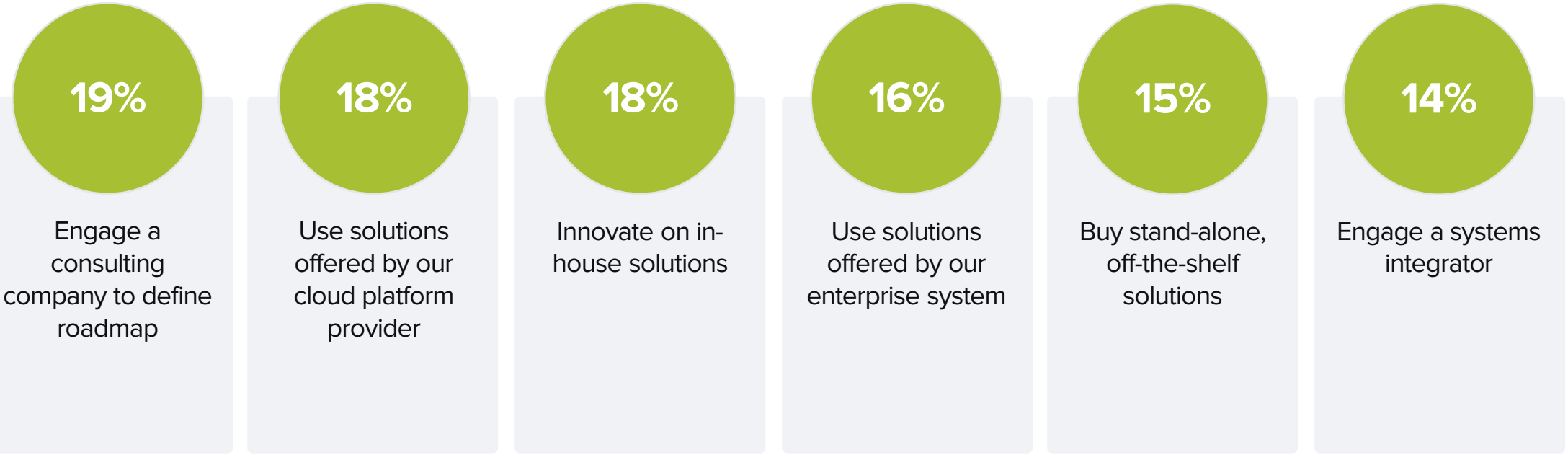
N = 240
Q: Please indicate the expected scale of impact of the following.

Key Challenges in Integrating AI for Sustainability Initiatives



N = 240
Q: What are the key challenges of integrating AI for Sustainability initiatives?

Building Sustainability Technology Capabilities



N = 240
Q: How is your organization building Sustainability reporting capabilities?

India

Study Demographics - India

Function

Industry

43 Financial Services	**17** Manufacturing	**10** Retail	**8** Media & Telecom	**6** Energy & Utilities
5 Transport and Logistics	**5** Construction & Real Estate	**4** Hospitality	**4** Primary Industries	

Organization Size (No. of Emp.)

22 201 - 499	**24** 500 - 999
40 1,000 - 4,999	**16** More than 5,000

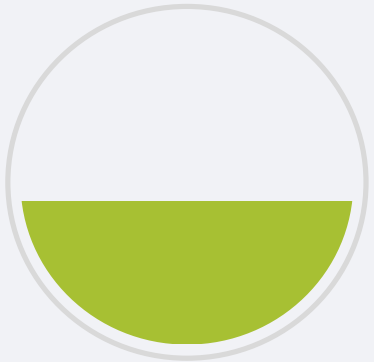
N = 102

Strategy & Perception

The Importance of Sustainability in the Organization

1%
Not Important
(1-4)

11%
Somewhat Important
(5-6)



44%
Important
(7-8)

44%
Extremely Important
(9-10)

N = 102
Q: Please RATE the strategic importance of Sustainability in your organization on a scale of 1-10. (1='Least Important' and 10='Most Important')

Pace of Sustainability Efforts

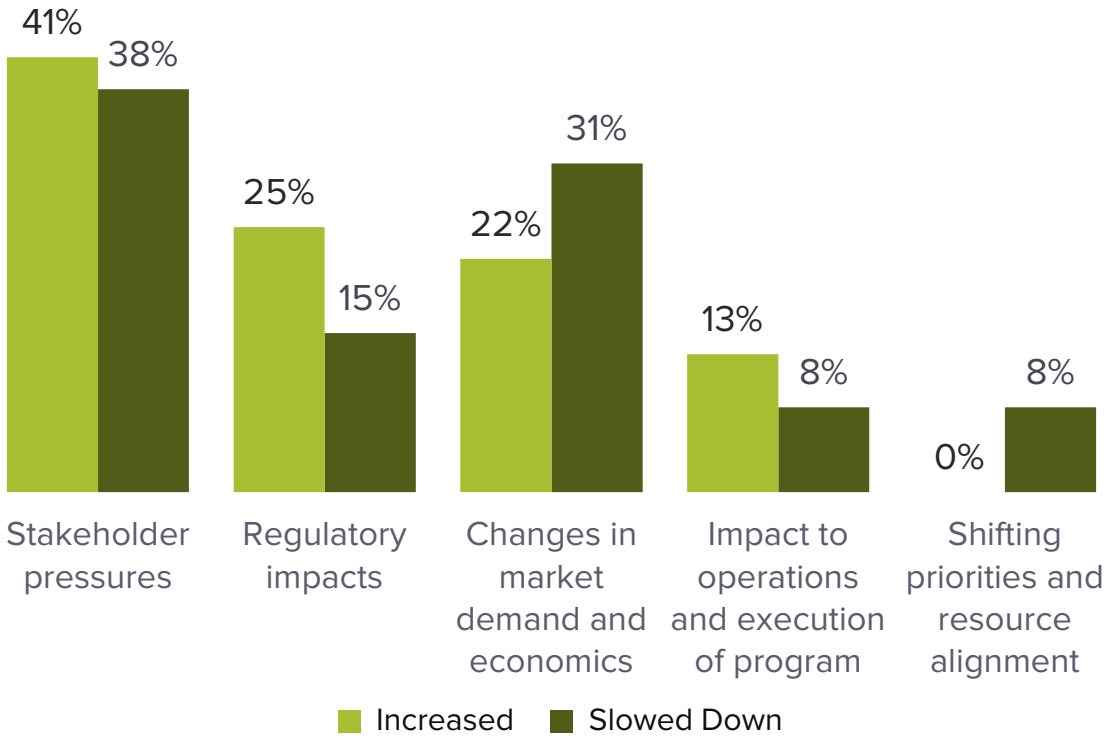
CHANGE FROM LAST YEAR

13% Slowed down

31% Increased

56% Remained the same

REASONS FOR CHANGE



N = 102
Q: Have your Sustainability goals and execution slowed down or increased over the last year?

N = 45
Q: What is the main reason for the change in pace of your Sustainability goals and execution?

Maturity of Organizations' Sustainability Strategies

2%

Sustainability is acknowledged but not integrated

Recognized as important but remains peripheral to the core corporate strategy

27%

Sustainability is a strategic aspiration

Included in the transformation strategy, but goals and measures are still not quantified or operationalized

52%

Sustainability is operationally embedded

Goals and initiatives are incorporated into existing operational review and reporting processes, but impact is not fully measured or quantified

7%

Sustainability is data-driven

Strategy and goals are prioritized and built upon real facts and data, providing a solid foundation for decision-making

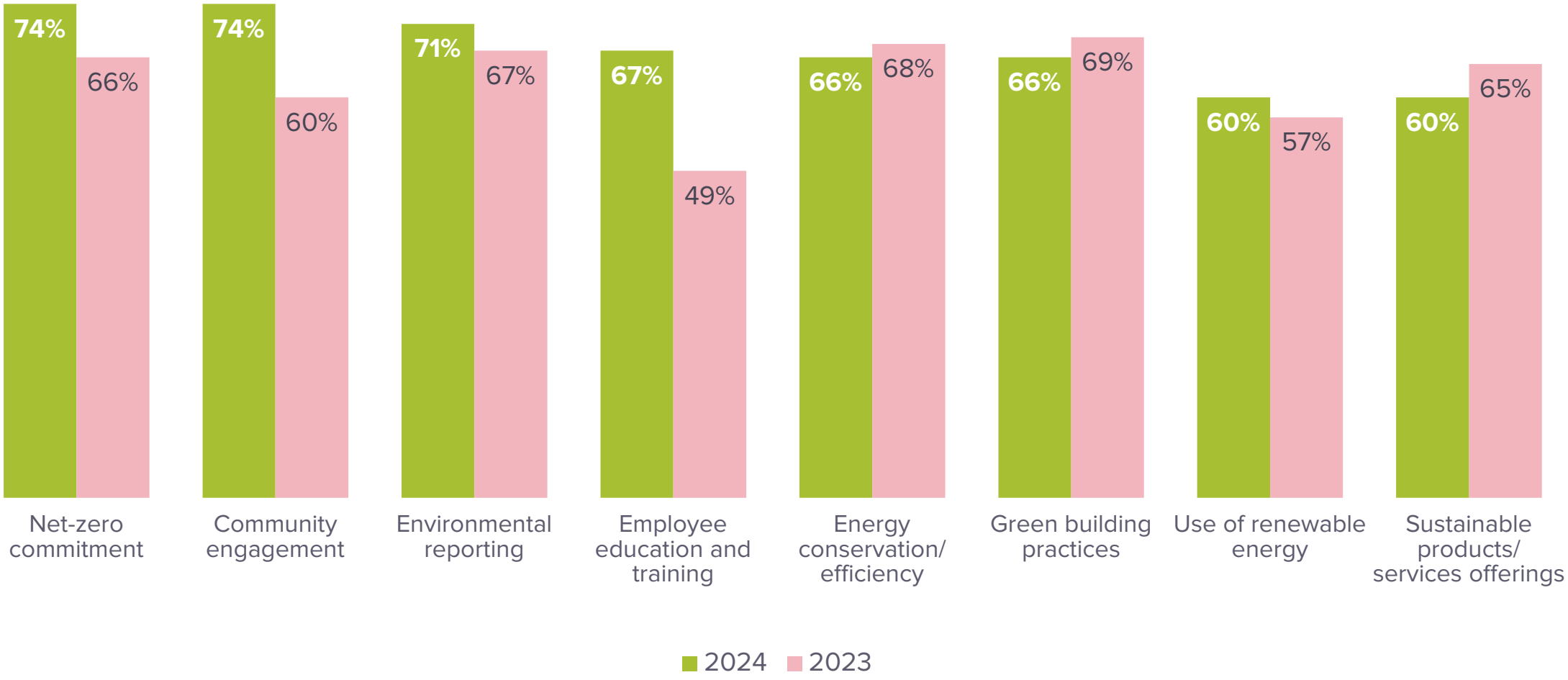
12%

Sustainability is a strategic asse.

Business value of sustainability data is well-understood, and initiatives are fully integrated into strategic planning and decision-making processes

N = 102
Modeled based on responses to multiple questions

Top Environmental Measures Undertaken



N = 102 (2023 N=122)
Q: Which of these Environmental measures has your organization undertaken?

Most Impactful Environmental Measures

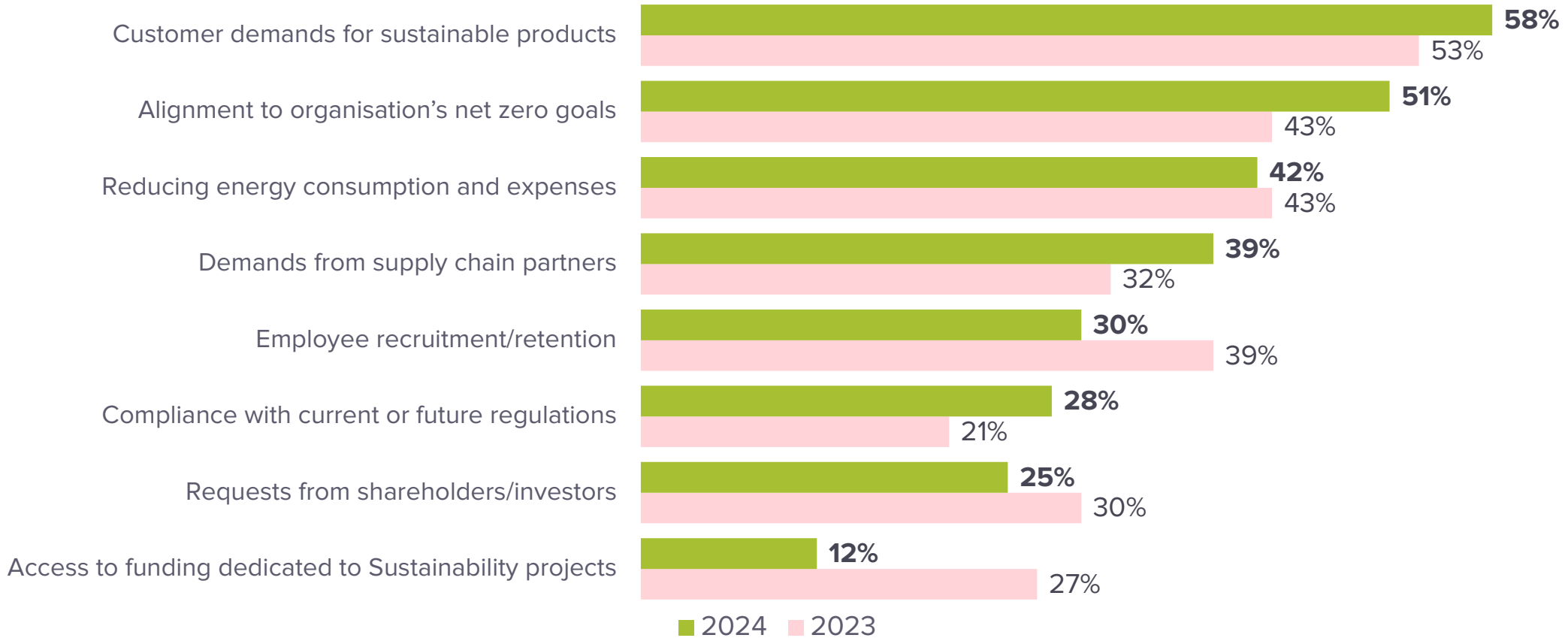
N = 102
Q: Which of the initiatives selected above do you consider most impactful?

Top Stakeholders Advocating for Sustainability

64%	61%	47%	37%	36%
Employees	Customers	Investors/ shareholders	Governments/ Regulators	Supply chain partners
22%	13%	9%	9%	3%
Banks/Credit providers	Insurers	Rating agencies	Communities	Non-profit organizations

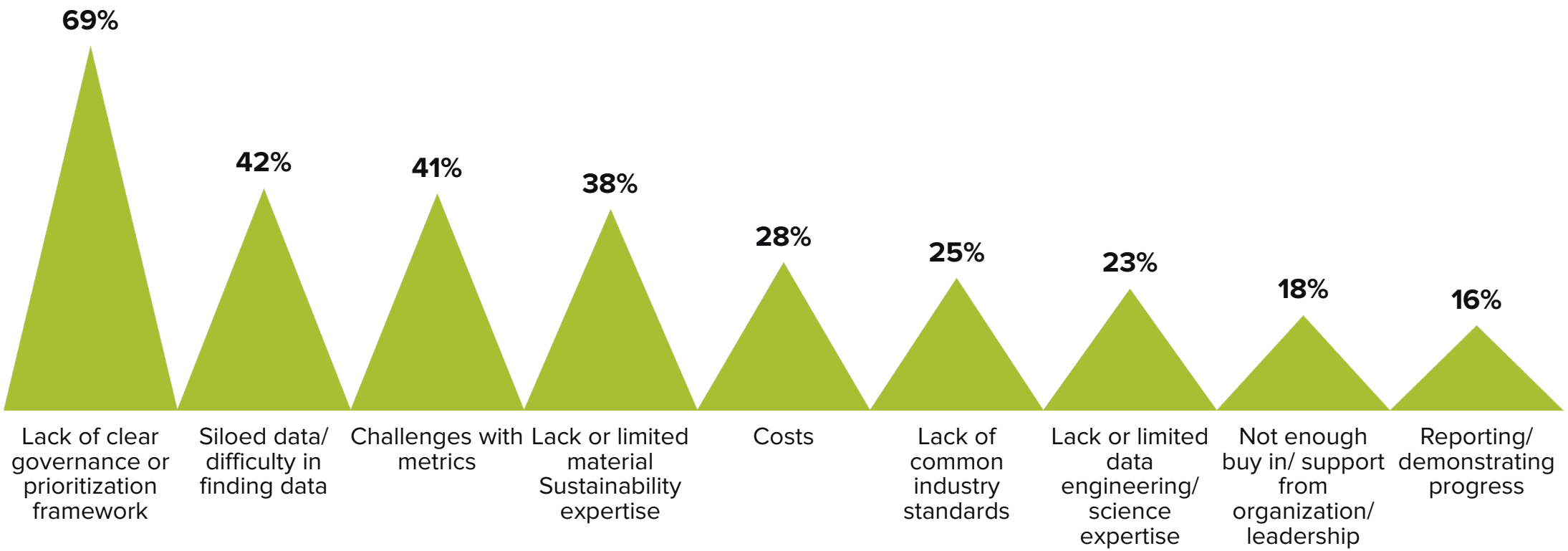
N = 102
Q: Who are the TOP 3 stakeholders who are most vocal in advocating Sustainability policies and practices in your organization?

Main Drivers of Sustainability



N = 102 (2023 N=122)
Q: What are the 3 main drivers for your organization's Sustainability goals?

Main Challenges of Adopting Sustainability



N = 102
Q: What are the 3 main challenges faced in successfully adopting Sustainability measures?

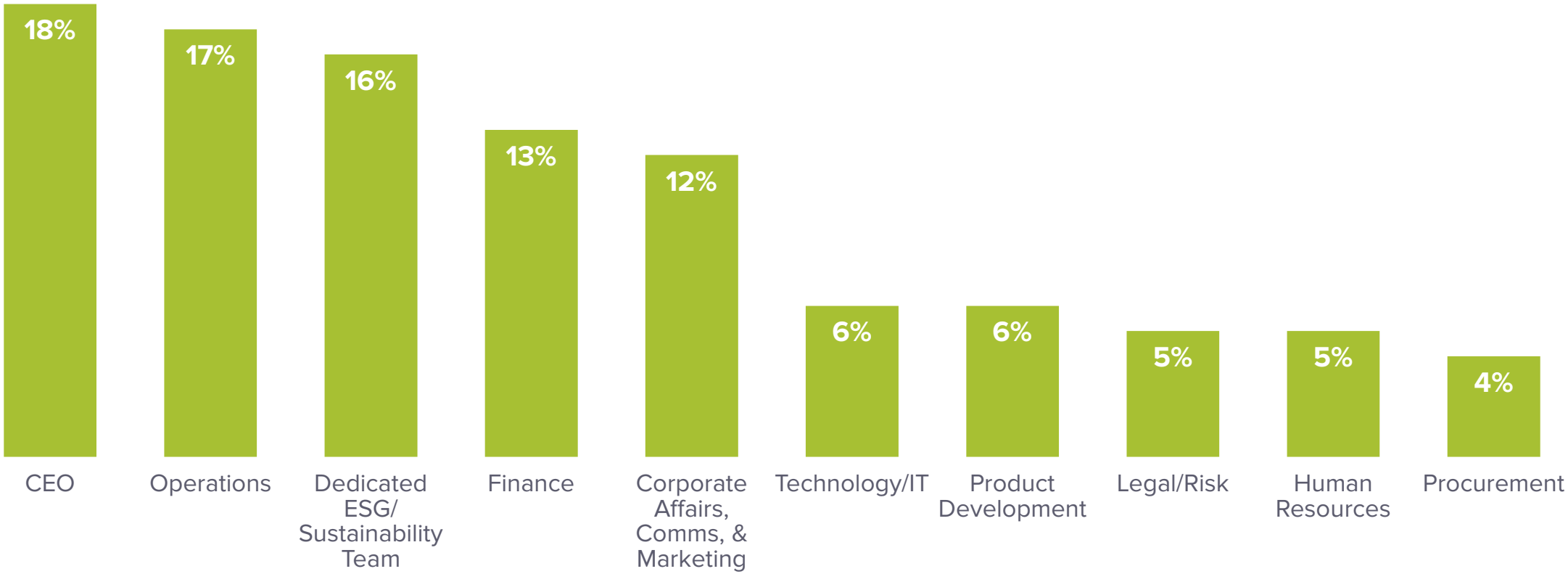
How Governments Can Support Adoption of Sustainability

N = 102
Q: How, according to you, can governments improve the adoption of Sustainability initiatives?

Execution

People, Governance, & Narrative

Sustainability Leadership



N = 102
Q: Which function is primarily responsible for your organization's Sustainability initiative?

Role of Key Stakeholders

Defining The Vision

68%	CEO
55%	ESG/Sustainability Team
43%	Finance

Delivering Sustainability Outcomes

61%	ESG/Sustainability Team
60%	Technology/IT
43%	Finance

Providing the Data

81%	ESG/Sustainability Team
39%	Operations
33%	Finance

Managing the Data

61%	ESG/Sustainability Team
41%	Legal/Risk
35%	Technology/IT

Deciding the Metrics

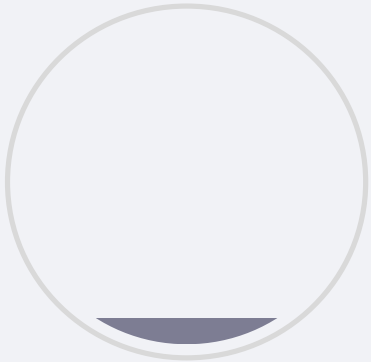
60%	CEO
45%	ESG/Sustainability Team
34%	Finance

Reporting

87%	ESG/Sustainability Team
51%	Corporate Affairs, Comms, & Marketing
34%	Technology/IT

N = 102
Q: Who are the top 3 stakeholders for these activities in your Sustainability program?

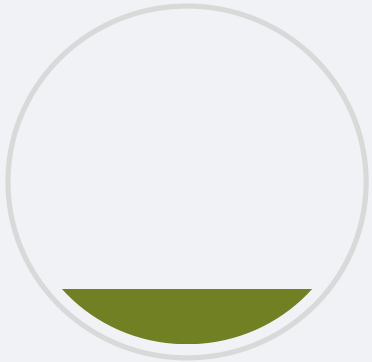
Alignment Between Sustainability Team & Finance



8%
Minimal Alignment
(1-4)

28%
Some Alignment
(5-6)

47%
Strong Alignment
(7-8)



17%
Full Alignment
(9-10)

N = 102
Q: Rate the alignment between Finance and the Sustainability Teams on a scale of 1-10

Maturity of Employee Involvement in Sustainability

10%

Limited Sustainability Awareness

Employees have a limited understanding of sustainability goals and objectives

13%

Basic Sustainability Awareness

Employees are aware of sustainability goals but may not fully understand their role in achieving them

45%

Emerging Sustainability Engagement

Employees have a basic understanding of sustainability responsibilities and how they relate to their roles

27%

KPI-Driven Sustainability

Sustainability KPIs are set relevant to employee roles, fostering a more focused and targeted approach to sustainability

5%

Sustainability as a Strategic Imperative

Sustainability performance is tied to executive and key employee compensation, reinforcing its role as a strategic priority.

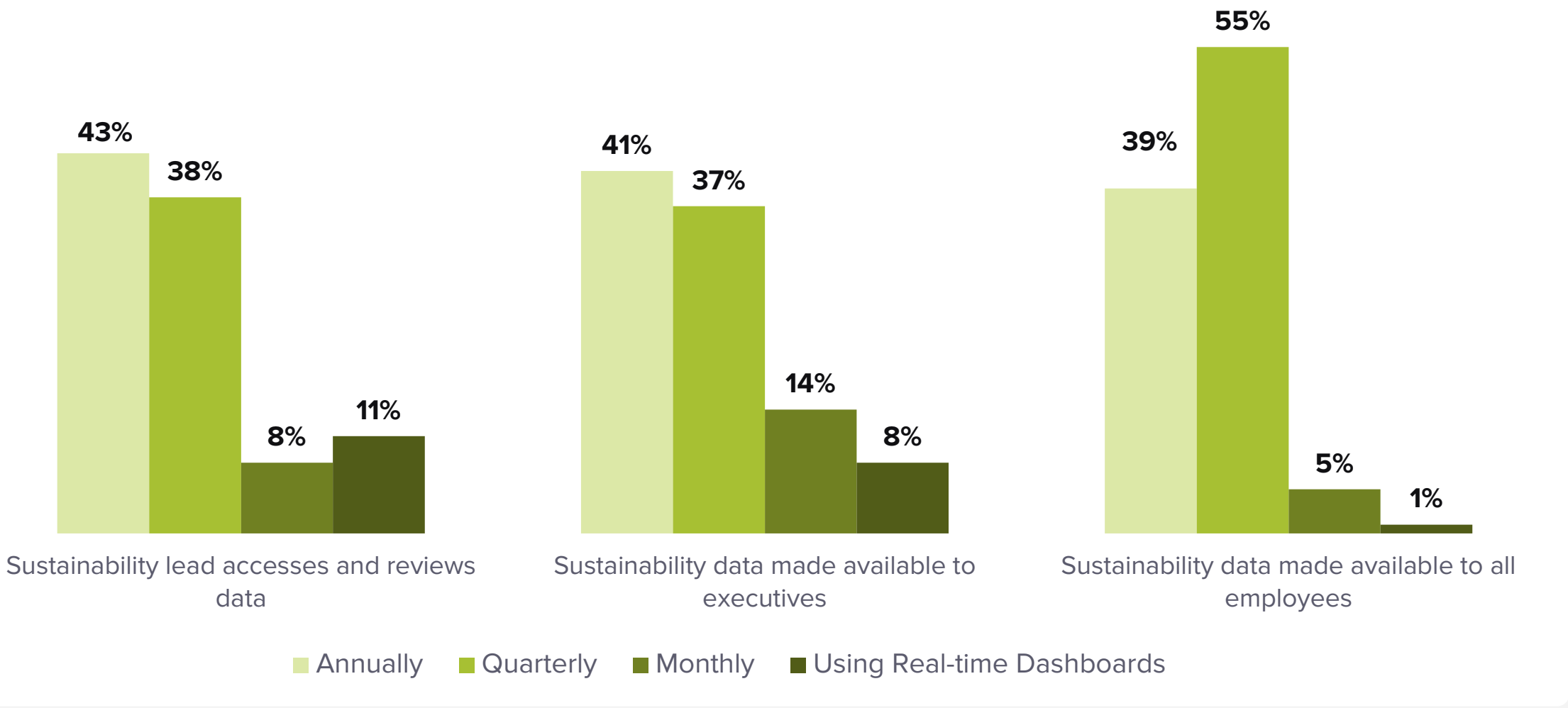
N = 102
Modeled based on responses to multiple questions

Metrics Used to Measure Sustainability

N = 102

Q: Which are the metrics used in your organization to measure Sustainability efforts? (Depicting the metrics adopted with clearly-defined metrics)

Sustainability Data Access and Sharing



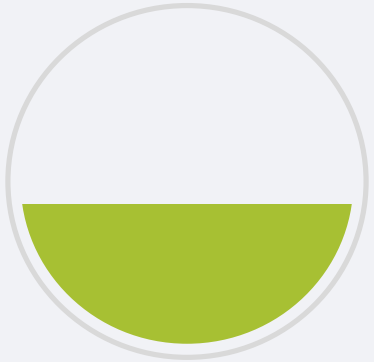
N = 102
Q: How frequently does your organization access/ share data internally on Sustainability progress with key stakeholders?

Technology

Importance of Technology in Achieving Sustainability Goals

0%
Not Important
(1-4)

26%
Somewhat Important
(5-6)

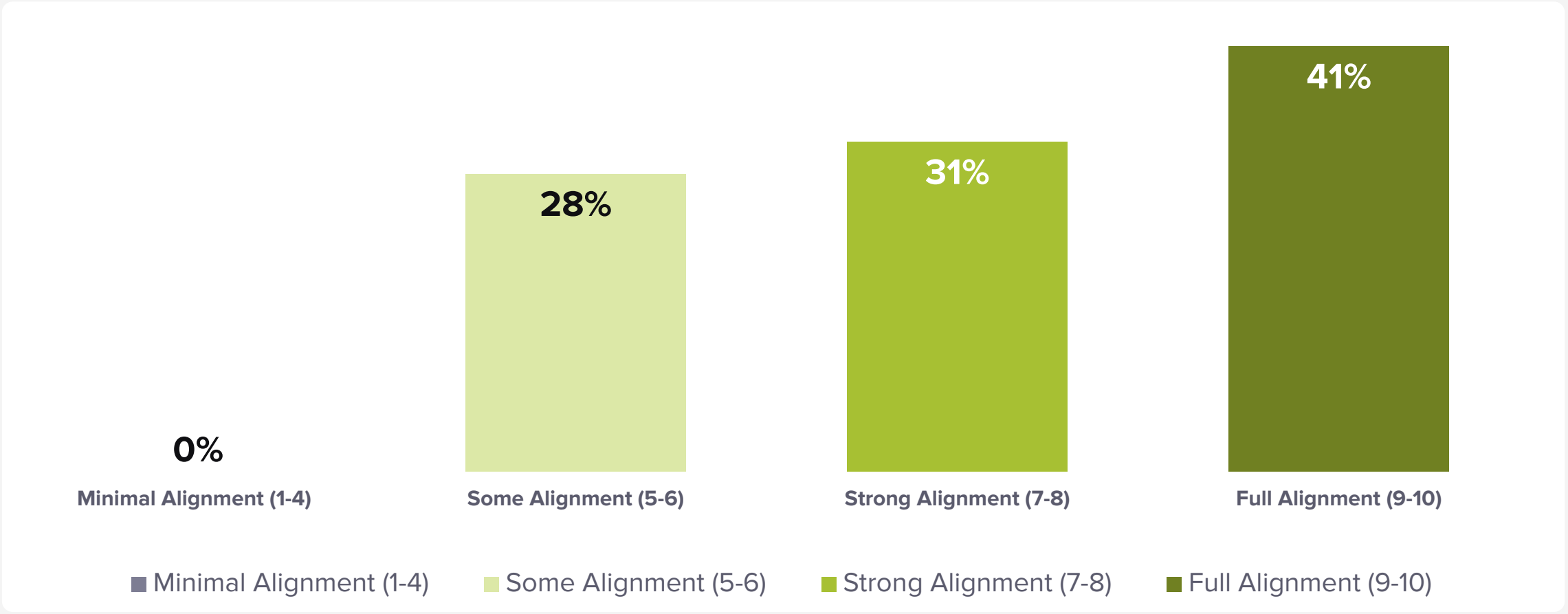


43%
Important
(7-8)

31%
Extremely Important
(9-10)

N = 102
Q: On a scale of 1-10, how would you rate the importance of Technology to achieving Sustainability goals? (Where 1='Not important at all' and 10='Absolutely critical')

Alignment Between Sustainability Teams & Technology



N = 102
Q: Rate the alignment between IT/Technology and Sustainability Teams on a scale of 1-10 (Where 1='Not aligned' and 10='Completely aligned')

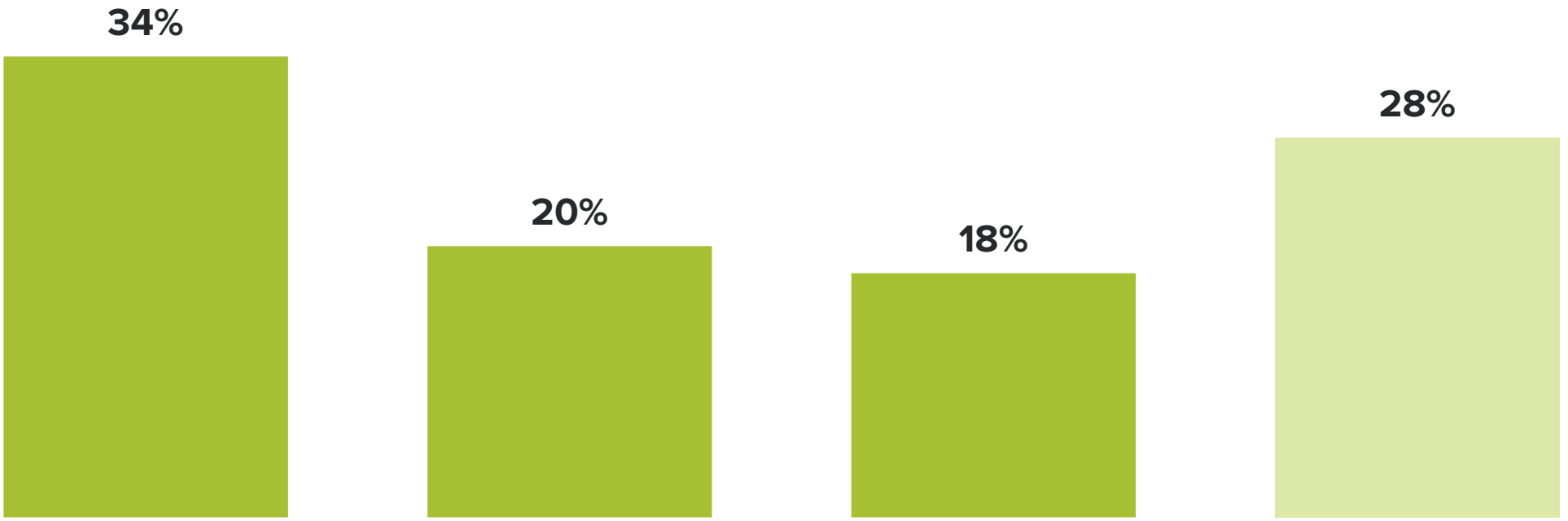
The Extent of Use of IT to Achieve Sustainability Goals

54%
IT is fully leveraged

46%
IT is not fully leveraged

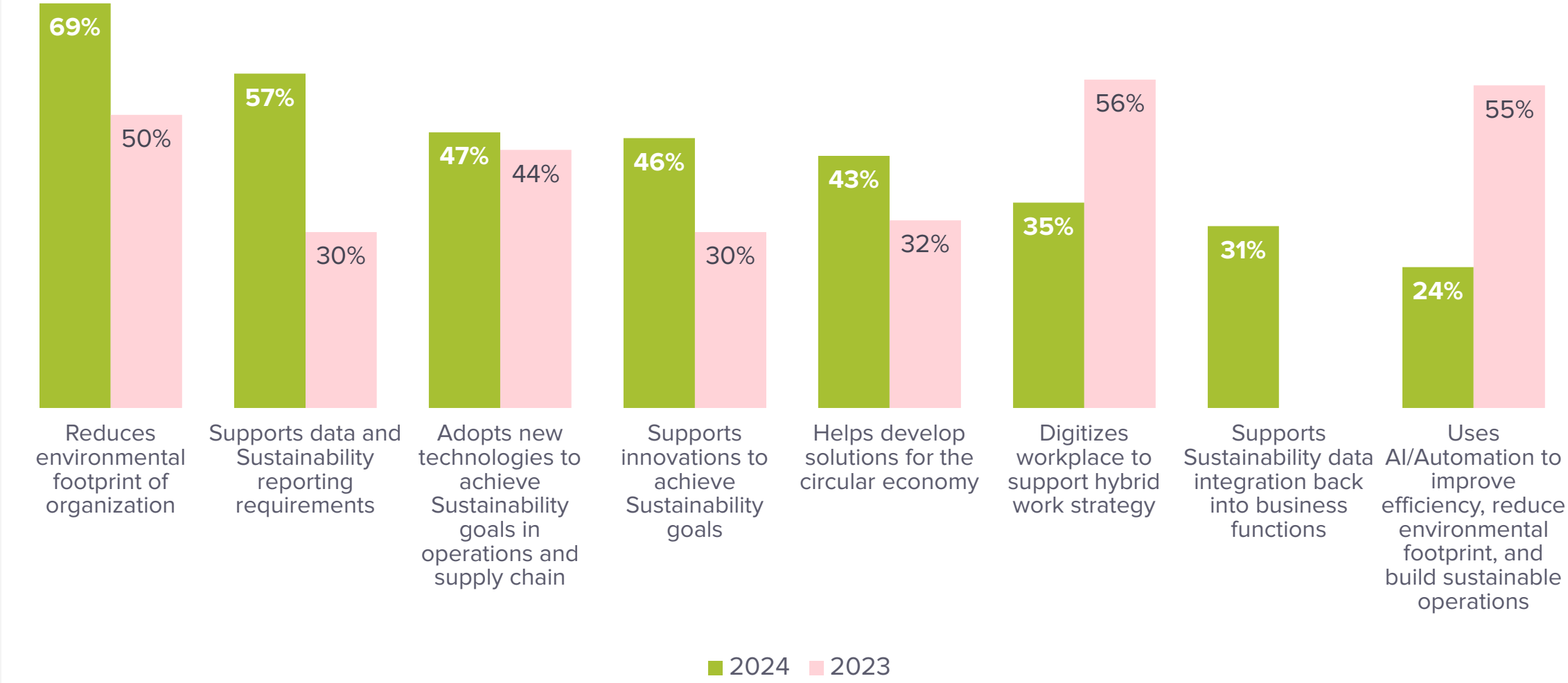
N = 102
Q: Do you feel the organization leverages the full potential of IT/Technology in achieving Sustainability?

IT's Role in Achieving Sustainability Goals



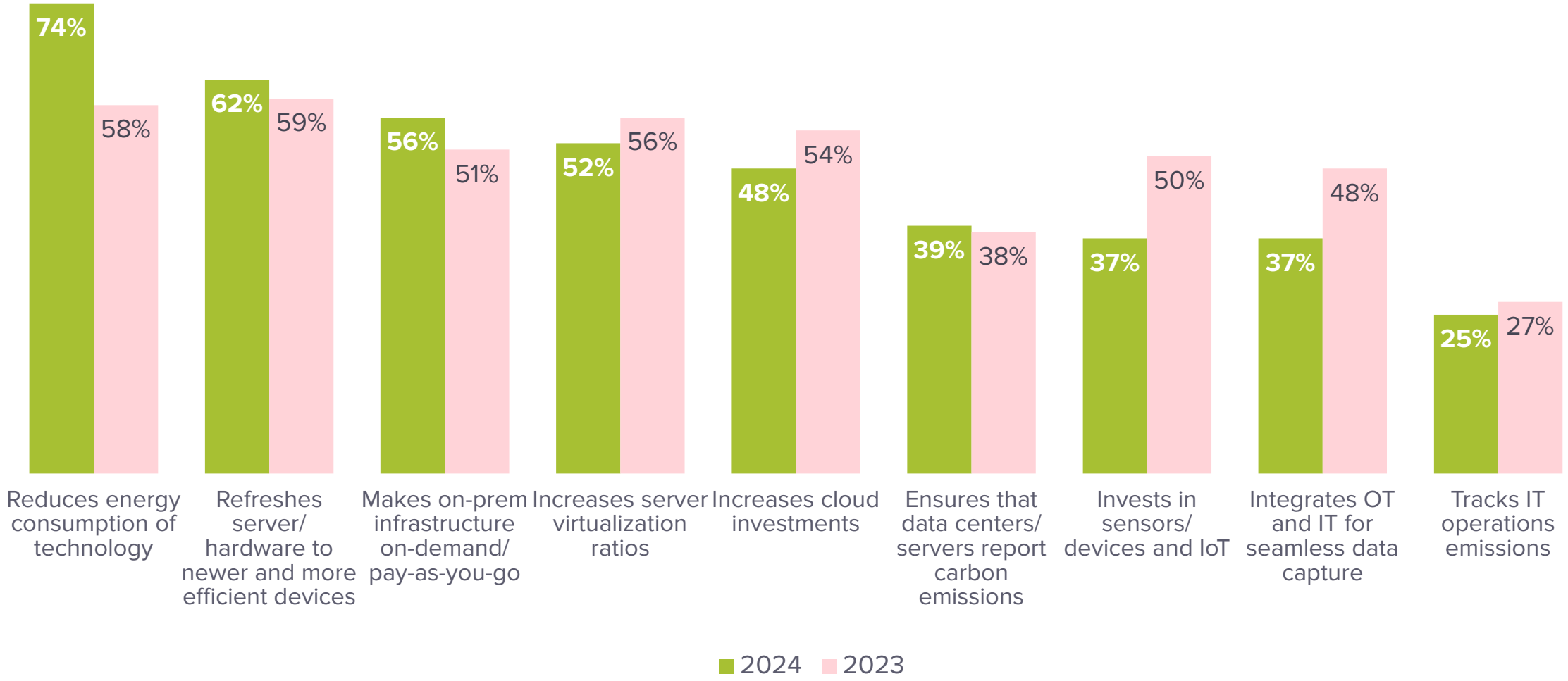
N = 102
Q: What is the extent of the involvement of IT in achieving your organization's Sustainability goals?

Role of Technology in Supporting Sustainability



N = 102 (2023 N=122)
Q: How does the IT/technology team support the organization's Sustainability goals?

Technology Team's Steps to Reduce Carbon Footprint



N = 102 (2023 N=122)
Q: What actions does your IT/technology team take to reduce their carbon footprint?

Data-Driven Sustainability: Leveraging Insights for Impact

1%

We do not use data to track or measure our Sustainability efforts

28%

We collect some data on our Sustainability initiatives, but we don't use it for analysis or decision-making

45%

We use data to track key Sustainability metrics for reporting

13%

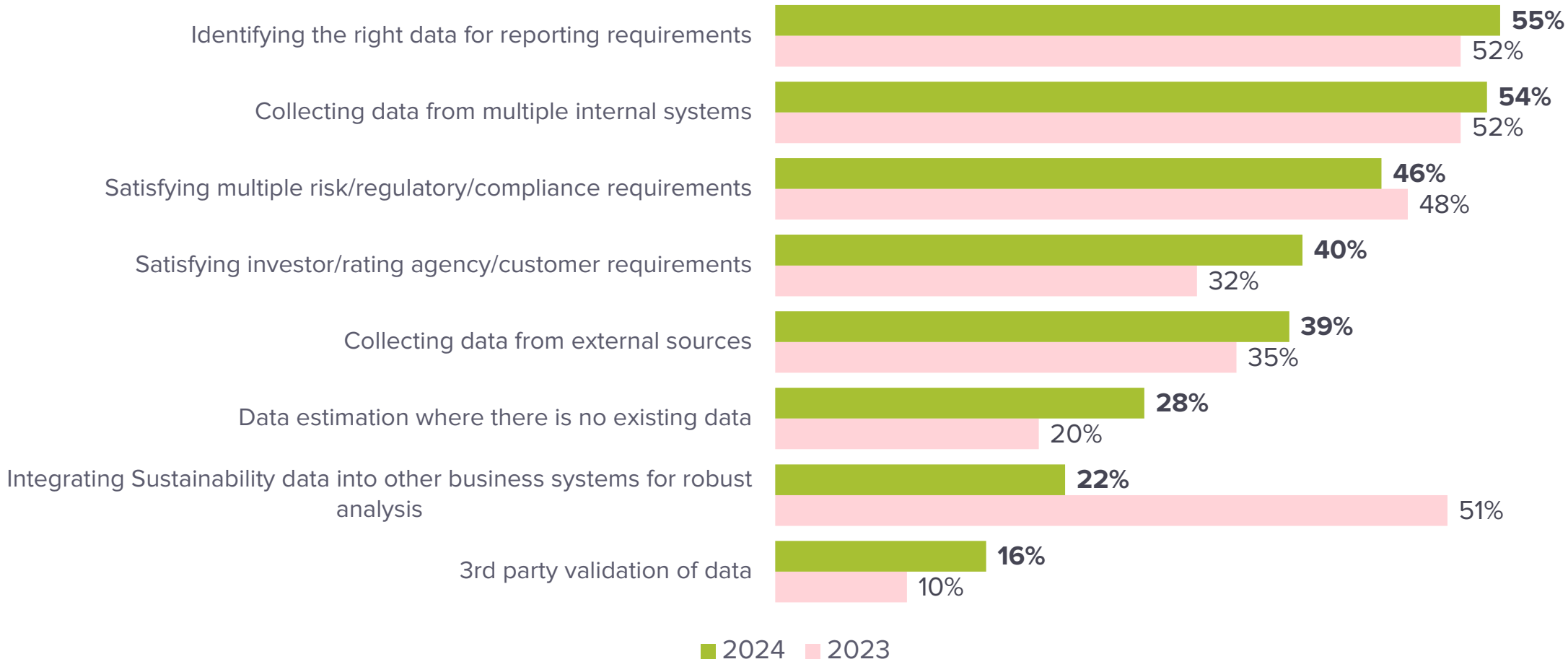
We use data to track, analyze, and optimize our Sustainability performance across business applications

13%

We use data from our Sustainability initiatives to guide the organization's transformation journey

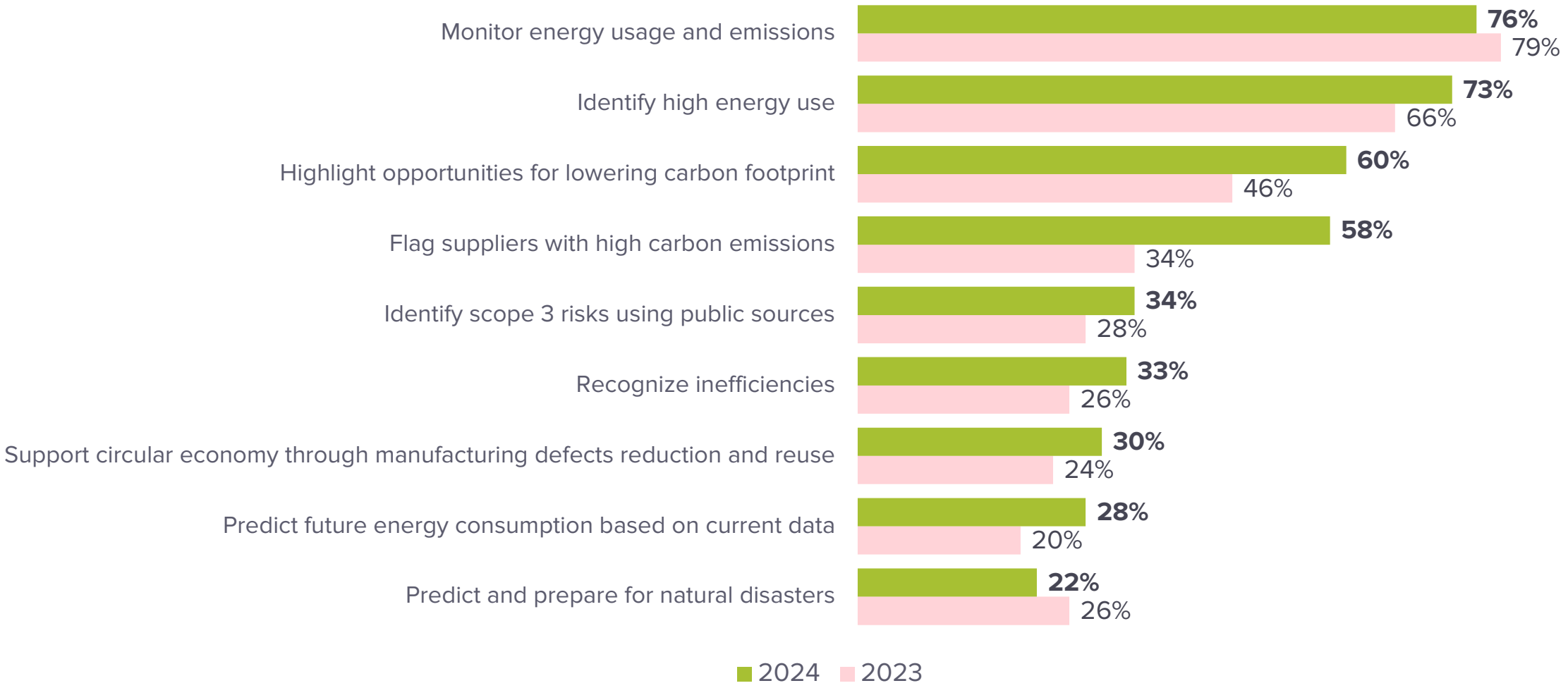
N = 102
Q: To what extent does your organization leverage data to inform and support its Sustainability initiatives?

Challenges of Supporting Sustainability Data Needs



N = 102 (2023 N=122)
Q: What are the top 3 challenges in supporting your organization's Sustainability data needs?

The Use of AI for Environmental Footprint Management



N = 102 (2023 N=122)
Q: How does your organization use data and AI to reduce, manage and report on global environmental footprint?

Environmental Impact of AI

Is Impact Considered?

46%
Yes

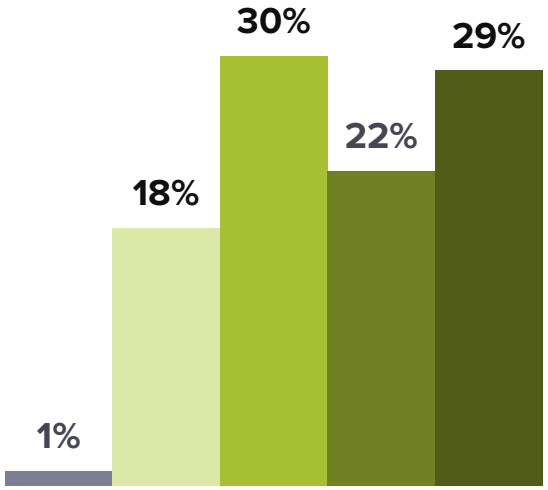
51%
No

3%
Unsure

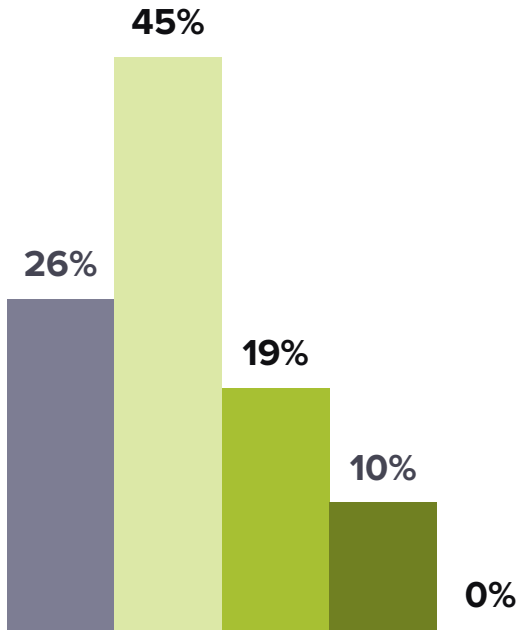
N = 102
Q: Does your organization consider the environmental impact (e.g., energy consumption, carbon footprint) when implementing AI solutions?

Perception on the Impact of AI

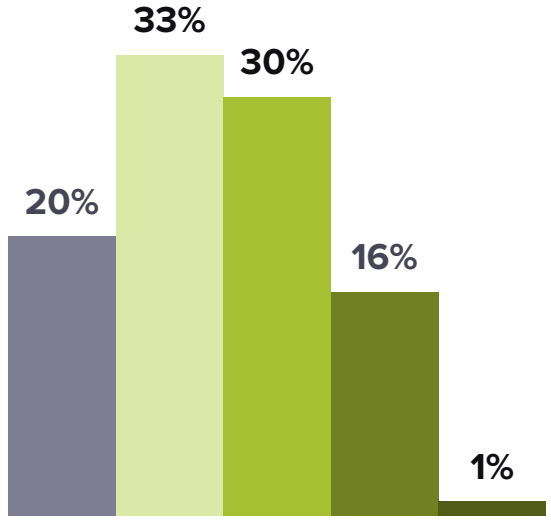
Impact of AI on achieving Sustainability goals



Impact of AI on organization's carbon emissions



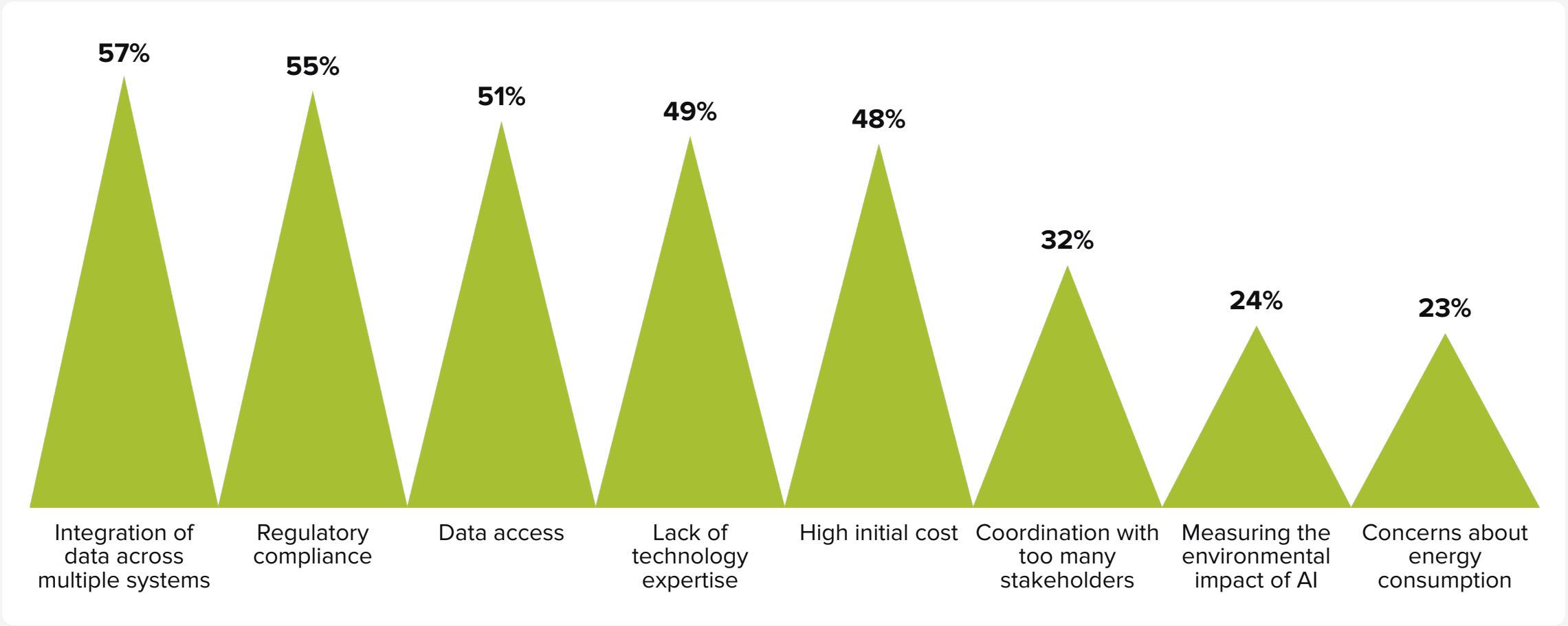
Impact of AI on the cost of Sustainability initiatives



1 (Significant negative impact) 2 (Some negative impact) 3 (Neither positive nor negative) 4 (Some Positive impact) 5 (Significant Positive impact)

N = 102
Q: Please indicate the expected scale of impact of the following.

Key Challenges in Integrating AI for Sustainability Initiatives



N = 102
Q: What are the key challenges of integrating AI for Sustainability initiatives?

Building Sustainability Technology Capabilities

29%

Engage a consulting company to define roadmap

18%

Use solutions offered by cloud platform provider

18%

Engage a systems integrator

17%

Innovating on in-house solutions

12%

Use solutions offered by enterprise system

7%

Buy stand-alone, off-the-shelf solutions

N = 102
Q: How is your organization building Sustainability reporting capabilities?

ecosystm.

Thank You

For further enquiries, please contact:

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CEO

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