



From Planning to Progress: AI-Driven Sustainability in Practice

The Global Sustainability Barometer

MEDIA HIGHLIGHTS

NOVEMBER 2025

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Microsoft



Portugal





Data Highlights

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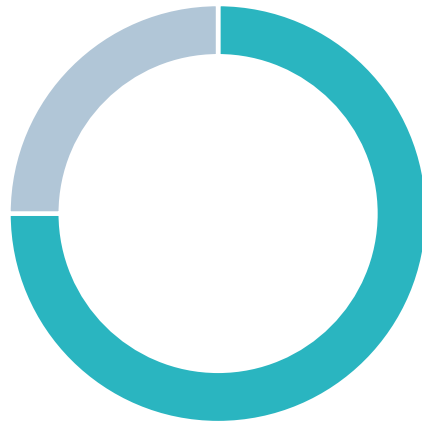
**ENVIRONMENTAL SUSTAINABILITY
COMMITMENT CONTINUES TO
GROW**



67%

**Maintained or advanced
sustainability goals and
program execution**

**IT'S ROLE IN ENVIROMENTAL
SUSTAINABILITY**



75%

**IT teams driving sustainability
across the enterprise, not just
within IT**

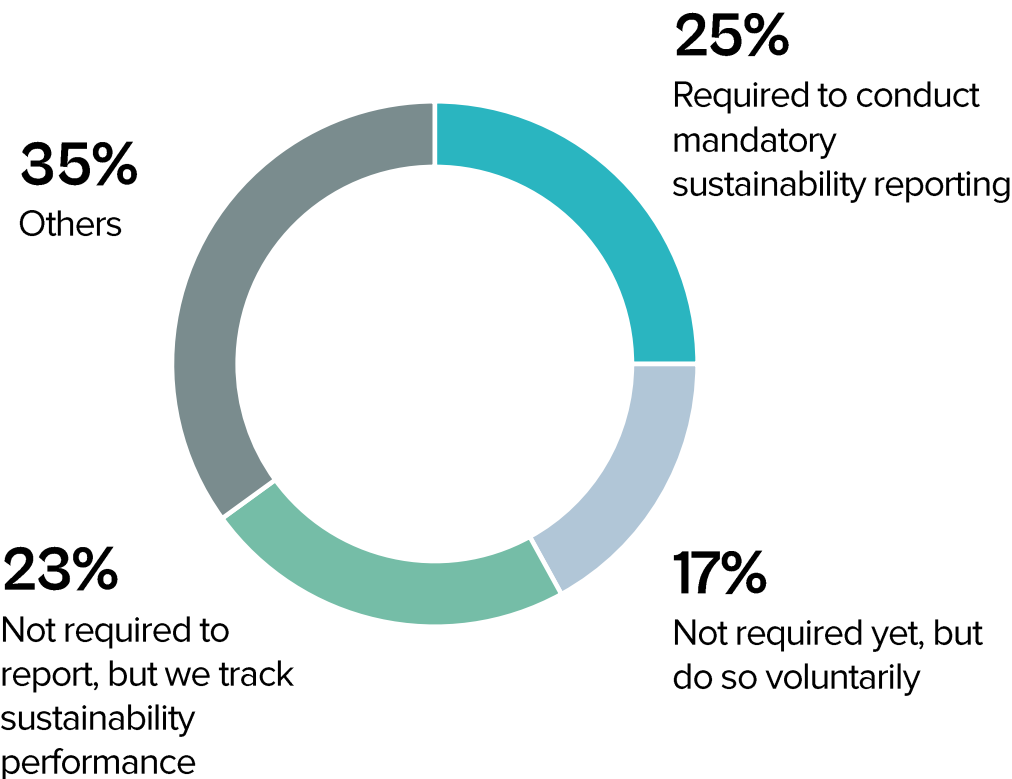
**ORGANIZATIONS AWARE OF AI'S
CARBON FOOTPRINT**



40%

**Organizations considering the
environmental impact of AI**

AI for Sustainability-Driven Operating Model



42% of surveyed organizations report on environmental sustainability performance, with 17% doing so voluntarily; another 23% monitor performance internally without public disclosure.

83%



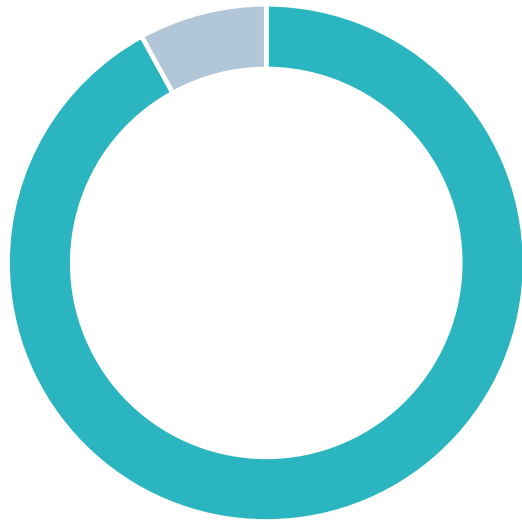
of Portugal organizations report strong alignment between technology and sustainability teams.

Yet only 40%



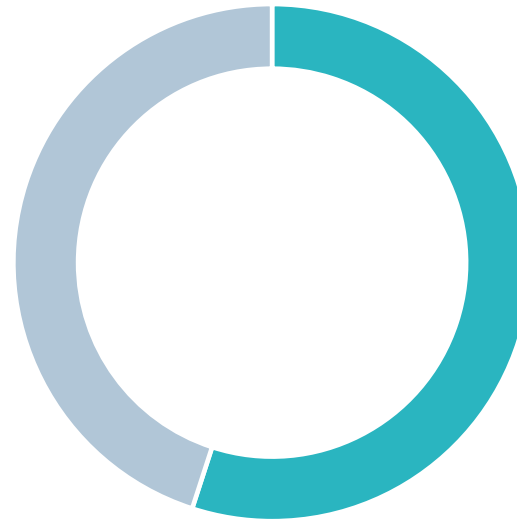
leverage AI centrally to drive environmental sustainability and inform decisions.

Strategic Alignment for Environmental Sustainability



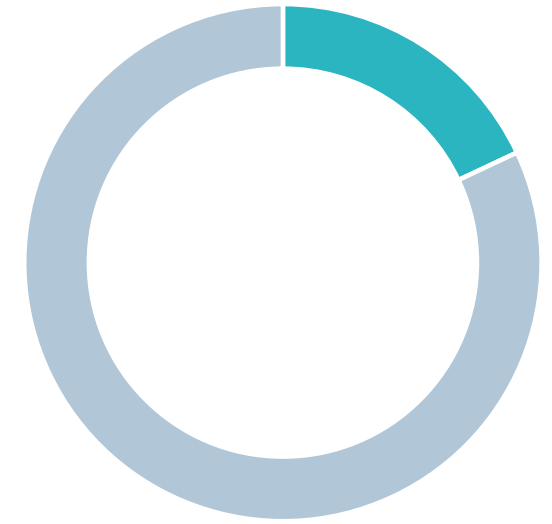
92%

of organizations rate environmental sustainability as a top strategic priority.



55%

are driving environmental sustainability through proactive or consistent initiatives.



18%

have embedded it as a core driver of innovation, cost savings, and long-term resilience.

Impact Driver #1: Demonstrating ROI & Business Value

Top Drivers of Environmental Sustainability Measures

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Impact Driver #1: Demonstrating ROI & Business Value

37%



cite the lack of clear ROI and difficulty measuring impact as the biggest barrier.

44%



of organizations that accelerated environmental sustainability initiatives last year did so thanks to a stronger business case, clearer ROI, and new revenue opportunities.



Impact Driver #2: Engaging the Ecosystem

Top Voices Shaping Environmental Sustainability Action

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52%



Investors/
shareholders

45%



Banks/Credit
providers

40%



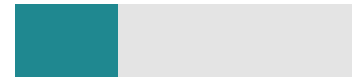
Governments/
Regulators

38%



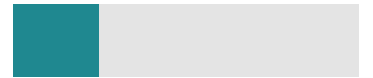
Supply chain
partners

30%



Customers

25%



Rating agencies

N = 60

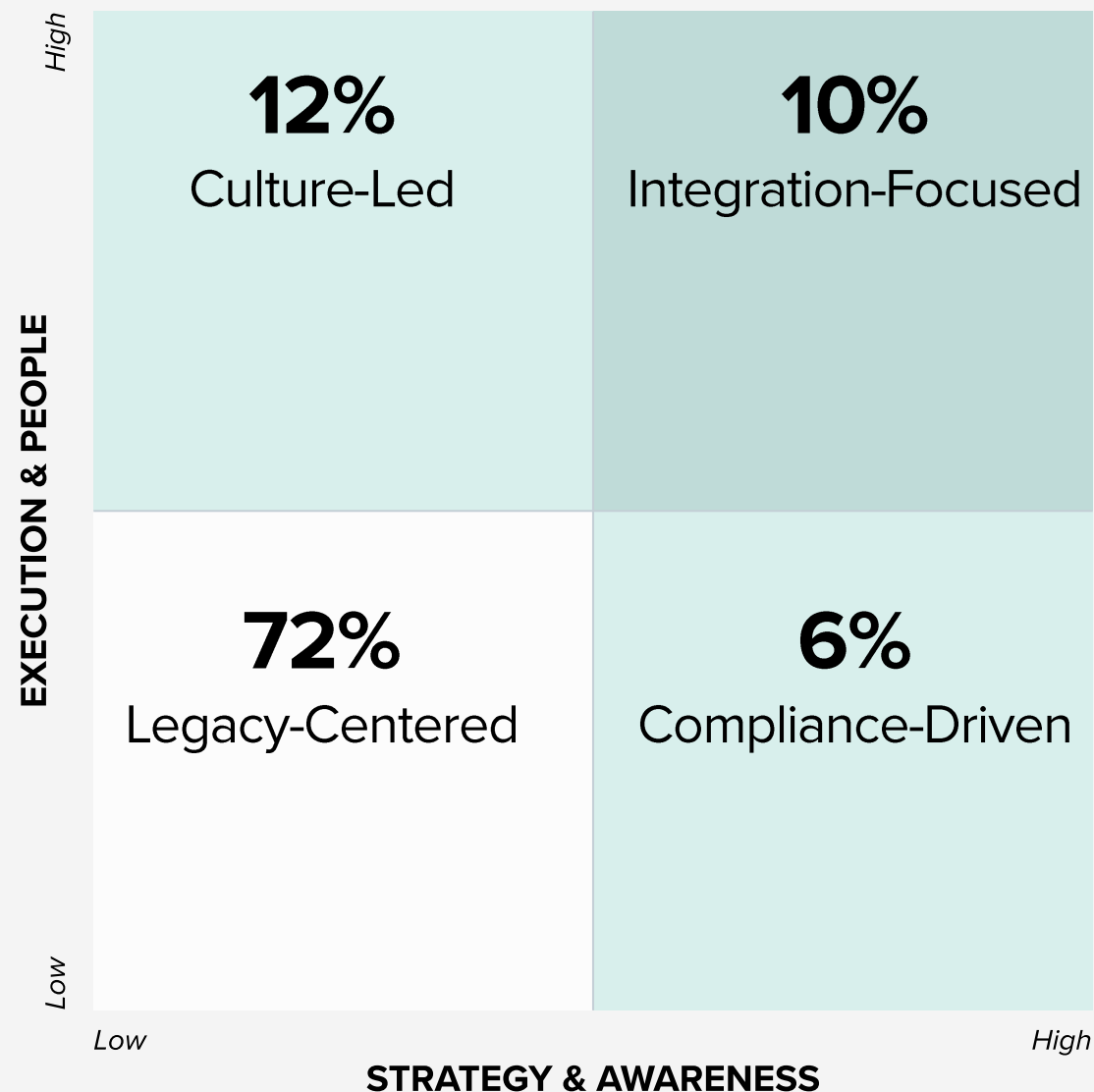
Q: Who are the TOP 3 influential voices advocating Sustainability policies and practices in your organization?



Impact Driver #3: Ensuring People and Strategic Alignment

Strategy-People Alignment Often Lacking in Organizations

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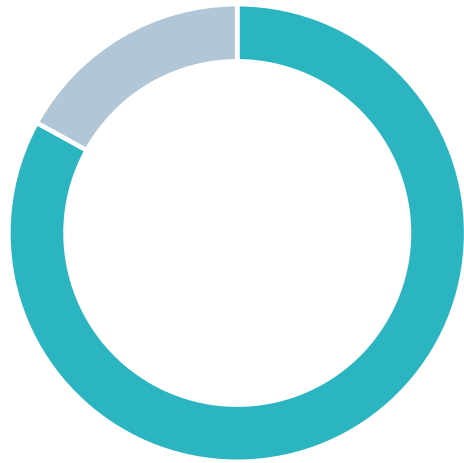
INTEGRATION-FOCUSED. Environmental sustainability is embedded in the core business, with empowered employees aligned to ESG objectives. Strategy and culture reinforce each other, driving measurable business value and lasting impact.

CULTURE-LED. Strong people engagement but weaker strategic alignment. Employees actively participate in environmental sustainability initiatives, but efforts can be fragmented or hard to scale.

COMPLIANCE-DRIVEN. Goals are well-defined and often shaped by regulations or market pressures, yet initiatives stay centralized, creating a gap between strategy and execution.

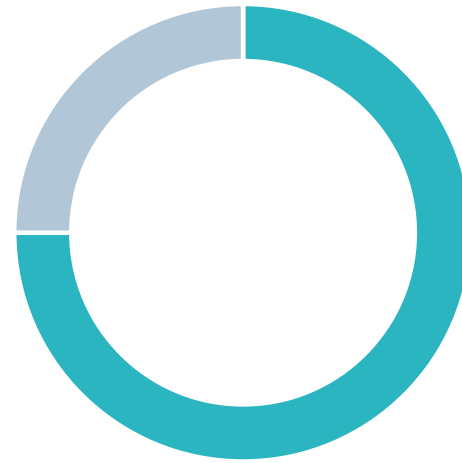
LEGACY-CENTERED. Environmental sustainability is treated as a side activity or compliance task. Actions are reactive, engagement is limited, and goals remain disconnected from daily operations and culture.

Technology Enablement for Environmental Sustainability Optimization



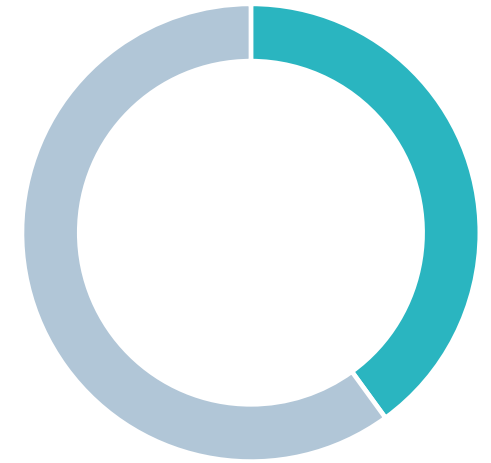
83%

of organizations report high alignment between sustainability and IT teams



75%

of technology teams actively support broader sustainability goals



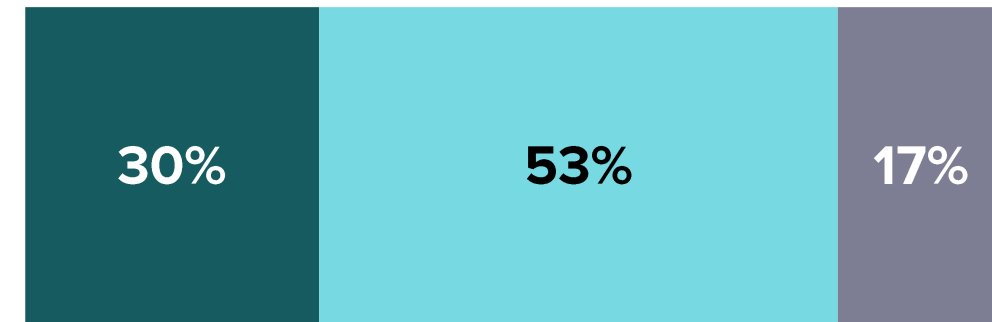
Only 40%

of sustainability leaders hold a formal role in IT governance, influencing strategy and investment decisions

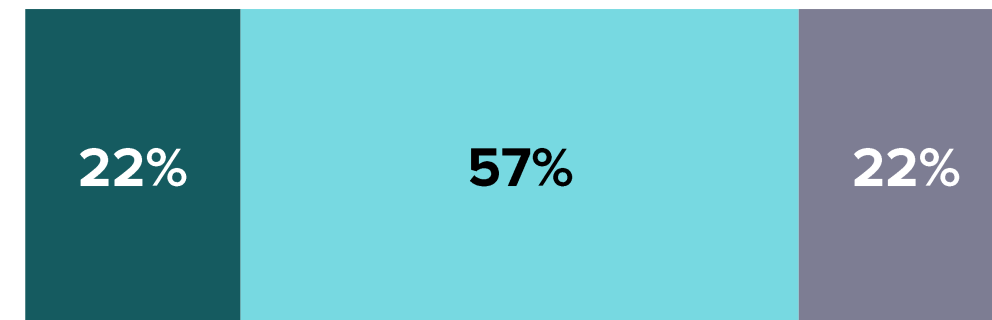
Tech Lever #1: Embedding Sustainability in Modernization

Environmental Sustainability Remains an Afterthought in Tech Modernization

Digital solutions that improve resource efficiency and lower environmental impact are actively prioritized and mandated across operations



Sustainability criteria are clearly weighted and influence all major technology selection and modernization decisions



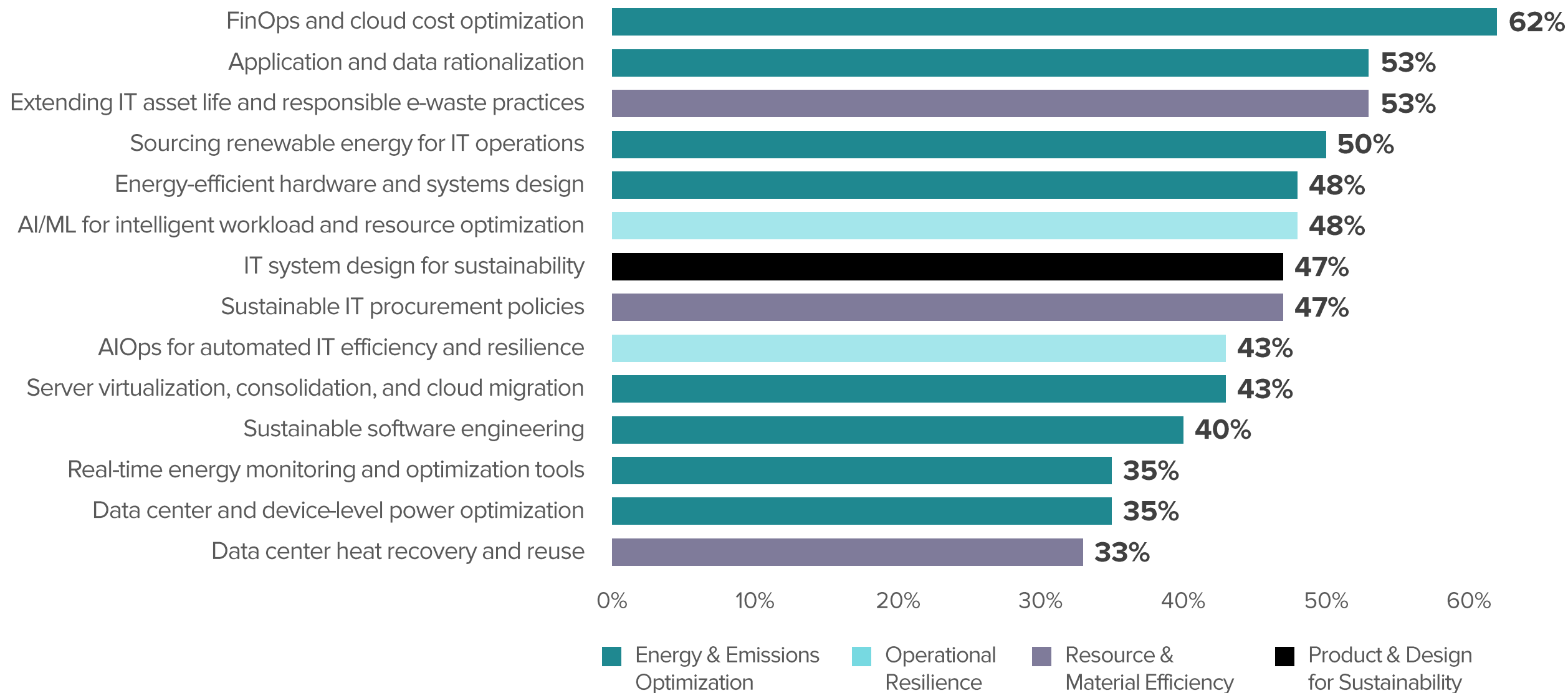
■ Fully ■ To an extent ■ Not at all



Tech Lever #2: Moving Beyond Energy & Emissions

Tech Actions to Cut Carbon Focus on Energy & Emissions

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N = 60

Q: What actions does your IT/Technology team take to reduce their carbon footprint?



Tech Lever #3: Enabling Shared & Measurable Approach

Tech Underused in Business Functions' Environmental Sustainability Practices

Improving energy efficiency, using renewable energy, and reducing waste and emissions



Driving climate resilience and integrating sustainability into business strategy



Reporting sustainability progress transparently to stakeholders



Designing products and services with lower environmental impact and circularity in mind



Embedding sustainability in recruitment, training, and performance processes



Embedding climate/ sustainability considerations into capital planning and allocation



Engaging suppliers on sustainable practices and prioritizing circular, low-impact sourcing



Applying lean/resource efficiency to reduce resource use, waste, and emissions



■ Organizations Following Practice ■ Leveraging Tech to Achieve Commitments



Tech Lever #4: Optimizing Core Data for Insights

Nearly **63%**



of organizations track environmental metrics centrally

Yet only **40%**



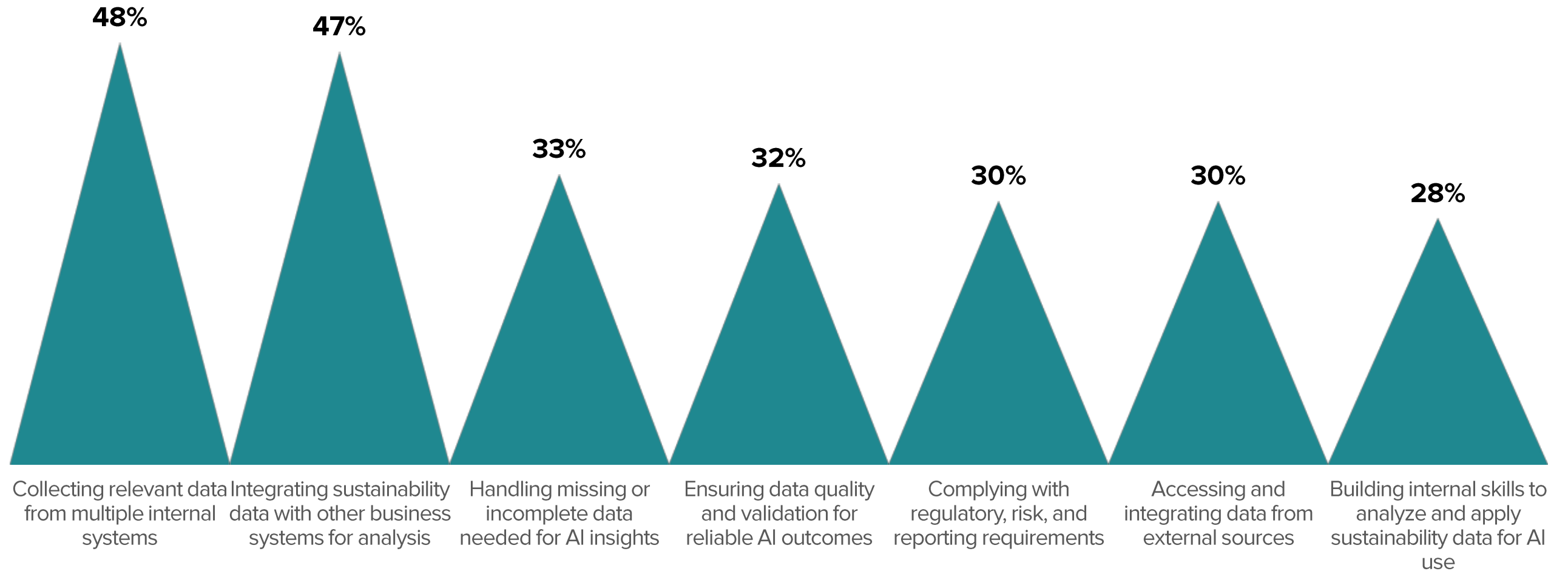
use this data to guide decisions and optimize performance; the rest focus on data primarily for reporting.



Tech Lever #4: Optimizing Core Data for Insights

Data Remains a Key Barrier to Environmental Sustainability

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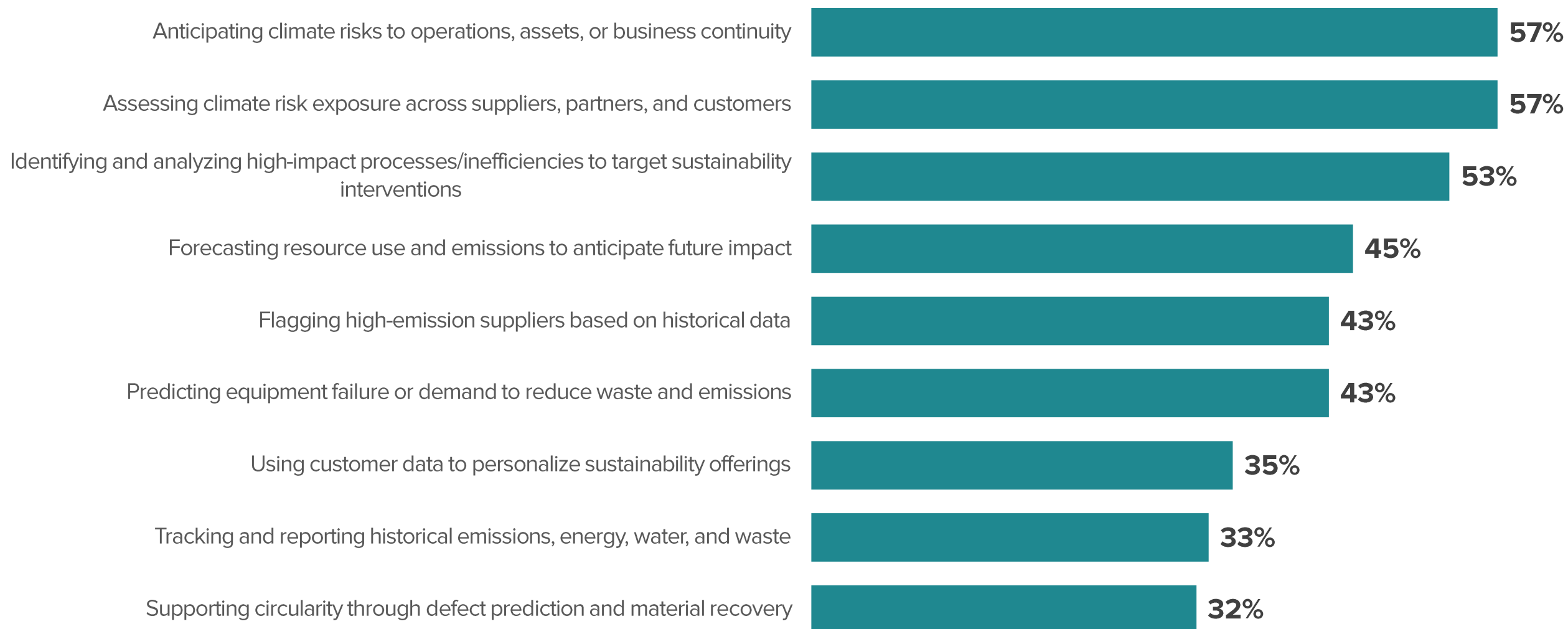
N = 60

Q: What are the top 3 challenges your organization faces in managing data to support AI-driven sustainability initiatives?



Tech Lever #5: Predicting Future Risks with AI

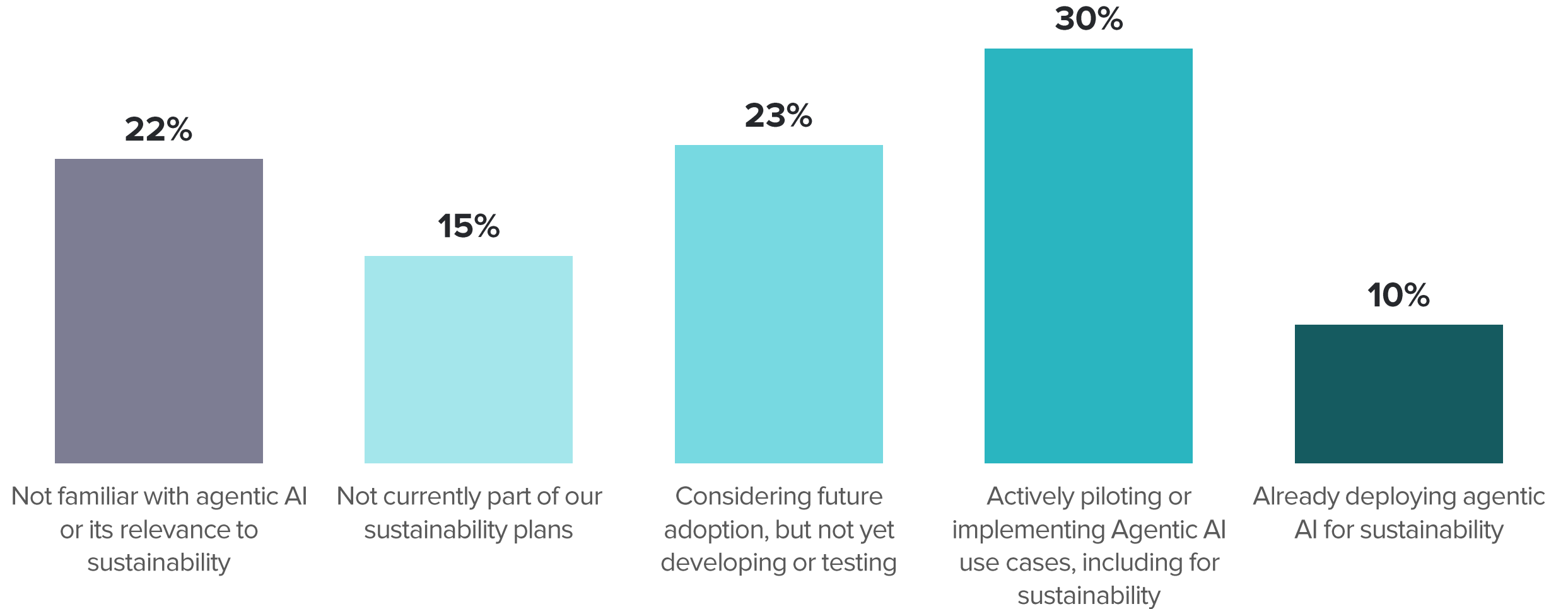
Predictive AI for Environmental Sustainability



Tech Lever #6: Enabling Autonomous Action with Agentic AI

Adoption of Agentic AI is Still in its Early Stages

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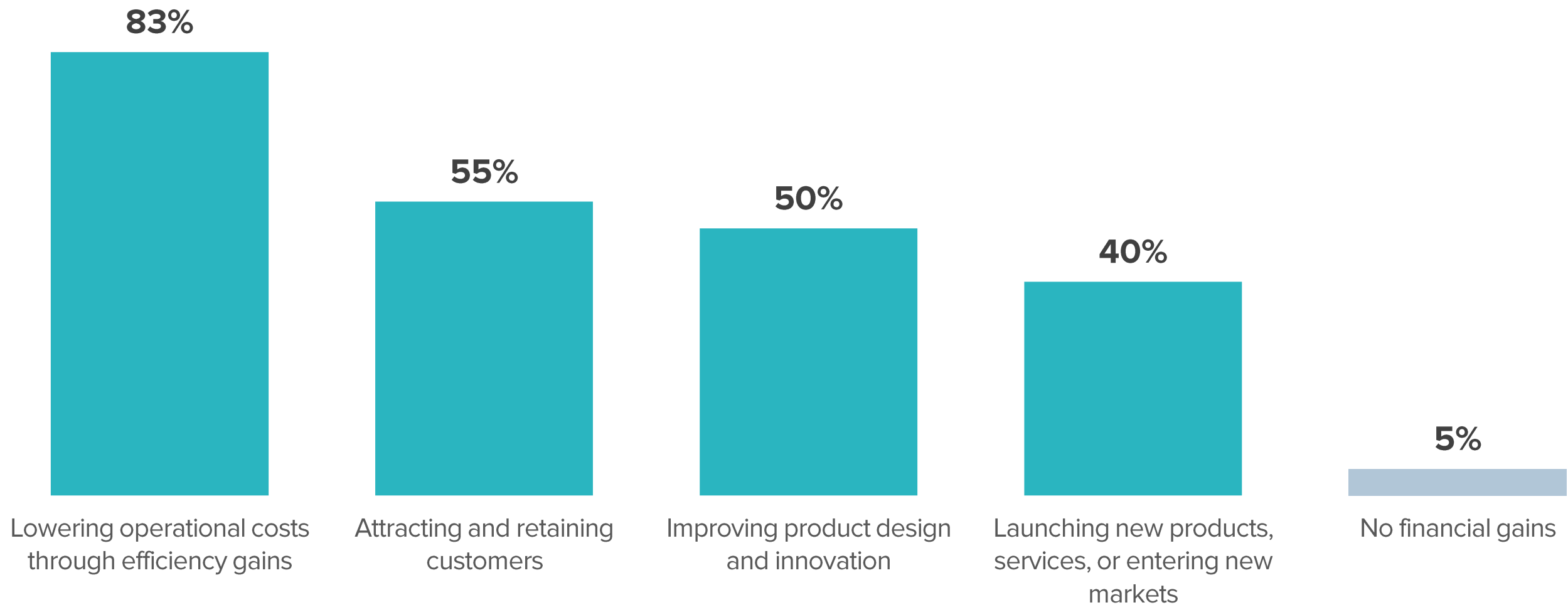




A Final Word on ROI: Early Wins Build Lasting Momentum

How AI is Expected to Benefit Environmental Sustainability Outcomes

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A Final Word on ROI: Early Wins Build Lasting Momentum

Where Have Organizations Seen Financial Gains

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