

Sustainable economic growth

Continuous
advancement in a
changing world



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Sustainability for success

Global warming and biodiversity loss, poverty, lack of clean water and food. Human rights violations, inequalities in the access to healthcare and an aging population. It's clear that the world is in the midst of major environmental, social and economic crises.

In order to respond, businesses and societies know just how important it is to take drastic action and shift from a sole profit focus to a more purposeful, sustainable business model. According to [Fujitsu's commissioned survey](#) of 1,800 business leaders across nine countries, conducted by Forrester Consulting, sustainability is now a higher priority than ever. In fact, 60% of organizations take it more seriously than they did two years ago.

Sustainability has become a priority because it's no longer simply a factor for wider social responsibility. Being sustainable can improve value for shareholders, employees, customers, the environment, and society. What's more, it can positively impact financial measures such as revenue, profit, market capitalization, improve an organization's reputation with customers and help to achieve critical legislative development goals.





Matching reality and ambition

However, the reality is while organizations are keen to improve their overall sustainability, most are yet to get started.

61% of organizations say they're advanced on their sustainability journeys, yet fewer than one in 10 has completed major sustainability imperatives such as developing sustainable supply chains (9%), achieving net zero status (2%) and preparing for environmental emergencies (7%)¹.

At Fujitsu we believe that the key to closing this gap is sustainability transformation through digital innovation. But what exactly does this mean?

***Sustainability is now a major disruption.
Business as usual is no longer an option. ”***

**Loannis Loannou, Associate Professor of Strategy and
Entrepreneurship at London Business School**

¹<https://www2.fujitsu.com/global/vision/leadership-challenges/sustainability-transformation-survey-2022/>

Fujitsu Uvance

Looking ahead to 2030 and beyond, we've introduced a portfolio of innovative solutions that bring together diverse stakeholders across industries, working as one to tackle the societal issues we need to solve to become more sustainable.

We call this Fujitsu Uvance. It consists of seven Key Focus Areas (KFAs):





Through Fujitsu Uvance, we are dedicated to connecting companies across industry boundaries and harnessing their strengths to generate positive change for all.

In this series of three eBooks, we will explore the global issues Fujitsu Uvance aims to address across the seven KFAs. These are:

- Creating a sustainable environment
- Addressing sustainable economic growth
- Advancing sustainable wellbeing

We will highlight how technology and digital innovation can drive your sustainability transformation, help to achieve major societal goals, and achieve targets within common frameworks, such as Environmental, Social, and Governance (ESG) and the United Nations' Sustainable Development Goals (SDGs).

Sustainable economic growth

As consumer and social expectations continue to evolve, it's up to organizations to ensure their financial goals are coupled with a sense of purpose, and that growth is planned in a responsible way. They need to ensure that they're delivering a future-proof, responsible business model, hitting increasingly strict environmental, social and governance standards.

Now, more than ever, transforming into a more sustainable organization doesn't just have reputational and ethical benefits, it also presents huge opportunities for growth in value from an employer, brand, and consumer perspective.

While technology's role in advancing an organization's capabilities and aiding growth is already well-known and understood, the level to which it can help organizations grow sustainably and responsibly is less well-known. But at a time when ESG strategies and SDGs are so prominent for many organizations, the role of technology is crucial.



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Why is sustainable economic growth so important?

Due to increased global volatility and geopolitical risks, the need for organizations to transform, to be better prepared to withstand future instability, and to establish solid foundations for future growth, has never been more important. This is why sustainability transformation has become a major factor.



Done correctly and thoroughly, sustainability transformation can lead to significant benefits for organizations. As well as economic growth, you could benefit from:

Improving ESG performance

Across industries, geographies, and company sizes, organizations have been allocating more resources toward improving ESG scores. In fact, more than 90% of S&P 500 companies now publish ESG reports in some form, as do approximately 70% of Russell 1000 companies.² As well as meeting legislative demands, this also helps boost reputation, and could potentially lead to greater financial success.

Countering climate change and biodiversity loss

The need to address climate change and biodiversity loss is no longer just an issue for governments. It's now a pressing concern for organizations of all shapes and sizes, with bold actions required to achieve a net zero future and help achieve the Paris Agreement's goal of limiting temperature increases and natural environment damage.

If action isn't taken, the effect on the global economy will be vast. Taking steps to mitigate or adapt to climate change won't just be a philanthropic benefit, it will directly help an organization's bottom line too.

²<https://www.mckinsey.com/capabilities/sustainability/our-insights/does-esg-really-matter-and-why>

Reducing the skills gap

Many organizations are reporting a real issue in attracting and retaining the right talent. By 2030, talent shortages in the U.S. alone are expected to result in \$162 billion in unrealized revenue. Although there are many factors that contribute to this, organizations that prioritize sustainability and wellbeing are more likely to attract the right talent to fill their skills gaps.

Staying relevant in the market establish new business models

In a rapidly changing environment for businesses, an organization can't stick to the same approach, because it's what they've always done. To stay relevant, business models need to evolve, incorporating more sustainable approaches and moving toward a more circular model. That way, they can keep up with changing demands, and be ready for whatever comes next.



At a glance – sustainable economic goals



Macro goals

- Create long term prosperity for society
- Contribute to the achievement of the UN's SDGs
- Reduce climate change and halt biodiversity loss
- Support the wellbeing of people and the planet
- Foster a fair society for all



Organizational goals

- Become a purpose driven organization
- Increase consumer value and loyalty
- Attract more investment
- Win the fight for talent
- Create long-term growth
- Mitigate sustainability-based risks

Specific challenges and targets

It's critical that organizations meet the following financial and non-financial targets to enable economic growth and support their ESG strategies.

- Moving towards a circular economy
- Supporting sustainable business design
- Meeting new regulatory standards
- Aligning with changing attitudes
- Creating purpose within an organization

On top of this, Fujitsu can support organizations to address these challenges while working towards meeting specific UN SDGs. From responsible consumption to sustainable communities, we can help you achieve:

- 8 – Decent work and economic growth
- 9 – Improved industry, innovation and infrastructure
- 10 – Reduced inequalities

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How digital transformation can drive sustainable economic growth

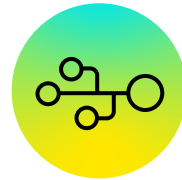
To drive sustainability transformation and help realize sustainable economic growth, organizations need to become connected, data-driven, and human-centric.

Connected

Through technologies like AI, blockchain, advanced security, and IoT, organizations can create an ecosystem where people, goods and services are connected safely and securely.

This is an excellent baseline for building trust in everything an organization does, both internally and externally. It allows them to create traceable and transparent business practices across their supply chain, ensuring they are growing responsibly and ethically, and casts the organization in a positive light with the public.

Meanwhile, top-level security systems allow an organization to grow, knowing the major financial and reputational impacts of a breach are mitigated. What's more, people want to know their data is safe, and will trust an organization that takes this seriously.





Data-driven

Data is an increasingly precious resource for all organizations. Making the most of it can lead to vastly different levels of success. Through advanced data tools like social digital twin and predictive AI, organizations can effectively simulate varied scenarios and make themselves more resilient for the future.

As data management tools become more advanced, discovery AI and quantum computing will further accelerate innovation and improve organizational processes, from lifesaving drug discoveries, to increasing productivity and motivating employees.

But that's not all they have to offer. These technologies will also help to accelerate innovation to combat the problems that have been created in the world and help to shape a more sustainable future. From creative problem-solving to day-to-day analysis, the possibilities are huge.

Five steps to trusted data and insight that boosts business intelligence and addresses sustainability challenges

- 1** Invest in resilient data collection and management systems that collect, analyze, and report on sustainability-related data.
- 2** Implement internationally recognized standards and guidelines, such as the Global Reporting Initiative (GRI) or European Sustainability Reporting Standards (ESRS).
- 3** Leverage technology like blockchain to increase transparency, traceability, and credibility of sustainability data.
- 4** Take a holistic approach that considers the entire value chain and ecosystems in which you operate.
- 5** Set measurable goals and targets that align with international standards to help track progress.



Human-centric

The people at the heart of an organization are critical to any sustainability efforts. By taking care of people and helping to create sustainable behaviors, your organization's overall sustainability will advance.

Technology can play a significant role in enhancing people's lives. By converging elements of the physical and digital world together through technology like 5G and 6G, alongside people enablement and virtual (VR), augmented (AR), mixed (MR), or extended reality (XR) technologies, organizations can foster new, healthier ways of working that will improve overarching perceptions of their business, leading to a better economic picture.

As well as the ever-important financial boost, organizations that effectively implement new technology and working practices will not only improve the productivity of their people, but also make themselves more attractive to employees, improving retention and recruitment.

Technology can also enable greater levels of workplace safety and efficiency, through the use of robotics and other technologies across many industry sectors, including logistics, medical care, manufacturing, construction, and service operations.

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Sustainable economic growth in practice

Securing Whitbread's financial future in the cloud

WHITBREAD

Whitbread, a leading hospitality company in the UK, partnered with Fujitsu to transition from its traditional data center to the cloud. The company engaged Fujitsu to manage the cloud migration, using Fujitsu Springboard™ for Azure as part of the Fujitsu Cloud Managed Service (FCMS).

The cloud migration has several positive outcomes for Whitbread, including better decision-making and efficiency through transparent governance, accelerated time to market, and a more environmentally sustainable platform. By partnering with Fujitsu and using Springboard™ for Azure, Whitbread has been able to improve its technology infrastructure and continue to innovate its services to better support the needs of its customers.

Creating ethical supply chains for the fashion industry

·tex.tracer·

Issues around the fashion supply chain are well-known. With poor worker treatment rife across the 'fast fashion' landscape, it's important for retailers and designers to clean up their image, if they're to win customers in an increasingly ethically minded world.

However, while fashion brands are keen to display more transparency, brand owners and retailers have never had an effective way to achieve it. This needed to change. Now, thanks to a supply chain transparency platform called tex.tracer, it is.


Making use of Fujitsu blockchain technology, tex.tracer gives brand owners the insights they need to act. They now have stronger, real-time insight into their supply chains, giving them the ability to address ethical and environmental issues at the source.

And the customer wins too. By scanning a QR code on a garment, they're able to trace the garment's history back to where it was made, and where the original material came from, allowing them to make informed decisions about their purchase.

How it works

A brand owner registers a garment within tex.tracer and the system automatically contacts parties along the supply chain. Data is verified using mobile geolocation, time stamps, digital handshakes, certification, and automated checks. If anomalies are detected, the system will not accept the data entry.





Simplifying complex employee inefficiencies for Centrica

centrica

With 24,000 employees and multiple household name businesses, including Hive and British Gas, Centrica has a lot to deal with on a day-to-day basis. At the heart of their operations is ServiceNow, which for the past ten years has handled its service management requirements. However, the platform had become highly customized, making it expensive to maintain and upgrade. As a result, it had become too slow and unwieldy for modern operations.

Fujitsu recommended building a fresh instance of ServiceNow that would avoid the need for customization. As part of this program, over 1,000 individual user stories were captured to help configure the platform to meet user requirements. Centrica's 24,000+ users and 4,000+ technical users now enjoy easier access to the full suite of ServiceNow ITSM tools, simplifying their day and making them more productive.

The results were astounding. Service requests that used to take 60 hours now take less than four. That means quicker response times, happier customers, happier employees, reduced inefficiency, and an improved bottom line.

Fujitsu had expert knowledge of ServiceNow, and collaboratively we followed joint design principles to ensure we created a platform that can grow and evolve to help manage our costs and support our businesses transformation. ||

Raj Oza, Head of ITSM, Centrica

A more sustainable society starts here

The role of businesses, public institutions, and individuals in a more sustainable, prosperous future for all has never been clearer to see than it is today. It's up to every organization to take proactive steps that'll see them flourish in a more climate-positive world. But that's no easy task.

Fujitsu Uvance uses technology and expertise to help organizations take a significant step towards a sustainable future. From data analysis and security to cloud-based computing that reduces your carbon footprint, we leverage all our expertise, and work with you to understand your goals and design suitable technology to match.

From consultancy to design, deployment, and managed services – we assess where you are, where you want to get to, and help you make the most of existing assets, while ensuring you're fit for future growth – with sustainability in mind at every stage.

Our expertise and vendor-agnostic approach to technology allows us to find the best solution for your specific requirements. And we can look at every element of a more sustainable world too. We can help with major societal issues, as well as evolving industry challenges, giving organizations the tools and support they need to evolve.



Learn more about how Fujitsu Uvance can address business and societal challenges on [our website](#)



Or email us at askfujitsu@fujitsu.com to be put in touch with one of our experts.