

Fujitsu
UVance

Unleash data, ignite change:

Your guide to empowering
Sustainability Transformation
(SX) with Digital Shifts



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 **FUJITSU**

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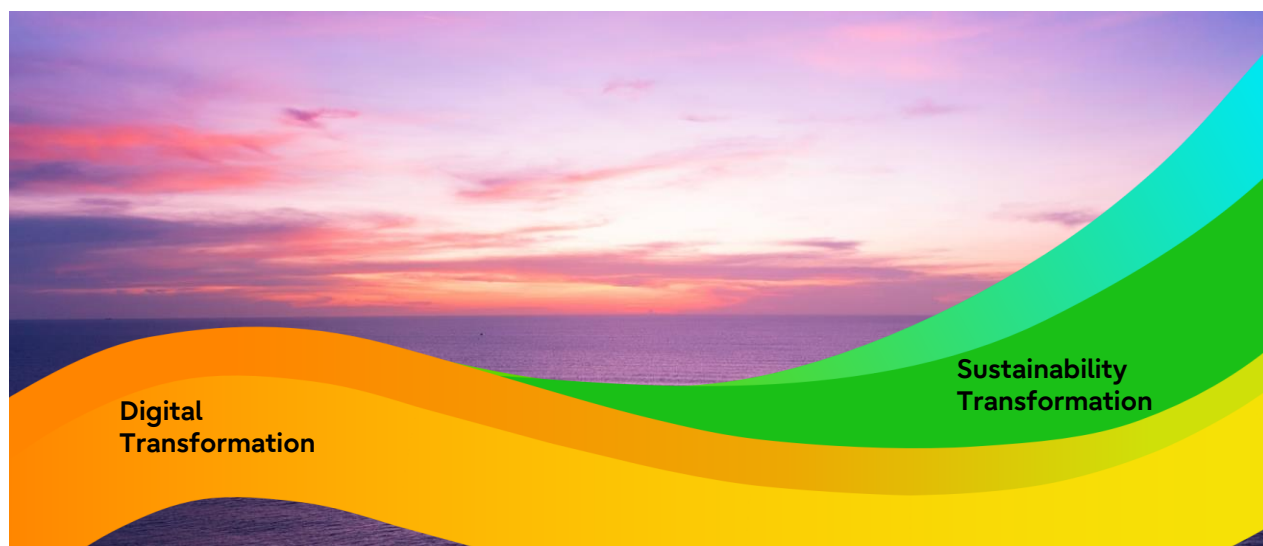
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Adapting to an era of change

Digital transformation has driven seismic change for enterprises. Against the backdrop of an ever-changing landscape, leaders have relied on insights from real-time data to develop organizations that are both agile and resilient. To date, the priorities have always been to improve financial and operational performance, by making the right decisions at the right time.

But now, as the world faces an unprecedented combination of challenges – from climate change and war to economic fragility and social issues, a different approach is now required. And this means leveraging digital solutions to encourage a new era of **Sustainability Transformation (SX)**.

“Sustainability Transformation is a mindset. It’s a strategic vision to strive to find the business value in sustainability and not see it as an obligation. Our entire economy is built on ideas around beat your competitors and you will win”. Koen Vingerhoets, Blockchain Evangelist at The Fujitsu Enterprise Blockchain Track and Trust Solution Center, says. “But that’s no longer a viable concept today. Building on the previous focus of financial and operational performance, it’s time to add a third dimension to the equation – sustainability. Moving forward, the next era is poised to revolve around sustainability, and the companies who lead with this mentality will be the ones that see both improved operational efficiency and financial performance too.”



There has never been a better time to rethink our collective approach. Sustainability is already remaking entire industries and creating new waves of growth. For instance, in:



Technology / IT

Organizations are increasingly prioritizing energy efficiency and responsible sourcing



Finance

Investors are increasingly considering Environmental, Social, and Governance (ESG) criteria



Retail and consumer goods

Businesses are responding to the demand for eco-friendly products



Automotive

Manufacturers are actively transitioning to electric vehicles



Agriculture

Sustainable practices and ethical considerations are gaining traction



Renewable energy

Providers are working to revolutionize the energy landscape

In partnership with FT Longitude, a Financial Times Company¹, we conducted our own research survey of 600 C-suite executives across 15 countries in November and December 2023. Our research aimed to capture the latest attitudes toward sustainability management.

While consumers, employees, investors, and suppliers are all calling for businesses to operate in a more socially minded way, C-suite leaders are starting to get on board too. Our survey concludes that today's organizations are more aware of the importance of Sustainability Transformation than ever before.

70%

of executives surveyed say that sustainability is their number one priority in the next five years.

¹ [Fujitsu conducted a survey of 600 C-suite executives in 15 countries on their attitudes toward sustainability management. The full report was published in April 2024.](#)

Introducing the Change Makers

One group of respondents stood out. Those whom we identified as 'Change Makers' (the 11% that achieve sustainability goals and deliver significant results through innovative technology) are more likely to be focused on creating new value through their SX efforts across three pillars:

- **Planet:** Climate change, biodiversity, recycling, etc.
- **People:** Consumer & employee experience, health & wellbeing, human rights, etc.
- **Prosperity:** Data security, responsible supply chains, IT/AI ethics, etc.

Crucially – these Change Makers aren't just focused on delivering financial growth. They're transforming their business by developing products and services that create long-term value across the three pillars. And they're driving data collaboration and utilization between companies across their own supply chain and beyond, focusing less on competition and more on working together to create a sustainable future.

The result? These individuals were more likely to report an increase in organizational revenue.



Despite these aspirational findings, 45% of executives say their organization's performance is behind expectations against external sustainability targets, and understandably so.

While a growing population of environmentally conscious consumers are influencing the narrative, their critical mass is yet to compel rapid corporate transformation. Perhaps more effective catalysts for change lie in increasing regulatory pressure and heightened expectations from investors. The shift towards a more sustainable business future, therefore, is driven by a complex interplay of consumer awareness, regulatory forces, and financial imperatives.

Fujitsu Uvance Digital Shifts

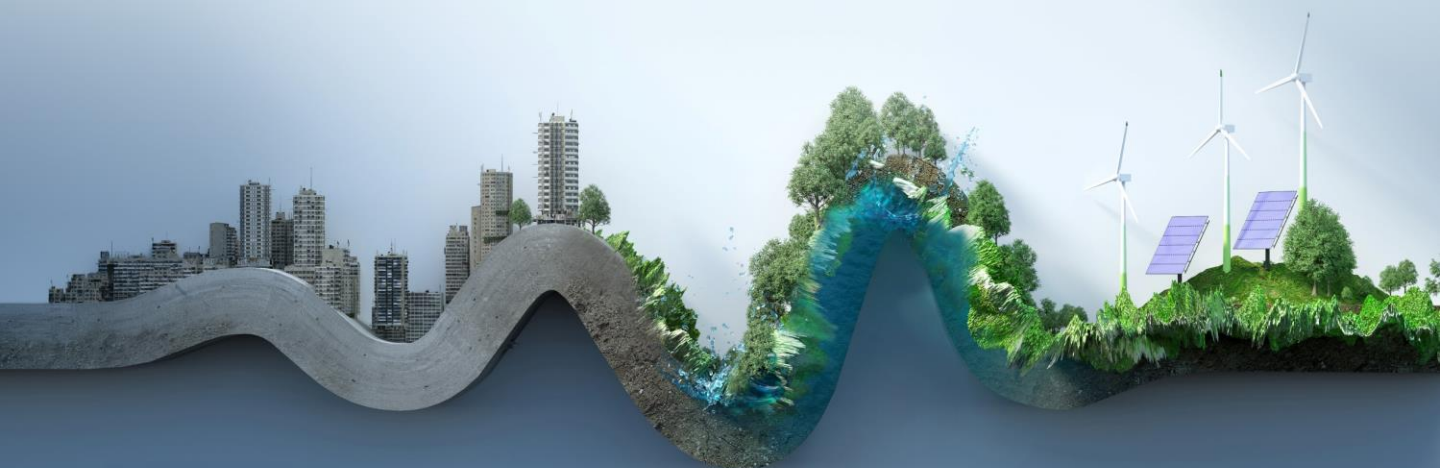
We believe that every individual and organization is capable of and morally obligated to actively drive positive change. For those that take advantage of this opportunity, the value and benefits for the planet, people, and prosperity will be limitless.

Fujitsu is bringing the power of digital to business in a way which positively impacts society. Together with our customers, we are focusing on ESG opportunities, some of which include water scarcity, climate change, energy and food waste, global supply chains, health and wellbeing of employees, and risk and fraud.

We call this Digital Shifts. Our vision is a world where every individual, organization, and industry can actively participate in driving positive change and embracing sustainable behaviors. By leveraging the power of data and digital innovation, we help people make informed decisions based on immutable evidence. And, by fostering true, big-picture collaboration, we empower organizations to tackle the complex challenges of our time.

Fujitsu will help your organization make Digital Shifts.

Read on to discover practical recommendations that will help guide your own Sustainability Transformation.



The issue of compliance

Compliance is a key driver of market disruption. It can completely shift market position from that of a leader to a follower in an instant. However, for those who embrace compliance, the pathway to sustainable growth awaits. And compliance has never been as important as it is today.

When the European Commission President, Ursula von der Leyen, first revealed the details behind the long-anticipated European Green Deal in 2019, she described it as “Europe’s man on the moon moment”.² It presented the Commission’s vision for a climate-neutral continent by 2050, accompanied by a roadmap that would cut emissions while creating jobs and boosting innovation. “Our goal is to reconcile the economy with our planet, to reconcile the way we produce, the way we consume, with our planet and to make it work for our people,” she added.



Organizations across every sector are expected to play their part too. In October 2022, the EU adopted the Corporate Sustainability Reporting Directive (CSRD), which requires companies to start reporting on ESG measures from 2024. That will include disclosure about their business models, strategy, supply chains, and more – and it’s just one example of how the industry is changing to tackle our shared sustainability responsibilities.

On the next page we provide a snapshot of the upcoming directives and regulations which are motivating organizations the world over to act.

² <https://www.theparliamentmagazine.eu/news/article/europes-man-on-the-moon-moment-von-der-leyen-unveils-eu-green-deal>

Science Based Target Initiative (SBTi)

Not compulsory, however many organizations are signatories – and are under increasing pressure to have SBTi commitments to win contracts across the public and private sectors.

The eco-design for Sustainable Products Regulation (ESPR)

The ESPR, published on 30 March 2022, is geared towards introducing more environmentally sustainable and circular products. The rules proposed under ESPR will apply to all products placed on the EU market, whether produced inside or outside the EU.

Digital Product Passport (DPP)

Proposed by the European Commission, the DPP is a tool to provide information about product environmental sustainability. This information will be easily accessible by scanning a data carrier and it will include attributes such as the durability and reparability, the recycled content or the availability of spare parts of a product.

The EU Corporate Sustainability Reporting Directive (CSRD)

Significantly increases the ESG reporting requirements in EU member states. Member states have until July 2024 to incorporate CSRD into national law. More information is expected in July 2024.

Taskforce on Nature-related Financial Disclosures (TNFD)

The TNFD has developed a set of disclosure recommendations and guidance to encourage businesses to assess, report and act on their nature-related dependencies, impacts, risks and opportunities.

Task Force on Climate-related Financial Disclosure (TCFD)

In 2015, the TCFD established recommendations for more effective climate-related disclosures to promote more informed decisions regarding the concentrations of carbon-related assets and exposures to climate-related risks.

The United Nations' Sustainable Development Goals (SDGs)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries across the globe.

The European Sustainability Reporting Standards (ESRS)

The CSRD is the legislation that requires companies to report. The ESRS describes the information that those reports need to contain. The UK will update its current disclosures by July 2024. The UK standard is expected to be based on the International Financial Reporting Standards (IFRS).

First and foremost, it should act as a marker of your business's commitment to changing the way it operates. But compliance is also a tool to focus business activity and unlock future opportunities for lasting growth. Organizations that are committed to Sustainability Transformation can take advantage of extensive business benefits, such as:

- Cost and waste reduction
- Increased consumer demand for eco-friendly products
- Enhanced risk management considerations
- Increased resilience
- Improved well-being

Interested in learning more about how ESG and sustainability have become critical drivers of success?

[Access our blog](#) by our Thought Leader Frederik De Breuck.



The role of data and innovation

Our Change Makers know that digital technology can serve as a foundation for achieving sustainable value, and that data should be viewed as a strategic asset which can guide decision-making and help businesses navigate the future with confidence.

This section dives into some of the opportunities, challenges, and nuances of harnessing data and innovation.



5% average growth in organizational revenue over the past 12 months was experienced by Change Makers who typically use interconnected data to inform decisions*, in comparison to the 1% average revenue growth reported by the other executives surveyed.

A converged approach

Rather than isolating specific digital technologies, we believe it's better to think of them as parts of an interconnected whole. By converging new technologies such as AI, machine learning, and blockchain, organizations can take their transformation to the next level.

“Converging technologies are all amazing on their own, but together this solution becomes something much bigger than each of them can achieve separately,” Koen Vingerhoets explains.

These new technologies – including the Metaverse and Quantum Computing - can push the limit of what's possible to encourage more sustainable, creative operations that are rooted in connected data. Put simply, it's all about synergy.

For instance, consider the potent combination of IoT and digital twins technology. IoT can deliver real-time data, and digital twins can utilize this data to generate in-depth insights, allowing you to analyze and optimize performance. In play at the same time, blockchain technology can provide a robust, secure, and transparent foundation to ensure data integrity every step of the way.

Big data, big decisions

Organizations continue to face challenges when it comes to maintaining data across multiple, siloed legacy systems. There could be issues with access and considerations about safeguarding under the General Data Protection Regulation (GDPR). Then there's the need to apply the right intelligence to glean insights.

* 44% of Change Makers are already making significant progress in using interconnected data, by using advanced technology. A further 30% use a variety of connected data to visualize and utilize this data to make decisions which improve efficiency. Based on a Fujitsu survey of 600 C-suite executives in 15 countries on their attitudes toward sustainability management.

Consider the journey of an appliance company operating in the consumer goods and retail sector.

Traditionally, the journey of a product from design to consumer involved making decisions predominantly centered on cost, competition, and consumer preferences. Supply chain partners were primarily chosen based on value for money. However, in today's landscape, this appliance company must now comply with existing regulations while integrating sustainability into the decision-making processes.

This involves re-evaluating choices in the selection of partners, considering factors such as the environmental impact of raw materials, production, and distribution. Questions about contamination, recyclability, and the carbon footprint associated with material extraction, manufacture, and logistics now play a central role, especially when it comes to Scope 3 emissions – those the organization is responsible for across the wider value chain.

So, you can see how important the right data for decision-making has become. And how crucial it is to collect and share this data as a system if you want to achieve more sustainable outcomes.

You need more data – from competitors, from the industry, from partners and suppliers, etc. – to figure out what you can achieve as one company, and what your larger ecosystem can do to contribute to the fight against climate change. It's a battle that will be fought with data.

The big questions for the appliance company – for any company – are:

Can our existing systems handle not just the usual data, but all the data from our entire network? And, if so, what increased value can we expect to see?

There will be questions to ask about opportunities for access, balanced against the need for security and responsibilities under the GDPR. Who needs an overview of the data to inform higher-level strategy? How can this be democratized (in a safe way) to drive innovation?



Artificial Intelligence (AI)

Handling big data is where AI becomes indispensable. When strategically converged with other digital technologies, it can enhance – and democratize – decision-making capabilities while fostering innovation. Ultimately, contributing to a transformative and more sustainable ecosystem.

AI is now ushering in the era of Sustainability Transformation. By leverage data and AI, efficiency and operational challenges can be solved with a sustainability-focused mindset. This approach promotes overall agility and adaptability as when automating analysis and insights, patterns can quickly be deciphered from within a vast amount of data.

This benefits employees greatly. Individuals within an organization can actively – and proactively – participate in driving positive change that encourages sustainable behaviors and fosters an inclusive decision-making process. With AI sifting through big data, workers are left free for higher-level, more strategy-focused activities that provide greater value to a company.

Reducing wastage and efficient management of resources is an integral part of SX.

Learn more about how AI can elevate demand forecasting in our article: [Predicting the future: how AI is taking demand forecasting to the next level.](#)

Blockchain

“Before adding new technologies to the mix of a sustainable transformation strategy, organizations must take stock of the topics they’ll need to manage and report on,” Koen Vingerhoets says. “There may be the need to add new technologies, such as blockchain, to verify evidence and provide assurance to stakeholders, without access to the sensitive data itself”.

“It’s not just any data that has to be shared or used to build decisions upon,” he adds. “It has to be trusted data. Trusted data is traceable, immutable, and auditable. The decisions a company has made are underpinned by data insights that can be retrieved through blockchain technology. In this way, necessary provenance.”



As he explains: “Some of the key challenges here surround auditing decisions and trusting the data. Fujitsu’s approach is to keep data at the edge within each company of a value chain or ecosystem. The reports being issued – the link between the report data and the evidence data – that’s the part we put on blockchain. It’s a chain of custody of trusted data.”

Digital twins

Digital twins are another type of technology that can contribute towards your Sustainability Transformation.

In a wider sense, digital twins enable businesses to test scenarios before investing in new products or services, or before moving into new markets. When applied with sustainability in mind, this technology can allow you to simulate operational or business changes and measure their impact. In essence, it makes it possible to predict all kinds of outcomes and better inform decision-making.

In 2023, for instance, Fujitsu launched a digital twin trial for a shared mobility company based in the UK³. This trial aimed to test in advance the effects of people switching from cars to e-scooters, and how that would impact local CO₂ emissions.

Then there's Fujitsu partnership with Hexagon⁴, which uses digital twin technology to support disaster mitigation and traffic safety, with the aim of making urban areas more sustainable and livable.



³ [Fujitsu launches 'digital twin' trial on Isle of Wight for e-scooter sharing service](#)

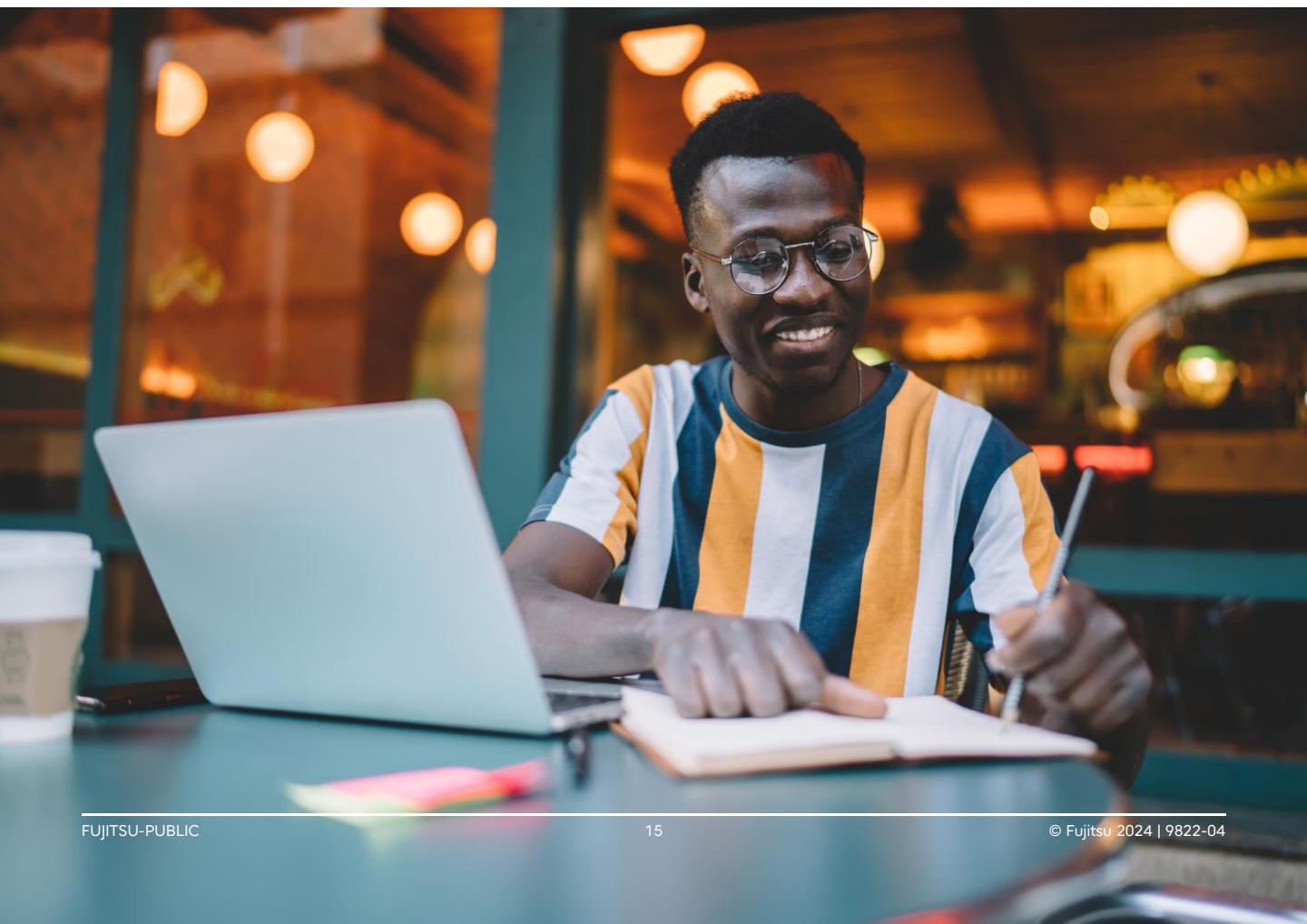
⁴ [Fujitsu and Hexagon digital twin tech aids predictive disaster and traffic safety management](#)

Evolving technology, evolving culture

A final note. Too often, talk of transformation revolves around technology and tools, rather than the impact it will have on the people using them. However, there is a great deal of cultural change required with any technology project. Business leaders need to incorporate technology carefully and explain the benefits to staff, while ensuring they have the right skills to make the most of the higher-level insights that will be generated.

Questions you must ask yourself are: How can we bring people along on our journey? How can we support our employees while they embrace new ways of doing business? How can we make sure adoption isn't an afterthought?

Fujitsu can help you implement digital solutions in a human-centric way, so that employees understand how big changes will contribute to their work and how they add value as a person. For us, it's all about giving employees the right data and insights at their fingertips to be more productive, more creative, and to deliver better customer experiences. Plus, empowering people to work from wherever they want without it impacting the quality of their work, their sense of inclusiveness, or their ability to work together.



Collaborating for success

It is our firm belief that success in SX means collaborating – sharing data with supply chain partners and working within and across industries to develop solutions that protect our planet’s future.

Sustainability Transformation requires a united front. It is only possible if there's a collective effort across organizations' ecosystems

This will be a fundamental shift for many enterprises, because it will require a move from an organization-centric data approach to an ecosystem-sharing data approach. In other words, businesses must start harnessing the wealth of data available from each and every interaction within their ecosystem.

This will allow them to effectively manage the entire data lifecycle and turn raw data into actionable insights – so, they can make Financial, Operational, and Sustainable (FOS) decisions while ensuring trust, transparency, and auditability.

It's only by leaning into a network of partners that share data and expertise that organizations will be able to accelerate their own sustainability journey.

Back to our Change Makers

Our Change Makers have it right. As a common characteristic, we found that this subset of executives tends to focus on promoting data collaboration and utilization between companies. **49% believe their organization is “already making significant progress in using interconnected data with advanced technology”.**

Use of data for sustainability efforts within or across industries

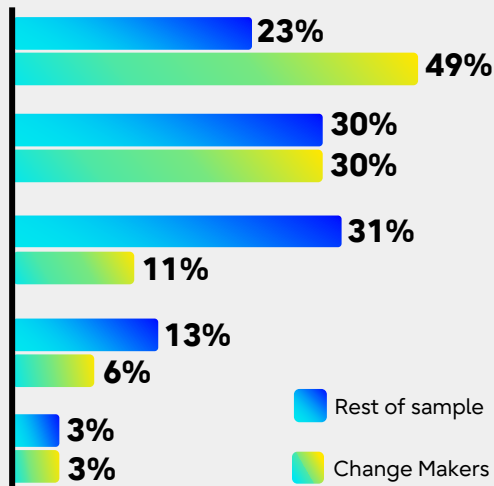
We are already making significant progress in using interconnected data, by using advanced technology. We predict and simulate future scenarios, advancing our decision-making process.

We use a variety of connected data and visualize and utilize this data to make decisions that improve efficiency, productivity and other business value at a basic level.

We take a coordinated approach to using data in our sustainability efforts. We have connected data from multiple sources, but it is not being visualised and utilised as useful information.

We have started collecting data on some sustainability efforts, but most of the data is not coordinated and remains in silos.

We do not have a coordinated approach to collecting and managing data regarding sustainability initiatives, or the data itself does not exist.

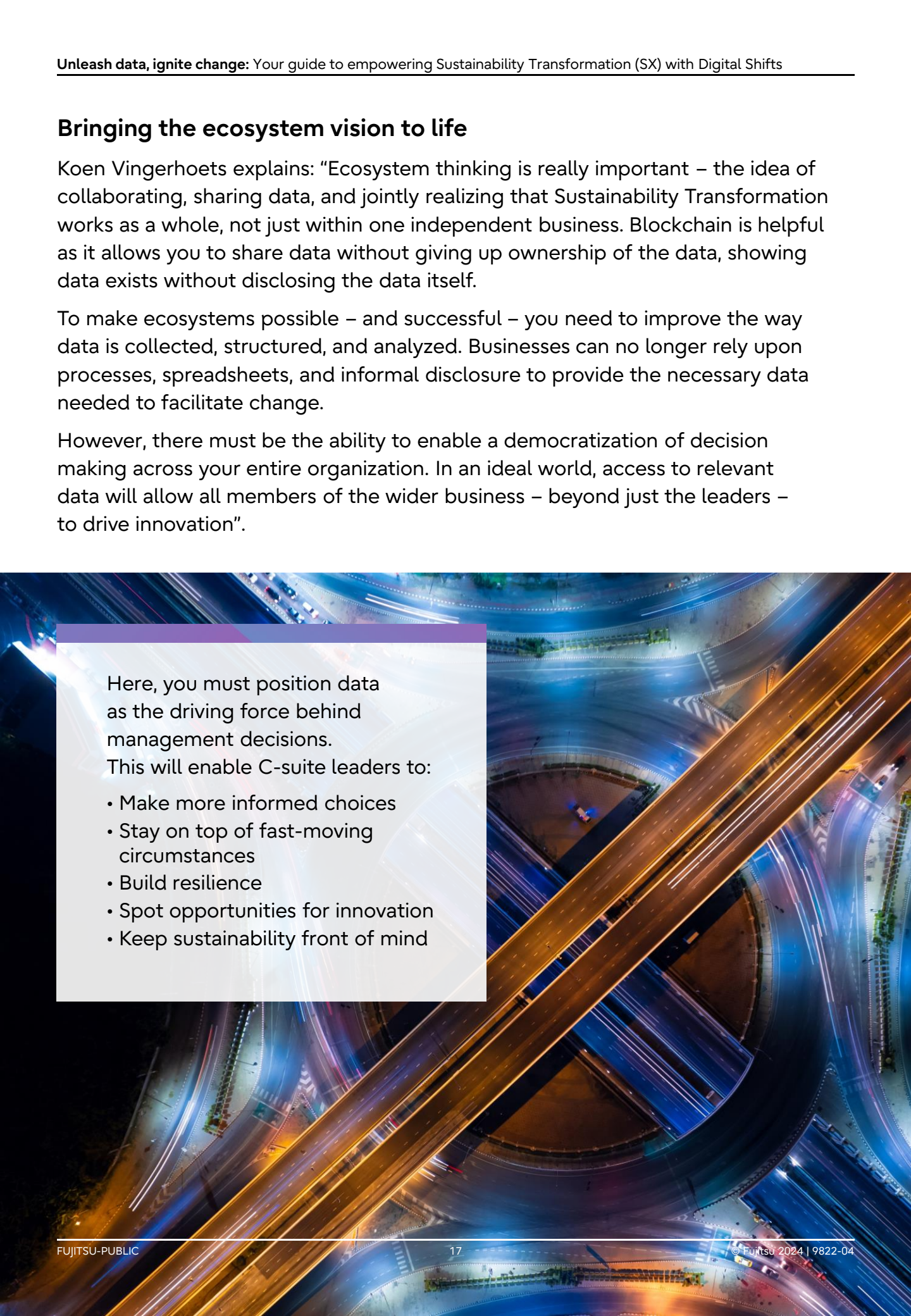


Bringing the ecosystem vision to life

Koen Vingerhoets explains: “Ecosystem thinking is really important – the idea of collaborating, sharing data, and jointly realizing that Sustainability Transformation works as a whole, not just within one independent business. Blockchain is helpful as it allows you to share data without giving up ownership of the data, showing data exists without disclosing the data itself.

To make ecosystems possible – and successful – you need to improve the way data is collected, structured, and analyzed. Businesses can no longer rely upon processes, spreadsheets, and informal disclosure to provide the necessary data needed to facilitate change.

However, there must be the ability to enable a democratization of decision making across your entire organization. In an ideal world, access to relevant data will allow all members of the wider business – beyond just the leaders – to drive innovation”.



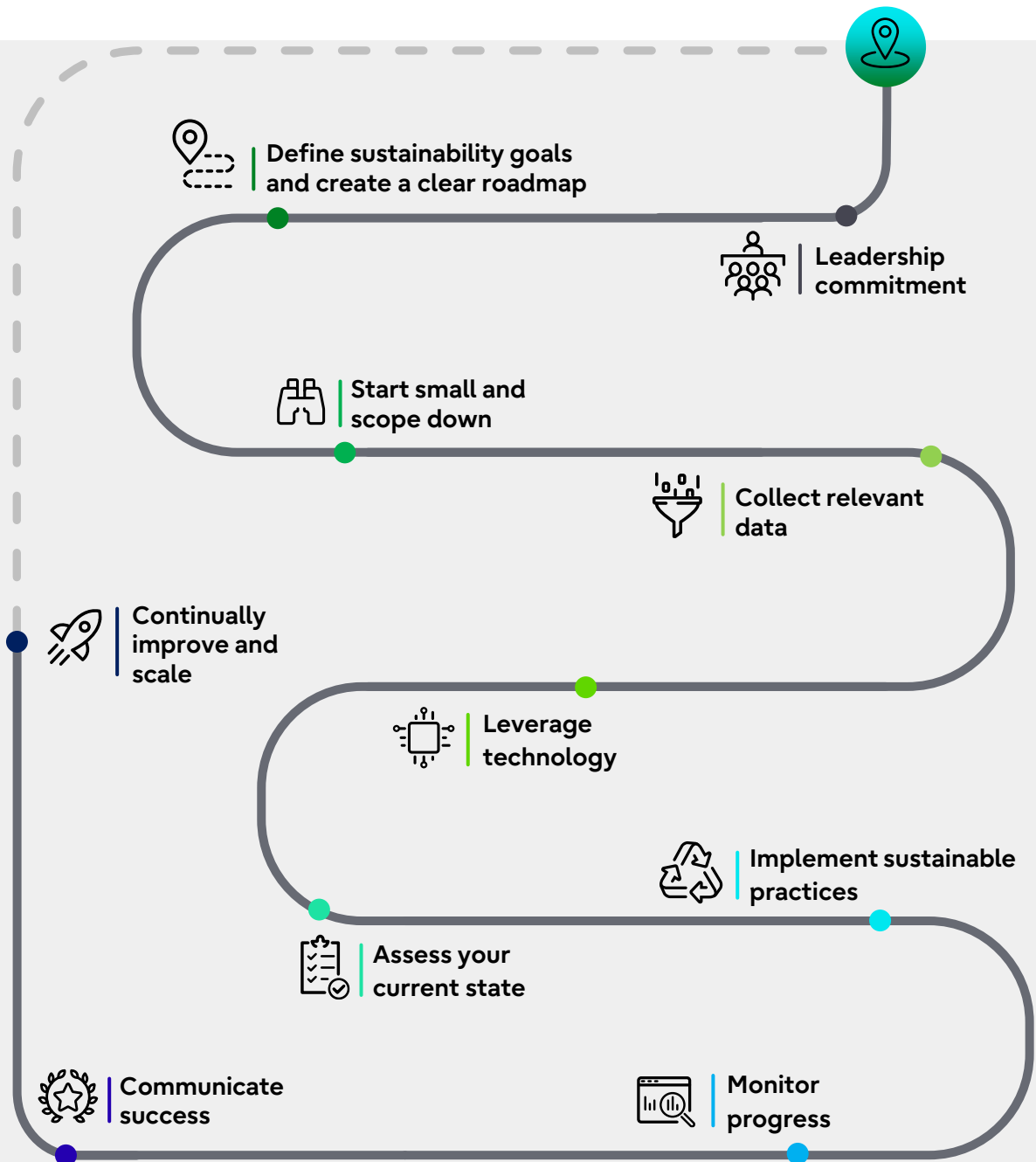
Here, you must position data as the driving force behind management decisions. This will enable C-suite leaders to:

- Make more informed choices
- Stay on top of fast-moving circumstances
- Build resilience
- Spot opportunities for innovation
- Keep sustainability front of mind

Putting Sustainability Transformation into practice

Knowing that you need to change is one thing. But as Koen Vingerhoets says: “There’s a big challenge with knowing where and what to improve. You need to know which parts of your business you’re going to tackle first.”

And, as the saying goes, Rome wasn’t built in a day, but it did burn down in one night. So, here’s a short, practical guide on how you can begin putting Sustainability Transformation into practice – one step at a time.





Leadership commitment

First and foremost, you need to obtain commitment from senior leadership to prioritize sustainability. In any business, it's the leaders who must set the tone for a sustainable culture, while committing to allocating resources for transformation efforts. Without C-suite involvement, any transformation initiatives will fall flat.



Define sustainability goals and create a clear roadmap

Next, clearly outline what sustainability could mean for your organization – across carbon emissions, minimizing waste, improving energy efficiency, supporting social causes, and more. Once you've considered everything, create a roadmap of priorities, aligned with the priorities of your industry and customers. For instance, logistics companies will be facing higher pressure to reduce CO₂ emissions, while manufacturing organizations should focus their efforts on the circular economy and reducing waste.



Start small and scope down

Each action you take in your Sustainability Transformation journey will have an impact, no matter how small it may seem. Our advice? Take the time to reduce expectations and scope, because you don't want to end up in large, expensive, complex initiatives without giving yourself the chance to experiment as you go. Starting small will make things simpler, give you control and focus without wasting resources, and help you learn from challenges as they appear.



Collect relevant data

To make progress on sustainability, businesses need to understand their current position and be able to measure their progress once they implement new measures. So, once you've reduced the scope, the next step is selecting what's needed, including which data is relevant to achieve your sustainability target. You'll have to analyze different data sources, and ensure this data is accurate, reliable, and traceable.



Leverage technology

It goes without saying, but now's the time to harness technology to automate and streamline your sustainability efforts. This could involve optimizing your energy consumption, using blockchain to make your supply chain more transparent, or using data analytics to track and measure ongoing progress.

Assess your current state

Conduct a thorough assessment of your operations and practices to identify all the areas where you could make improvements. You'll want to start by understanding areas such as your carbon footprint, waste generation, and energy usage.

Implement sustainable practices

Based on your goals and current state assessment, implement practices that will help you achieve your specific aims. This could include changing to a provider with an electric fleet of vehicles, switching to a factory with renewable energy sources or better recycling programs, or changing supply chain practices.

Monitor progress

Regularly monitor and measure your progress towards your sustainability goals. Use the data you've collected to identify areas where you're making progress and areas where more work is needed.

Communicate success

Remember to share your sustainability successes with your stakeholders. This includes employees, customers, investors, and the wider community. Not only will this boost your organization's reputation, but it will also encourage others to take similar actions.

Continually improve and scale

Sustainability is a journey, not a destination. Continually reassess your goals, practices, and progress, and adjust as needed. Once you've gained the experience, capabilities, and confidence, you'll be able to successfully scale to other areas of your business.





How the right partner can help

Committing to a new era of Sustainability Transformation will raise a lot of questions and require changes across people, processes, workflows, and technology. But it's not something that organizations need to endure alone. By offering the right guidance and products, we can help you become a Change Maker too.

We're committed to helping our customers make Digital Shifts to achieve a positive impact on society and the environment, that also achieves improved financial and operational performance.



Our unique proposition is built on our holistic approach to solving complex challenges. Unlike competitors, we don't just address the technical aspects of data management, but also the large goal of contributing to sustainability. To do this, we provide an integrated suite of solutions to connect with your ecosystem, convert raw data into actionable insights, and ensure the traceability, transparency, and auditability of the data and subsequent decisions.

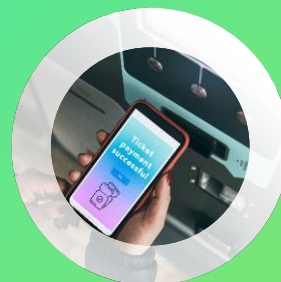


Digital Touchpoint

Capitalize on the wealth of data from every touchpoint in your value chain for solving challenges and uncovering new opportunities.

Data Intelligence

Maximize the value of your data and leverage AI to gain a competitive edge and make informed decisions based on actionable insights.



Fujitsu Track & Trust

Ensure data trust and auditing, fostering transparency and integrity with a suite of intelligent solutions based on blockchain, NLP, or XAI.

This end-to-end offering ensures you can capitalize on data from various touchpoints, accelerate decision-making with advanced AI capabilities, and maintain data trust and transparency. It's this focus on leveraging the potential of data and digital innovation for positive change which sets us apart.

We also use our co-creation approach to ensure any technology plan fits your tailor-made sustainability objectives, organize all available data, set the right priorities, and help with the change management process.



The combination of these factors positions Fujitsu as a comprehensive and forward-thinking partner for organizations seeking impactful sustainability transformations.

“Fujitsu brings business and consulting experience together with deep technology expertise,” Diogo Santos explains. “Without a real connection to a business problem, technology has no added value. Fujitsu is the partner that you turn to when you want to make sure a complex business problem is solved.”

Our new ESG platform is designed to streamline and elevate ESG data management for enterprises and their wider ecosystems.

- Contains a trusted data service layer and modules such as materiality, strategy and objectives, data collection, auditing, and reporting.
- A turnkey platform built with a regulation-first approach to minimize data spillage and data mining while ensuring consistent compliance.
- Enables trusted data management at scale.
- Can handle the complexities of big data across diverse sources while maintaining data privacy.
- Easy to integrate with new and existing systems, to seamlessly share disclosures and insights.



Fujitsu's approach is to keep data at the edge within each company of a value chain or ecosystem. The reports being issued – the link between the report data and the evidence data – that's the part we put on blockchain. It's a chain of custody of trusted data.

How Fujitsu is enabling SX

text.tracer

143

brands track their full supply chain (from raw materials to distribution)

[Read the full case study](#)

Nürburgring

100

cameras enable artificial intelligence to automatically detect issues in real time and drivers can be promptly warned of potential dangers via LED displays on the track

[Read the full case study](#)

TU Delft

85%

faster performance to help researchers drive innovations that will lead to a more sustainable future

[Read the full case study](#)

JMA

200%

improved accuracy in forecasting linear precipitation zones for greater disaster prevention and safety

[Read the full case study](#)

Baby Bunting

50%

platform cost savings in 12 months and increased data-driven business opportunities

[Read the full case study](#)

Toridoll Holdings Co.

800+

Marugame Udon shops (use ODMA Demand Forecasting SaaS and) are reducing energy through the optimization of energy management

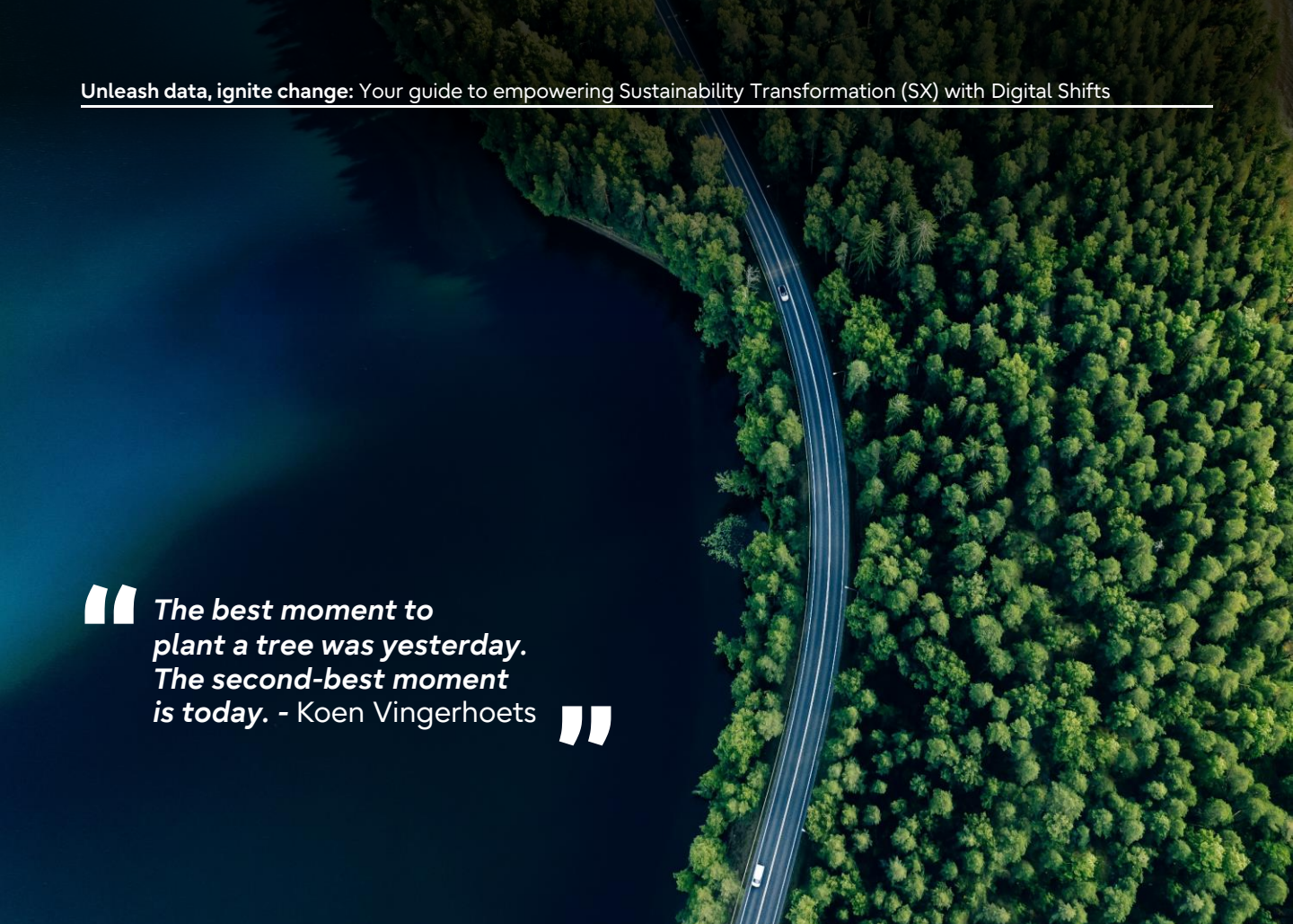
[Read the full case study](#)

Bidafarma

25%

decrease in costs and fuel emissions, due to a sustainable approach to medicine delivery

[Read the full case study](#)



“ The best moment to plant a tree was yesterday. The second-best moment is today. - Koen Vingerhoets ”

Achieving real change

Sustainability Transformation is no longer a nice-to-have. It's a real imperative for businesses to survive and thrive in the future. For the sake of people, the planet, and prosperity, we urgently need to change the way we do business.

The time to act is now, Koen Vingerhoets says. "It's good to have an amazing plan next week. But it's even better to have a good plan today. More companies need to evolve from ticking the reporting box to believing Sustainability Transformation will help their business thrive in the future."

That first step will look different depending on the business, Diogo Santos adds. But there are universal truths about where to start. "Setting up a good foundation is key to success. Define your goals and objectives. Don't just jump to technology. Think about what the current situation is and where you want to be. Assess your data readiness. And start small – test the solution, identify potential problems, and understand if your people are ready and understand how to use it. That will prevent you from spending a huge amount of money for something that doesn't bring in a return."

Conclusion

With Digital Shifts, organizations will be empowered to achieve their goals and reach new heights.

Data and AI will inform decisions about what to prioritize, and insights will flow across the business ecosystem. In a shift towards a circular economy, businesses will design products and processes with sustainability in mind, promoting resource reuse and recycling. Workers will be assisted by next-generation tools to take a higher-level view, collaborate with diverse stakeholders, and innovate for the future. "It's the mindset of the company, the belief that sustainability will make business better that will change everything," Koen Vingerhoets concludes.



Our Authors



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Diogo Santos is a seasoned data leader with extensive experience in machine learning, analytics engineering, and data product management. He has held various leadership positions across multiple consulting and IT strategy firms, and has implemented a diverse range of data engineering, AI projects and data strategy plans for clients in different industries.



Koen Vingerhoets

Blockchain Evangelist, Enterprise Blockchain – Track and Trust Solution Center, Fujitsu

A legal mind driving innovation in blockchain. With a background in law, Koen Vingerhoets has excelled in process improvement and digital tools. Since 2014, he's been at the forefront of blockchain applications in finance. In 2022, Koen joined the Fujitsu Enterprise Blockchain Track & Trust Solution Center as Lead Evangelist and Business Architect. He co-founded the BelTug Blockchain Taskforce and #Blockchain4Belgium and is a member of the EU Blockchain Observatory and Forum Expert Panel.

You might also be interested in reading more about:

- [Digital Shifts](#)
- [Data Driven Management](#)
- [Data intelligence](#)
- [Fujitsu Track and Trust](#)
- [How blockchain provides confidence in ESG reporting to accelerate sustainability transformation](#)



**There is still time to take charge
and become a sustainability Change Maker.
Let's get started today, contact us.**



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