GREEN
WITH
ENVY

By Rachael Kinsella
Editor in Chief, iResearch Services

A NEW SUSTAINABILITY REPORT OFFERS CLUES TO WHERE WE'RE WINNING, AND HOW FAR WE HAVE TO GO.

Over the past several years, environmental, economic, and social sustainability have increased in importance from grassroots issues to serious boardroom priorities. Whether trying to reduce carbon emissions, maintain long-term growth, or boost social equity in the workplace, enterprises across all sectors are pledging to become radically more sustainable. Technology companies are among the most vocal supporters of sustainable initiatives. When it comes to taming greenhouse gasses, these companies claim that things like cloud computing, data analytics and artificial intelligence (AI), can help cut carbon emissions, model climate change and work out new ways to ease it.

But how sustainable (environmentally, economically, and socially) is all this technology? In order to find out, iResearch Services surveyed 550 executives across the technology industry, spanning 11 countries. We asked them about all aspects of sustainability in what was one of the most comprehensive pieces of research into sustainability in the tech industry. Among the dozens of questions we posed, one rose to the top as the most revealing. When our respondents were asked what areas of tech they felt were doing the most to embrace sustainable practices, here's what they said.

% EMBRACING SUSTAINABILE PRACTICES

45
40
35
30
25
20
15
10
5

% EMBRACING SUSTAINABILE PRACTICES

45
40
35
30
25
20
15
10
5
0

ANALYTICS
APPLICATION SECURITY
ARTIFICIAL INTELLIGENCE
AUTOMATION
BLOCKCHAIN
CLOUD COMPUTING
COMMS / INFRASTRUCTURE
CUSTOMER SERVICE
CYBER SECURITY
DATA CENTER
DATABASE
DIGITAL TRANSFORMATION
HR TECHNOLOGY
IOT
MACHINE LEARNING
LOW CODE
MARKETING TECH
MOBILE / TELECOMS
NETWORK
PROGRAMMING
PROJECT MANAGEMENT
REGULATORY COMPLIANCE TECH
RISK MANAGEMENT
SOFTWARE DEVELOPMENT
SERVERS
WIFI
UII / UX
STORAGE