

Why sustainability means collective action, bolder leadership, and smarter technologies

#GetTheFutureYouWant



“By working together, and sharing ideas and innovations, we can seize the opportunities for a more sustainable and inclusive future.”

— Aiman Ezzat  
CEO, Capgemini Group

## Discussions with leaders from industry and non-profits, senior government officials and experts



**Pia Heidenmark Cook**  
Chief Sustainability Officer,  
Ingka Group, IKEA

“Start with understanding the sector you are operating in, identify the critical sustainability impacts for that sector, and then connect that with the cultural values of your organization to drive things forward.”



**Laurence Pessez**  
Global Head of CSR,  
BNP Paribas

“We foresee sustainability being embedded across the firm – from any investment decisions the bank takes to the performance appraisals of relationship managers.”



**Beatriz Perez**  
Chief Communications, Sustainability,  
and Strategic Partnerships Officer,  
The Coca-Cola Company

“In the last decade, we have seen crucial improvements in the prioritization of ESG topics. I believe that consumers care deeply about the environment and have high expectations for companies to do their part on sustainability.”



**Dr. Sally Uren**  
Chief Executive,  
Forum for the Future

“Collaboration is critical for systemic change because no one actor can shift a system on their own.”



**Dr. Ajay Kela**  
President and CEO,  
Wadhvani Foundation

“Globally, 70% of all new jobs created every year are created by startups and small businesses.”



**Matt Toombs**  
Director of Partnerships and Engagement  
in the COP26 unit of the UK Cabinet Office

“We hear from businesses across a wide range of sectors that they’re seeing a strong bottom-line benefit of the net zero commitments that they’re making.”



**Florent Andrillon**  
Vice President,  
Energy Transition Global Leader,  
Capgemini Invent

“What’s changed is that sustainability is the new digital. It’s becoming the core business. Companies are aiming for net zero for several reasons.”



**Ann Mettler**  
Vice President, Europe,  
Breakthrough Energy

“Essentially you need a productive interplay between the role of the public sector and the role of the private sector... the public sector cannot do it alone either. That’s why the private sector is absolutely needed because there are still many clean technologies that either still need to be developed or that already exist but haven’t scaled.”

## Sustainability at Scale: A cross-sectoral view of why sustainability goals needs a reset

**79%**  
of consumers say they would change purchase preferences based on social or environmental impact (42% having already changed and 37% may do so).

**Over six in ten organizations**  
in the CPR and energy sectors said that they have already generated a revenue increase from sustainable operations.

**Only 3% of energy and utility organizations**  
have mature practices for tackling Scope 3 emissions.

Source: Capgemini Research Institute, “How sustainability is fundamentally changing consumer preferences,” July 2020; Capgemini Research Institute, “The automotive industry in the era of sustainability,” March 2020; Capgemini Research Institute, “Powering sustainability: Why energy and utilities companies need to view sustainability as an opportunity,” October 2020.

## Articles from leading public figures, environmental advocates and academics



“The pandemic forced our world to a grinding halt. As it did, it offered us a chance to take a step back and reflect: what world do we want our children and grandchildren to grow up in?”

**Frans Timmermans**  
Executive Vice President for the European Green Deal, European Commission



“Thanks to innovative clean technologies, companies can reap significant financial benefits while reducing their negative environmental impact.”

**Bertrand Piccard**  
Initiator and Chairman of the Solar Impulse Foundation



“Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

**Rebecca Henderson**  
McArthur University Professor,  
Harvard University

### The Great Digital Divide

Nearly half (**47%**) of offline people living in rural areas say they have never used the internet because an internet subscription is too expensive and 44% say the device is too expensive.

Being offline now impacts all aspects of life.

Source: Capgemini Research Institute, “The Great Digital Divide: Why bringing the digitally excluded online should be a global priority,” May 2020.

## Perspectives from Capgemini internal experts



**Laura Quinn**  
Senior Strategy Director and Private Sector Lead at Purpose

“In recovery there is always opportunity. Right now we are seeing a unique convergence: consumer and employee expectations are coalescing with significant determination from the private sector and political class to build back better.”



**Vincent de Montalivet**  
Expert in artificial intelligence and sustainable development, Capgemini

“As well as minding its own footprint, AI is also a transformational technology that has the power to positively influence sustainable development.”

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