




CRACKING THE  
**CARBON**  
**CODE**  
FROM WITHIN





We all have a part to play in the global effort to reach net-zero. But certain industries need to do more than others. One of them is the IT industry, which faces a dual challenge: it has to reduce its own carbon footprint while helping other sectors achieve their sustainability goals.

Cloud computing and remote or hybrid work models have become more prevalent in recent years, offering benefits such as continuity, scalability and flexibility. However, they also increase the energy consumption and carbon emissions of data centers, service providers and IT departments. Moreover, the rapid development of new technology creates a constant demand for replacing outdated assets and devices, adding to the environmental impact of e-waste and resource depletion.

## ASSESSING THE IMPACT

The IT industry has a unique opportunity to use its own systems and solutions to measure, manage and mitigate its carbon emissions. By adopting green IT practices such as energy-efficient design, renewable power sources, circular economy principles and carbon offsetting, the IT industry can not only reduce its own environmental footprint, but also enable other sectors to do the same. For example, cloud-based platforms can help monitor and optimize energy use across buildings, transport and manufacturing. Digital tools can also facilitate collaboration, communication and innovation for a low-carbon future.

IT clearly has a vital role to play in the global transition to net-zero but on its current path, the industry could use 20% of all electricity produced by 2025 generating 5.5% of the world's CO2 emissions. It is our choice whether it becomes part of the problem or part of the solution.

## KEY DEVELOPMENTS

The need to comply with new regulations has transformed every industry in recent years. Rather than being a constraint, this shift has unleashed a wave of innovation.

### Recycling and circularity: timeless solutions for a greener future

Recycling has always been a key element of decarbonization efforts. But we have realized that it can do much more than we thought. It can reshape entire business models. Today, strategies such as Design-for-Recycling (DfR) make the carbon footprint of a product a priority from the start. By considering materials, lifecycle, and recycling, products become more sustainable.

In the electric battery sector, car manufacturers are reusing batteries that have outlived their vehicles for other devices that need less power. End-of-Life (EoL) solutions not only reduce a company's CO2 emissions, but they also create new opportunities, such as cross-sector partnerships. This is the kind of example that the IT sector should follow.

### Embracing the cloud for a cleaner IT

The move to cloud computing is not an overnight change and involves different levels of maturity. Many organizations still rely on legacy systems. In IT Service Management (ITSM), a crucial step for decarbonization is to identify and retire obsolete or unnecessary IT assets and systems. Funding may be an issue, but organizations should accelerate the transition as quickly as possible. It is not a wasted investment, nor a mere gesture. It is both a vital requirement and a unique driver for long-term growth and efficiency.

### Don't waste your energy

In 2017, we at Capgemini suggested the option to move data centers to countries with more eco-friendly energy grids, such as Iceland. Today, this trend is gaining momentum. Just as cryptocurrency mining operators have moved from China (where energy is becoming increasingly expensive) to places like Kazakhstan and Argentina, ITSM leaders are looking to do the same. They know that customers care more about the delivery of an ethical and sustainable product or service than about outsourcing decisions. This means that some departments or even entire operations can be relocated to benefit from greener energy sources.

# THE CHEAT CODE FOR SUSTAINABILITY: HOW AND WHERE TO BEGIN

Many IT organizations are hyperaware of the need to adopt net-zero strategies, but they often struggle to implement them effectively. They may feel overwhelmed by the complexity and scale of the challenge, or they may lack the guidance and support to make the right decisions. However, achieving sustainability is not as hard as it seems. There are simple and practical steps that IT leaders can take to start their transformation journey.

## Green IT: the envy of all industries

One of the key steps is to leverage the IT Asset Management process to align IT services with ESG (Environmental, Social, Governance) goals. This process can help managers measure and optimize the environmental impact of their IT assets, as well as their social and governance aspects.

At Capgemini, we have a strong commitment to sustainability and a deep understanding of business priorities and IT challenges. We offer our clients tailored solutions that help them reduce waste, improve efficiency, and enhance value in their IT organizations. We bridge the gap between business and IT services to unlock the full potential of green IT.

## ServiceNow ESG: turning emissions into an e-mission

ServiceNow is on a mission to help the world become more sustainable. It offers a powerful ESG solution that enables organizations to measure, manage, and improve their ESG performance. And it has a trusted ally in this decarbonization journey: Capgemini. As a Certified ServiceNow Elite Partner since 2009, we have extensive experience and expertise in delivering ServiceNow solutions that drive positive outcomes for our clients. Together, we can help you:

- Track and report your sustainability initiatives with ServiceNow's ESG solution, which we can implement and support for you
- Reduce your IT services carbon footprint by establishing your baseline emissions and implementing optimization strategies
- Embrace the 3 Rs (Reduce, Reuse, Recycle) across your enterprise assets by measuring and reporting their environmental impact

ServiceNow and Capgemini can help you create a sustainability roadmap that aligns with your vision and goals, collects and analyzes relevant data, sets realistic and ambitious KPIs, monitors progress, and enhances your sustainability performance. With over 1800 ServiceNow and service management experts, we have the resources and capabilities to be your partner in this transformation and enable IT leaders to contribute to their organizations' net zero and green targets.

With Capgemini as a partner, you can unlock the potential of ServiceNow ESG and become a sustainability leader who can achieve your green goals with lasting and positive impact for our planet and our future.

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