

# THE POLITICS AND PRACTICALITIES OF SUSTAINABLE IT

## A Senior Leadership Perspective

Sustainability has been part of IT's remit for many years, and experience tells us that success in this area depends as much on effective management of the people and politics as it does on technology and smart delivery. Against this backdrop, we collected insights from 155 high-ranking IT leaders on progress to date, lessons learned and priorities for the future.

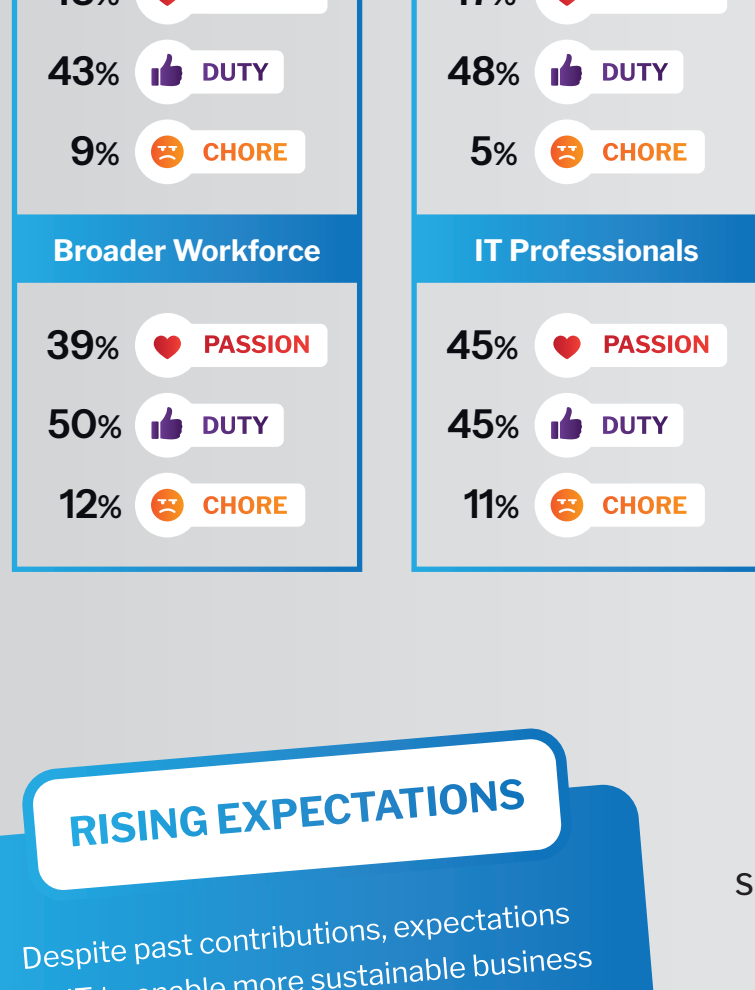


in association with



## THE PASSION AND THE PRESSURE

### How is sustainability regarded across the business?



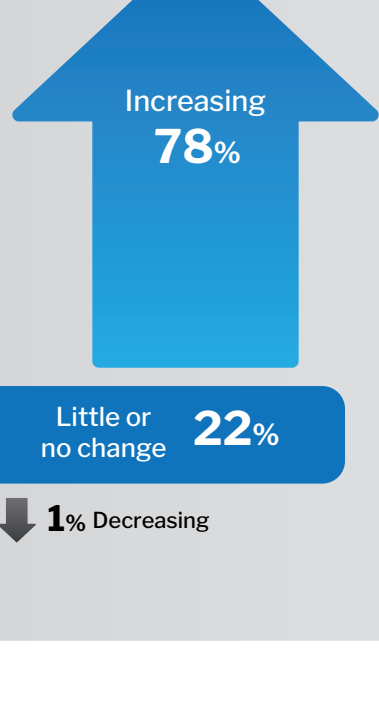
### POSITIVE SENTIMENT

An overwhelming majority of both IT and business people see the need to take action on sustainability, with almost half reported to feel passionately about acting on the imperative. Particularly notable is the strong sentiment among senior managers nowadays, which paints a refreshing picture compared to the past when action was often driven by the workforce and/or external pressure.

### RISING EXPECTATIONS

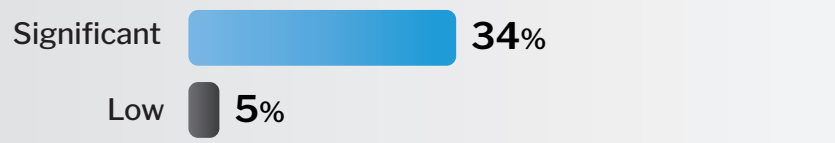
Despite past contributions, expectations on IT to enable more sustainable business practices and become more sustainable itself remain significant and are growing.

### How are sustainability expectations on IT changing?



### What's the expectation on IT?

#### Helping the business to be more sustainable



#### Driving sustainability within the IT domain itself



### A DOUBLE-EDGED SWORD

The picture we see here can potentially help when seeking funding for IT modernization initiatives that will drive increased energy efficiency and reduced carbon emissions, but it also puts an onus on IT teams to be ready to take things to the next level.

## PEOPLE AND POLITICS

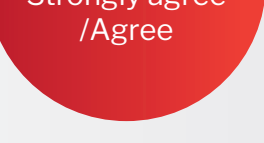
### DESIRE TO DO MORE

Most IT teams are doing their best to be proactive but business stakeholders aren't always receptive to ideas put forward, which can cause frustration.

### How does IT drive or support the sustainability agenda?



### Common Frustration



We would like to be more proactive, but the business frequently isn't interested in our ideas

### THE BUSINESS ENGAGEMENT GAP

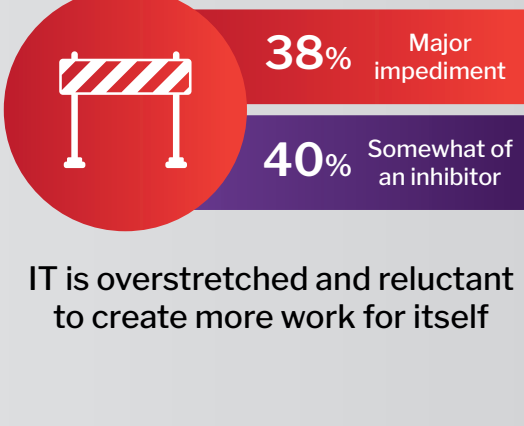
Some must become more assertive to secure a seat at the table, while others need to find creative ways to educate and motivate key people. Either way, it's important for IT to get as close as possible to business stakeholders to exert influence.

### What limits how much IT can influence the organization's sustainability agenda?



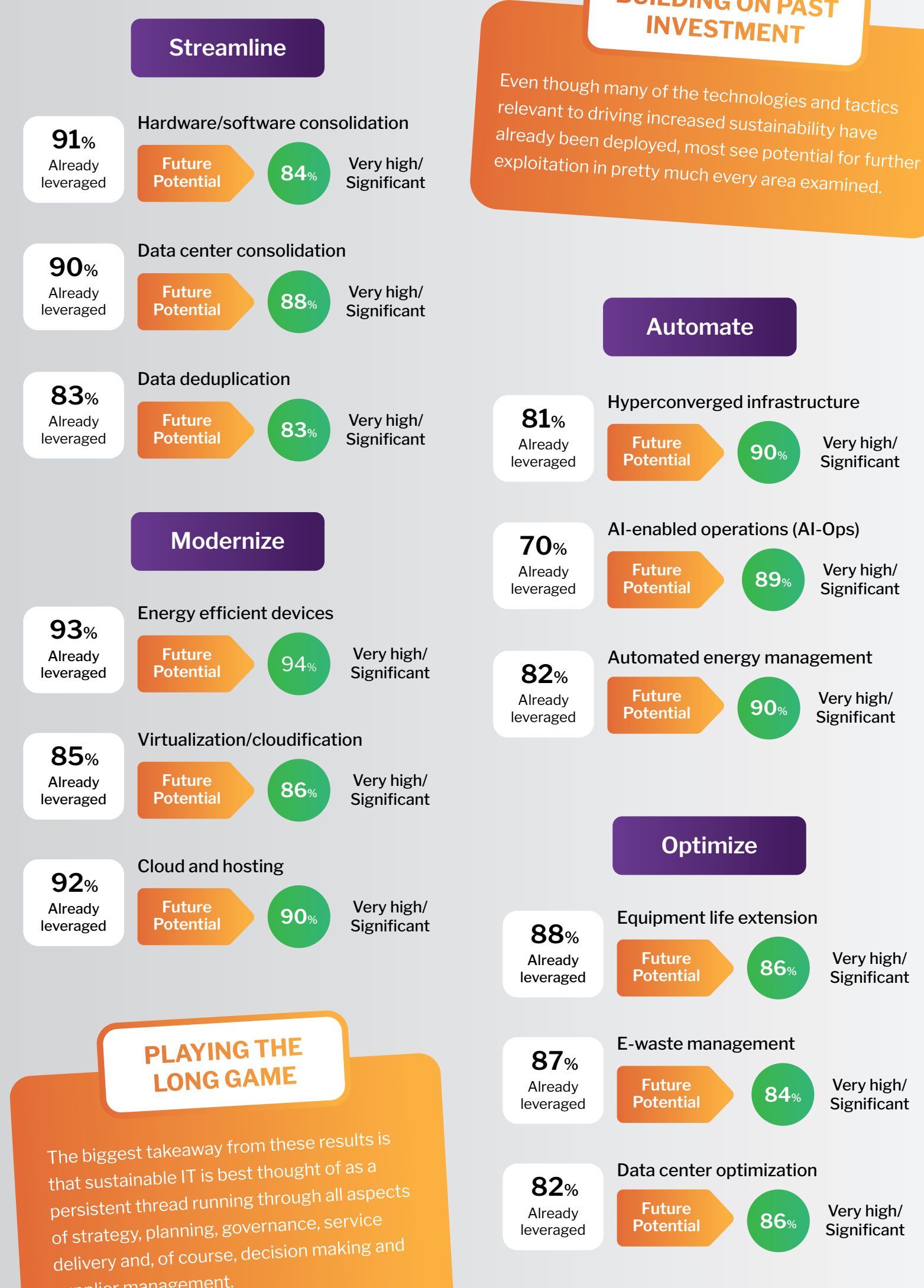
### AVOIDING SUSTAINABILITY DEBT

With both requirements and solutions rapidly evolving, keeping up in this area can be a challenge, as can finding the time to develop relevant ideas and proposals to put to the business. No matter how overstretched you are, however, it's critical not to fall into a defensive mindset and avoid taking on sustainability-related work. This might feel necessary in the short term, but it equates to building up sustainability debt, which will inevitably need to be paid at some point down the line.



## FOCUS ON SYSTEMS AND DELIVERY

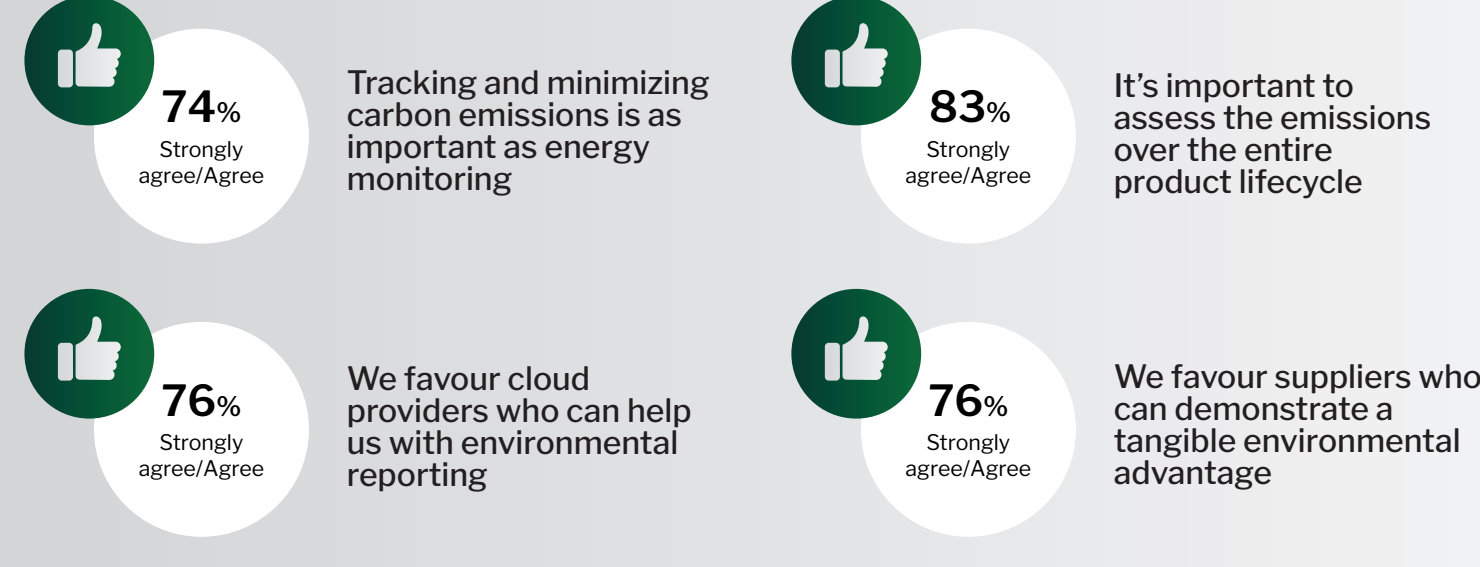
### Have you leveraged any of the following to drive energy efficiency and reduce carbon emissions, and do you see the potential to do more in these areas?



### PLAYING THE LONG GAME

The biggest takeaway from these results is that sustainable IT is best thought of as a persistent thread running through all aspects of strategy, planning, governance, service delivery and, of course, decision making and supplier management.

### Do you agree with the following statements?



## PRIORITIZING FOR SUCCESS

### How much of a priority are the following as you continue to drive your sustainable IT agenda?



### LEARNING FROM YOUR PEERS

Given the time and resource limitations highlighted, it's always useful seeing what others are prioritizing.

### FINAL THOUGHT

The title of this infographic, with reference to people and politics as well as practicalities, was chosen to reference the complex nature of the area investigated. The research clearly confirms that for the IT team to fully contribute to the organization's sustainability goal, it must be intimately involved in business strategy and planning discussions from the outset. We hope our research has stimulated some thought on how to achieve this in your environment.

For further insights from Freeform Dynamics, please visit [www.freeformdynamics.com](http://www.freeformdynamics.com). To read about Fujitsu's perspective on sustainability, please visit [www.fujitsu.com/global/products/sustainability](http://www.fujitsu.com/global/products/sustainability).