

Outline the Business Case for Integrating Sustainability into IT Strategy



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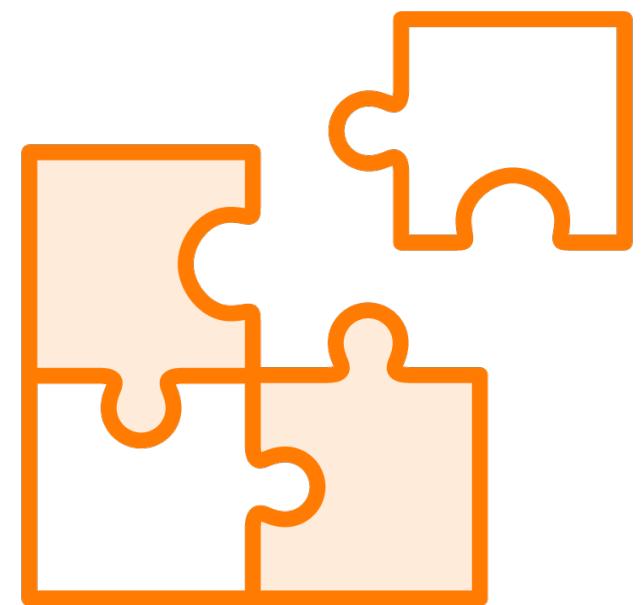
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The Journey Thus Far

Risks



Connection



Alignment

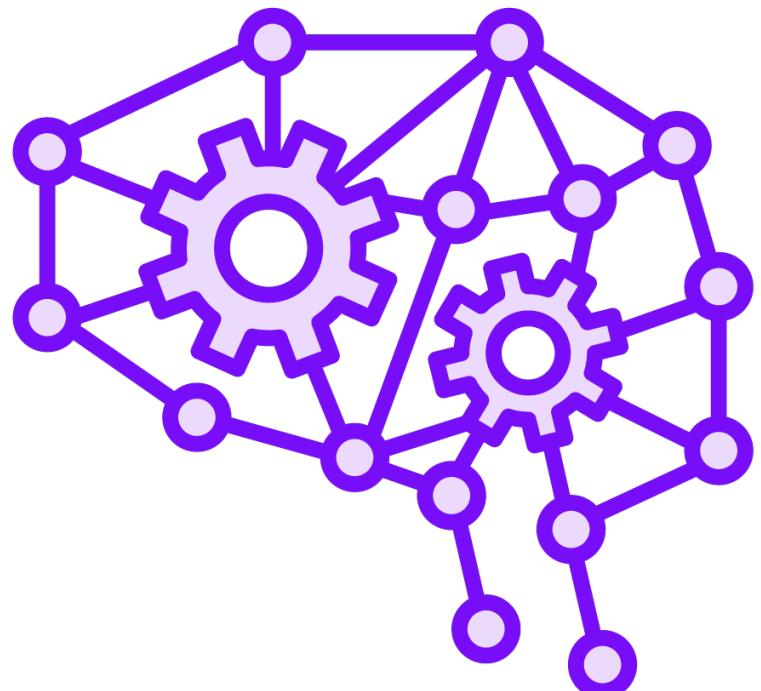


Future

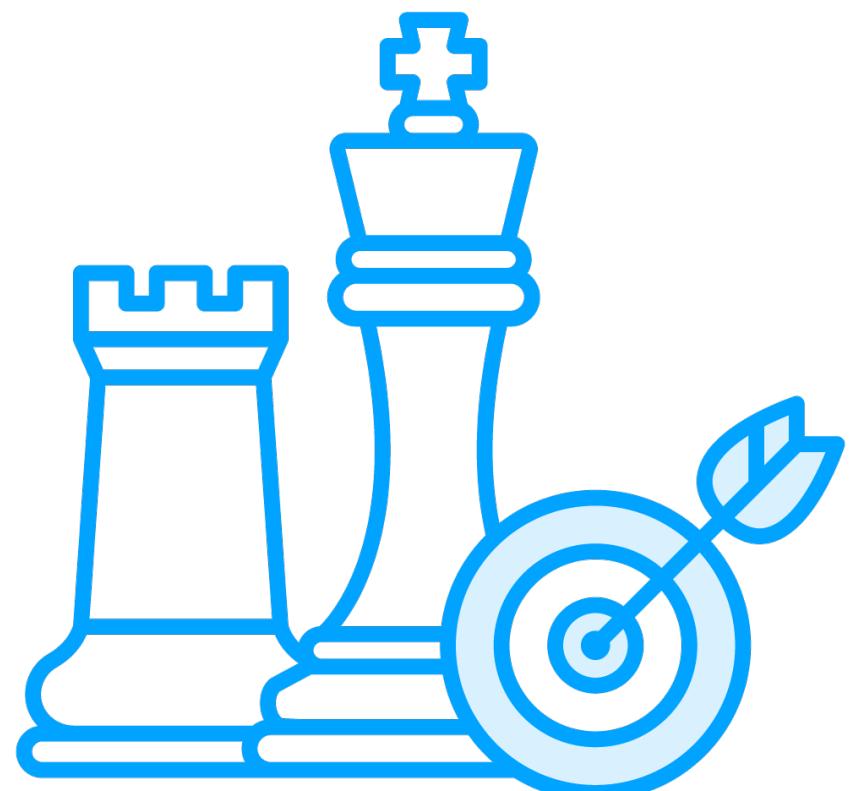


The Road to Real Change

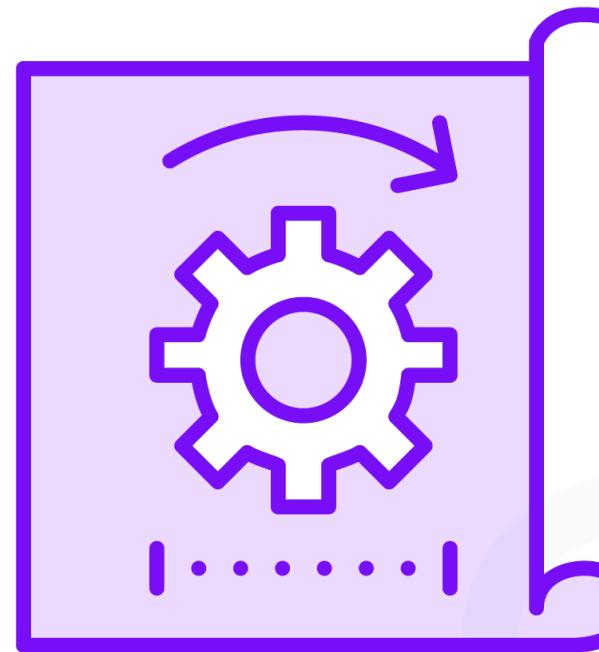
Validate



Design



Prepare



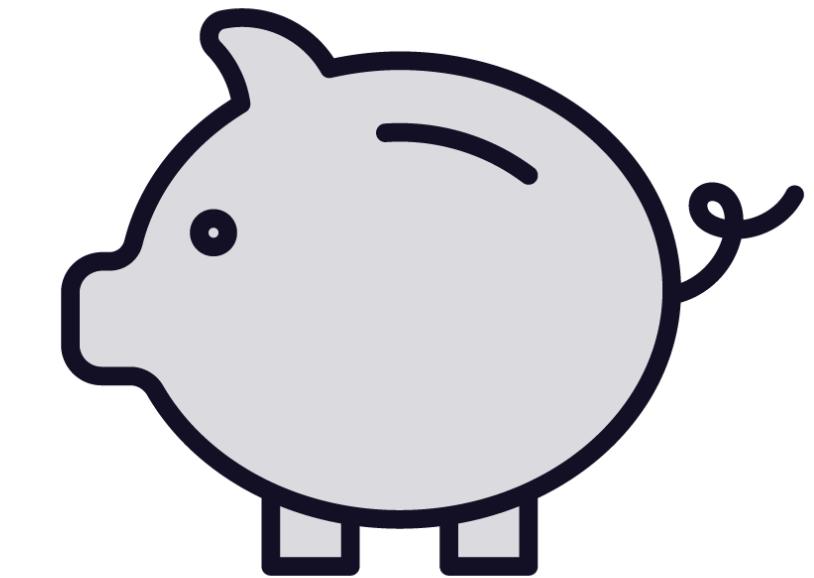
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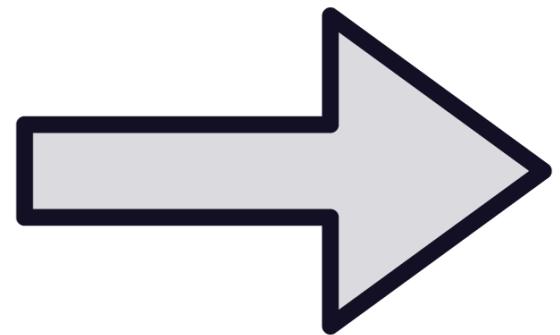


What Are ESG Scores?



ESG Raters and Rating Scales

MSCI



Manage industry risks

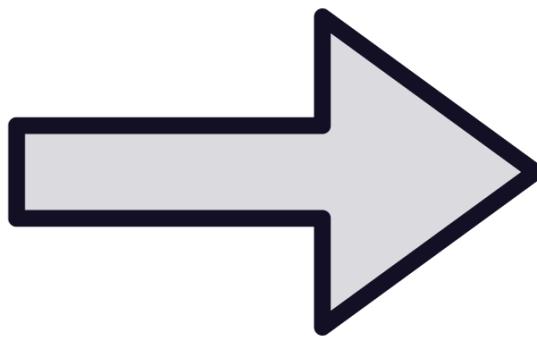
AAA, AA
(leader)

A, BBB, BB
(average)

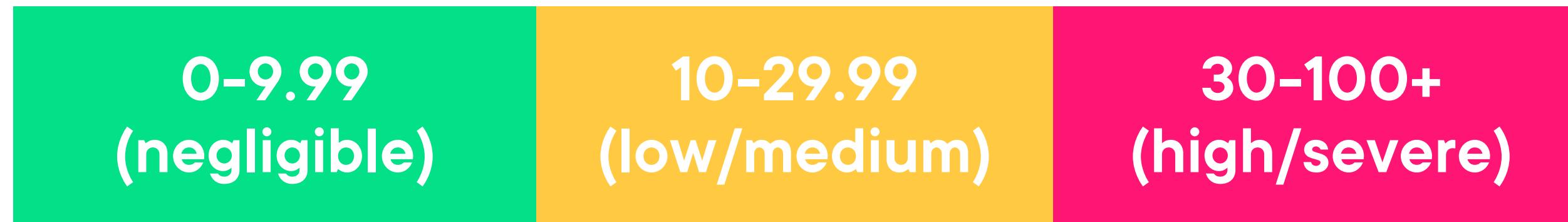
B, CCC
(laggard)



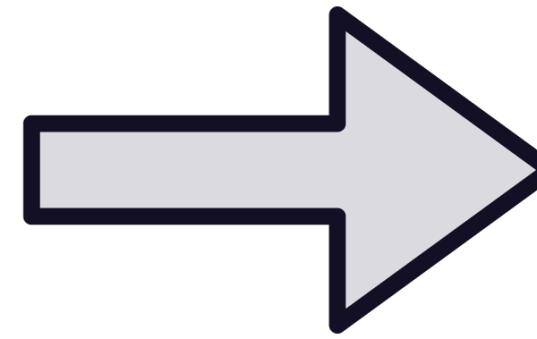
Sustainalytics



Expose ESG vulnerabilities



S&P Global



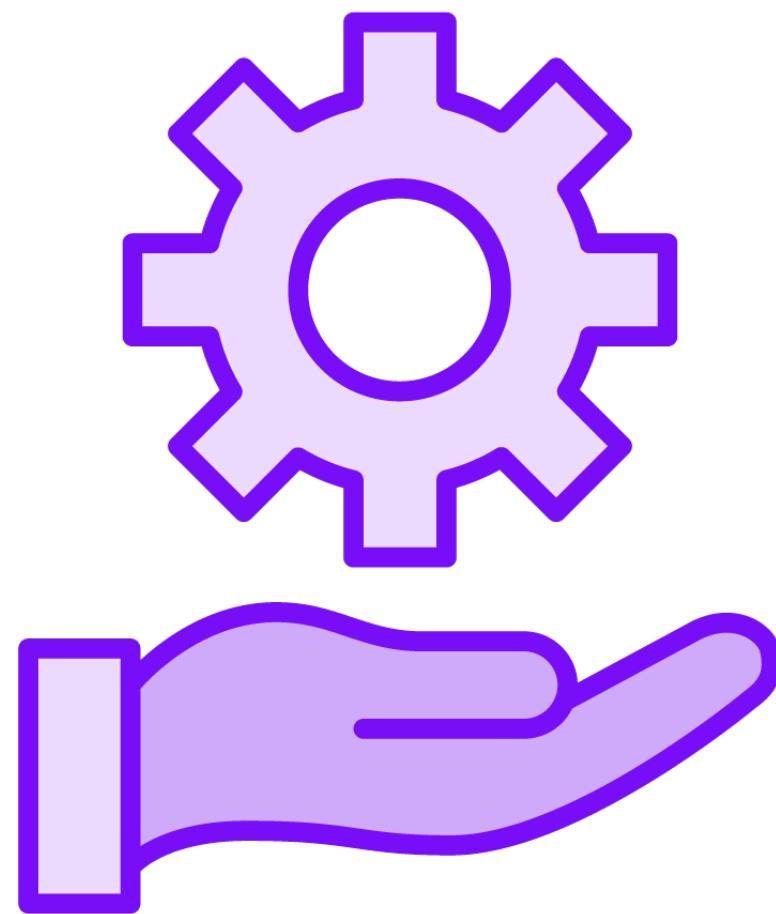
Measure financial impact



Hiding Doesn't Help



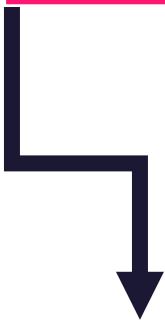
IT Ops Powers the ESG Score



Can't understand



Can't pitch

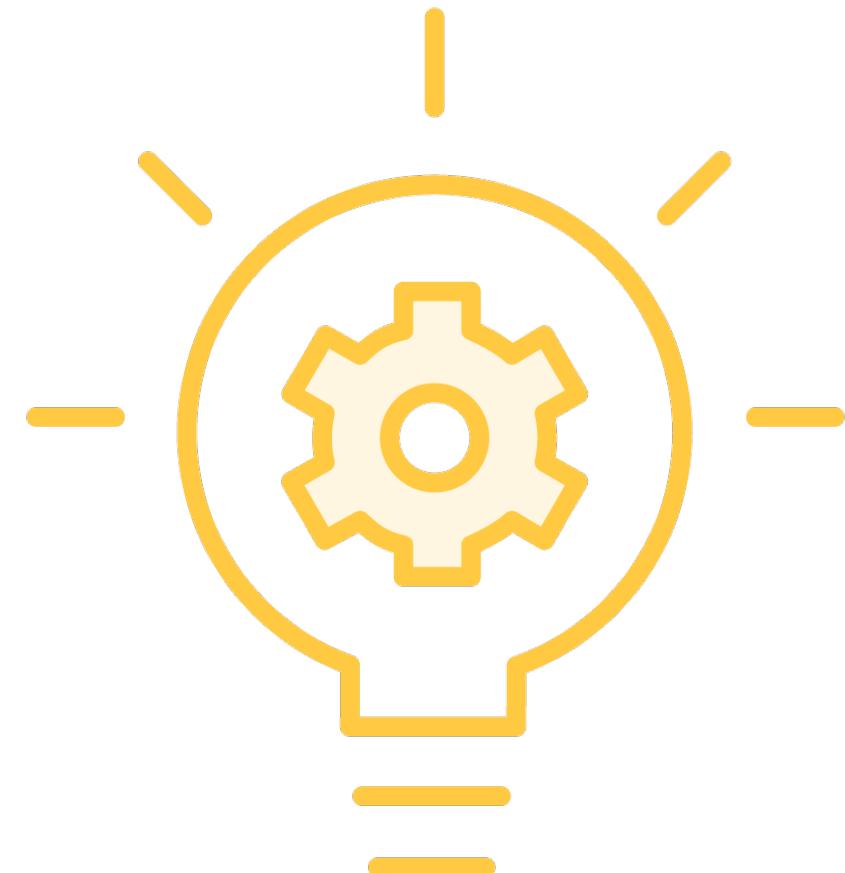


No buy-in



No change

Understanding ESG Scores Isn't Optional — It's Strategic



Solutions only work if they
leave the boardroom





Business Case Studies



Carbon Heavy to Carbon Negative

Emissions problem

- 2018–2020: MSCI ESG rating downgraded from AAA to AA
- Cloud operations growing faster than emissions were shrinking
- Education clients wanted greener cloud vendors

Greener cloud

- ✓ Committed to carbon negativity by 2030
- ✓ Launched Cloud for Sustainability + internal carbon pricing
- ✓ Azure data centers → 100% renewable by 2025
- ✓ ESG rating back to AAA by 2022 (MSCI)



Globomantics + Education

= Time to Level Up



- 1. Audit school systems for cloud inefficiencies**
- 2. Track and reduce Scope 2 emissions**
- 3. Migrate workloads to green-certified data centers**
- 4. Add sustainability to your education-sector messaging**



Sustainable Commitment to Sustainable Reality

Label mismatch

- Early 2010s: High emissions from global manufacturing operations
- Lacked full visibility across supply chain and energy data
- ESG score stagnated due to reporting gaps and inconsistent practices

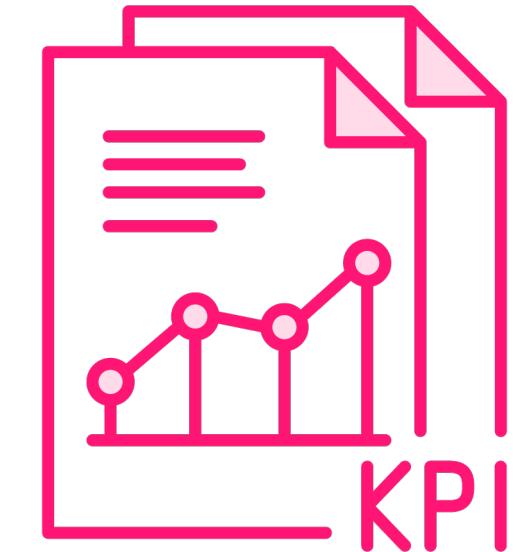
Full transparency

- ✓ Launched EcoStruxure platform to track real-time energy and emissions data
- ✓ Empowered local operations with sustainability scorecards
- ✓ Strengthened third-party ESG audit process
- ✓ ESG score improved significantly by 2021





Globomantics + Manufacturing = Lead from the Inside



- 1. Implement internal energy + emissions dashboards across sites**
- 2. Set sustainability KPIs at the department level**
- 3. Integrate third-party ESG audits into vendor processes**
- 4. Focus messaging on real data, not just values**



Engery Waste to Measurable Impact

Climate burden

- Massive energy use and emissions from hospitals and data centers
- Rising pressure from investors and patients for climate accountability
- ESG score flagged Kaiser for lacking transparency

Healthier planet

- ✓ Became the first U.S. healthcare system to be carbon neutral (2020)
- ✓ Overhauled energy infrastructure and transitioned to renewables
- ✓ Implemented sustainable procurement and supplier audits
- ✓ ESG score rebounded after verified emissions reductions





Globomantics + Healthcare = Clean, Secure, Accountable



- 1. Audit emissions across facilities, data centers, and digital health platforms**
- 2. Transition to green power in IT and on-premise infrastructure**
- 3. Include ESG criteria in supplier contracts and tech procurement**
- 4. Build transparency into public-facing health platforms**



Marketing Claims to Measurable Change

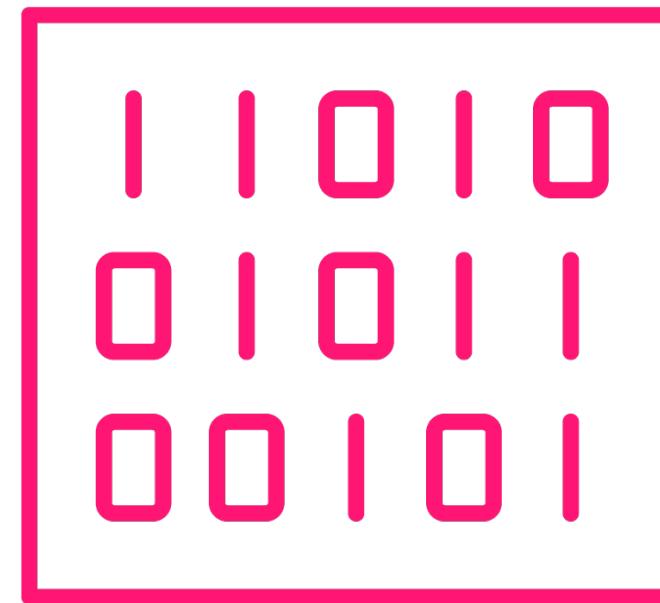
Green washing

- Accused of marketing products as “sustainable” without clear evidence
- Poor labor transparency and supply chain emissions flagged by ESG agencies
- ESG score dropped as media scrutiny and regulatory pressure increased

Trusted brand

- ✓ Committed to full supply chain traceability by 2025
- ✓ Introduced Higg Index to measure product impact
- ✓ Strengthened labor rights and carbon disclosure across global vendors
- ✓ ESG rating improved as audits and transparency increased





**Globomantics + Retail =
Transparency That Scales**

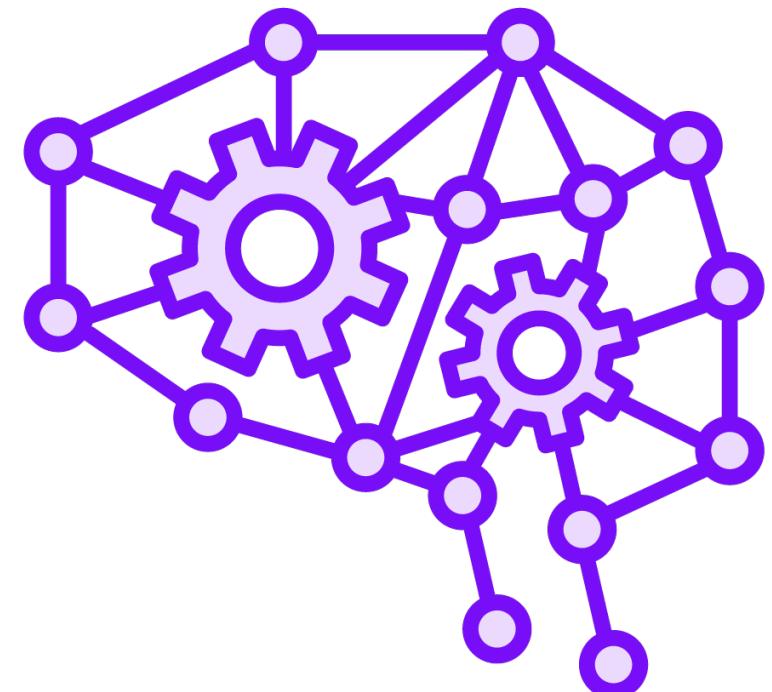


1. Build tools that track emissions and sourcing across suppliers
2. Use product-level data to inform customer and investor dashboards
3. Partner with vendors who pass ESG audits and meet labor benchmarks
4. Flag greenwashing risks in messaging, systems, and marketing content

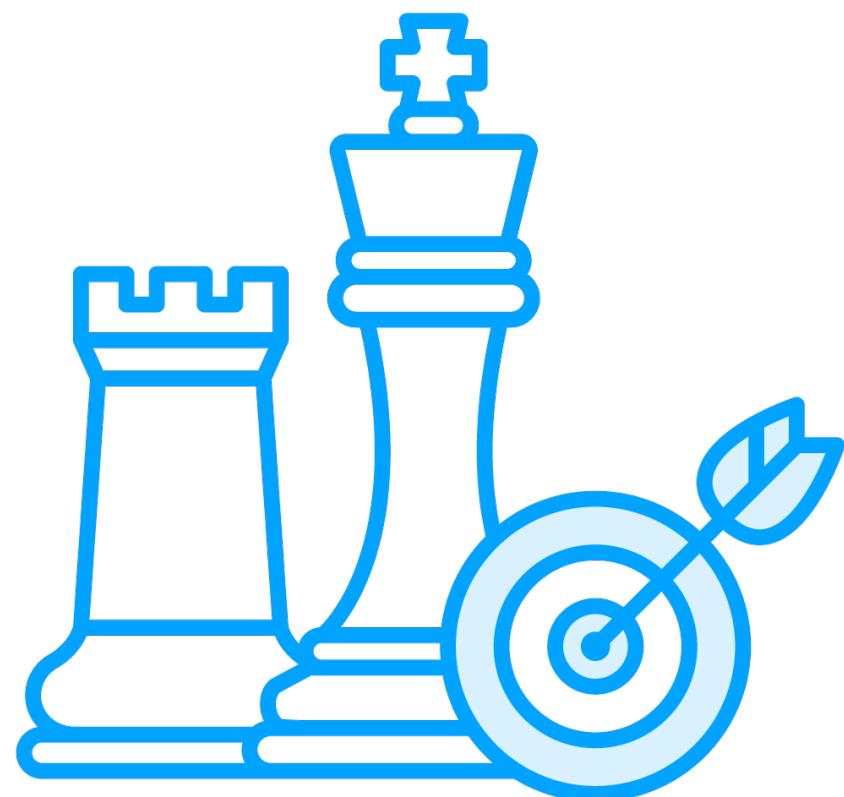


The Road to Real Change

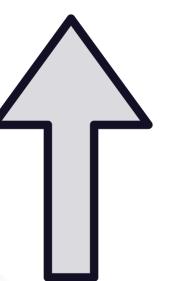
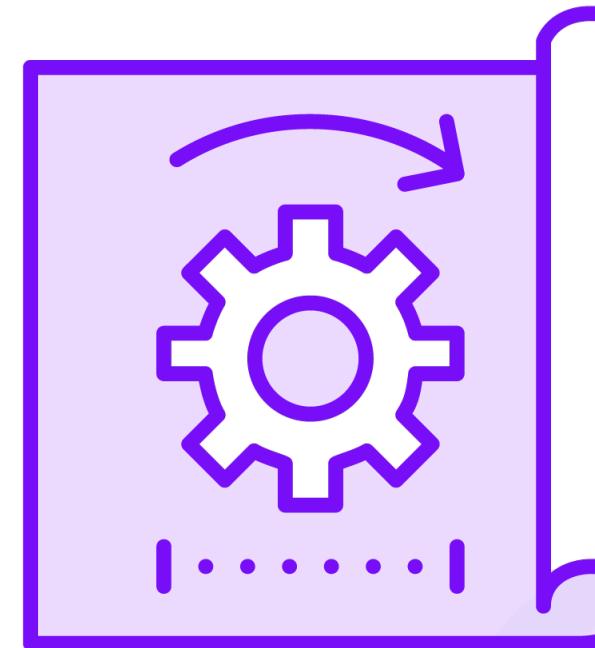
Validate



Design



Prepare





Designing Solutions



Weak Solution – Don't Get Approved

- Vague or generic
- No clarity or direction
- No problem stated
- No goal and no target
- No metrics or timeline
- No structure or clear description
- No identified teams
- No link to business impact



The Hard Truth of a Weak Solution



- ➡ Did not do the research
- ➡ Do not understand the risk
- ➡ Not prepared for conversation
- ➡ Not sure how to solve the problem
- ➡ Not sure who needs to be involved
- ➡ Not clear on the importance of ESG
- ➡ Do not know the business impact
- ➡ Not ready to lead

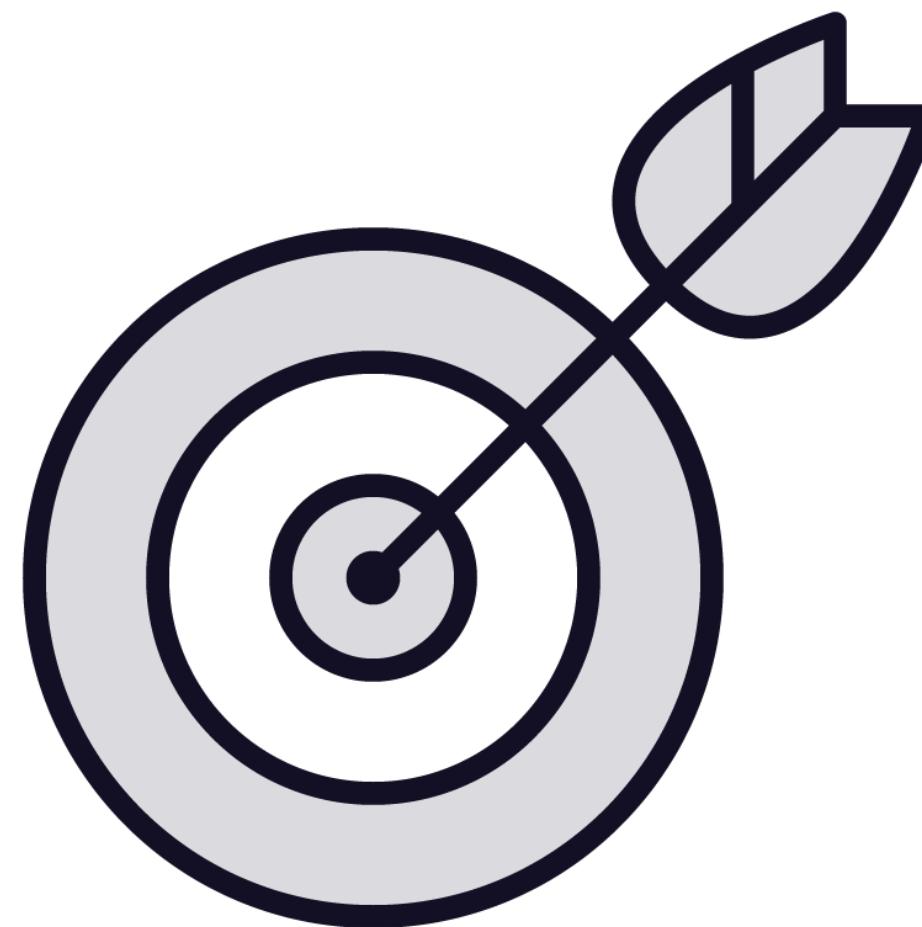


“Would I Fund This?”

**If the Answer Is No, Then
Why Would Leadership Say Yes.**



Identify the Problem, Outcome and Plan



What Are the Specifics of the Risk?

Over-centralized IT infrastructure

Creates a single point of failure

No recovery plan for disruption

Potential financial losses

Threatens continuity and compliance



What Happens If Nothing Changes?

Extended downtime

Reputational damage

Permanent data loss

Rapid market loss

Customer impact

Regulatory penalties

Existential threat



Who Are the Key Players?

Led by IT Ops

Business unit leaders

Security teams

Finance teams

Executive team



How Will It Be Measured, Tracked and Phased?

- ✓ Uptime percentages
- ✓ RTO and RPO scores
- ✓ DR simulation success
- ✓ ESG performance metrics
- ✓ Realtime continuity reporting
- ✓ Quarterly DR test reports
- ✓ Incident log reviews
- ✓ Executive status updates

The projected timeline is 9 months broken into 3 phases



Phase 1

**Map 80% of Existing Workloads
and Identify Critical Failure Points**

Milestone 1: 30% of systems mapped by EOM 1

Milestone 2: 50% of systems mapped by EOM 2

Milestone 3: 80% of systems mapped by EOM 3



Phase 2

**Migrate 60% of Workloads
to Redundant Cloud Zones**

- Milestone 1: 20% of systems migrated by EOM 4**
- Milestone 2: 40% of systems migrated by EOM 5**
- Milestone 3: 60% of systems migrated by EOM 6**



Phase 3

Validate 100% of Systems Through DR Testing and Reporting

Milestone 1: 30% of systems tested for DR readiness by EOM 7

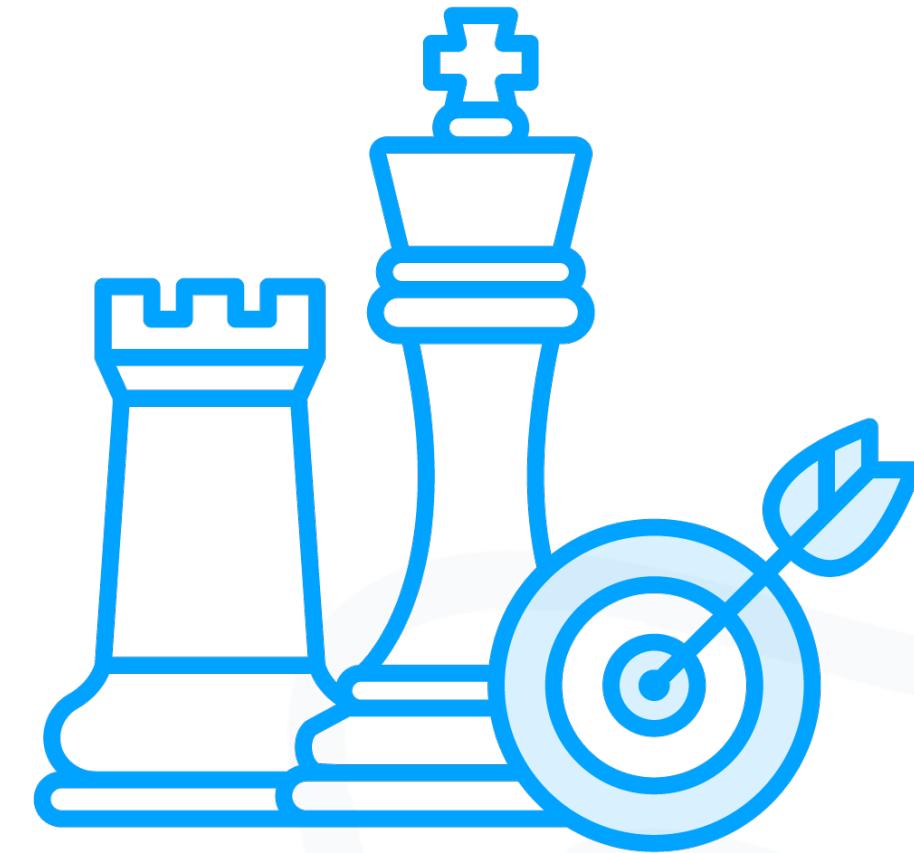
Milestone 2: 60% of systems tested and reporting integrated by EOM 8

**Milestone 3: 100% of systems tested and DR strategy
fully active by EOM 9**



What's The Strategic Impact?

- Market expansion
- ESG commitments
- Agility and scalability
- Competitive advantage
- Strategic asset
- Data security



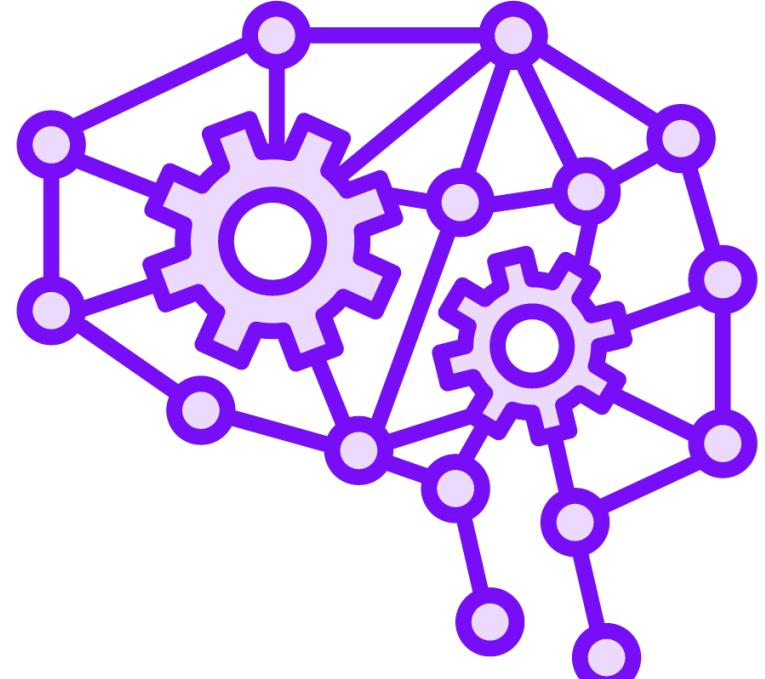
What's The Leadership Ask?

- ✓ \$ 1.8M in funding
- ✓ 9-month timeline
- ✓ Empower IT Ops to lead
- ✓ Ensure this is a strategic priority

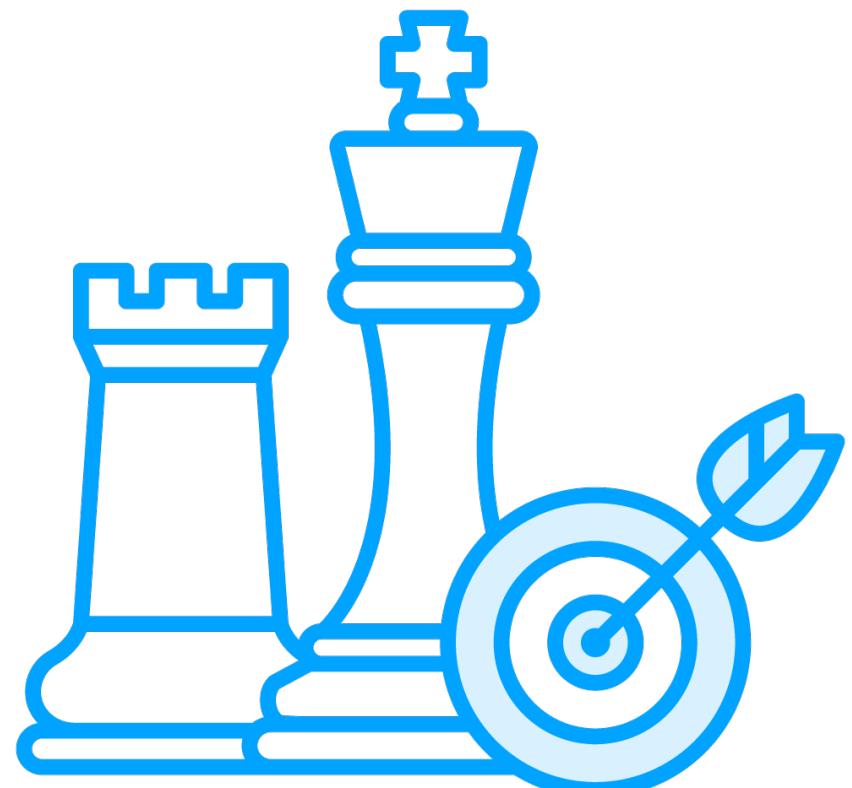


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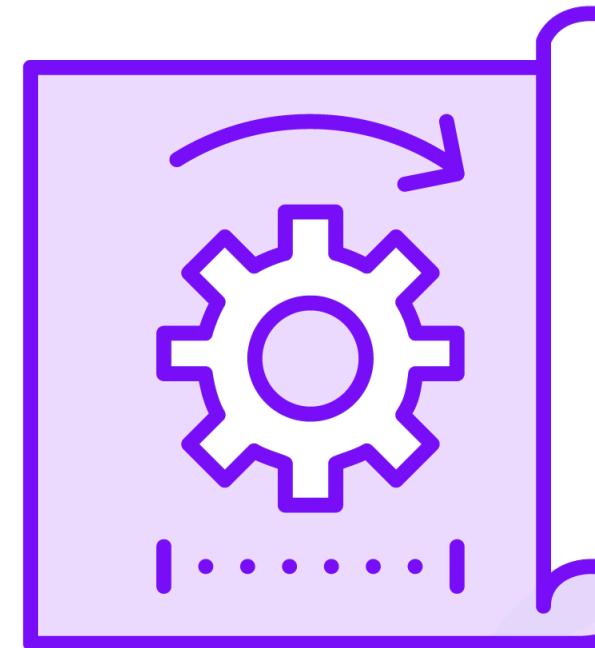
Validate



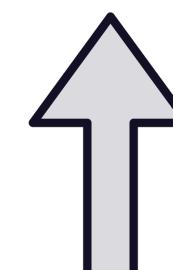
Design



Prepare



Pitch





Prepare and Pitch



Prepare to Lead – Before the Pitch

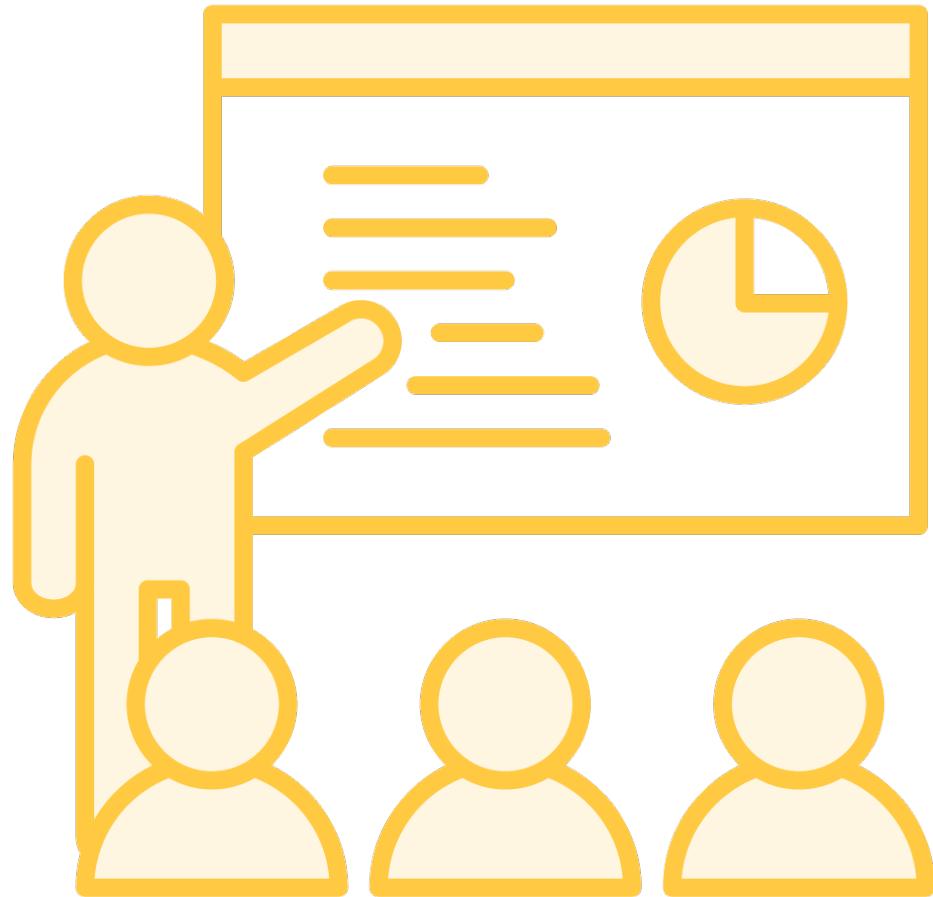
- Write out key points and your clear ask
- Know your numbers and pressure points
- Anticipate possible questions
- Practice aloud at least twice



- Keep visuals clean, simple, and purposeful
- Time yourself and leave room for questions
- Email your slide deck and set expectations
- Get their gears turning



Lead the Solution – In the Room



- **Show up early and test your tech**
- **Don't hide behind slides**
- **Own the room and speak with confidence**
- **Make eye contact, smile and relax**



Make the Ask— Lead the Decision



Now you're leading the decision!

- ✓ Stop presenting
- ✓ Make the ask
- ✓ Open the floor for questions
- ✓ Confirm understanding
- ✓ You've mapped the risk
- ✓ You've built the solution



Follow-up – After the Pitch

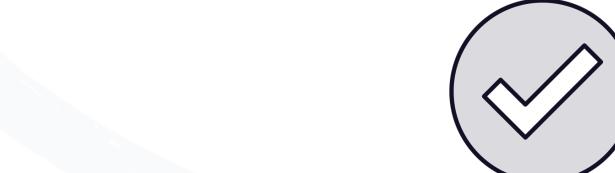
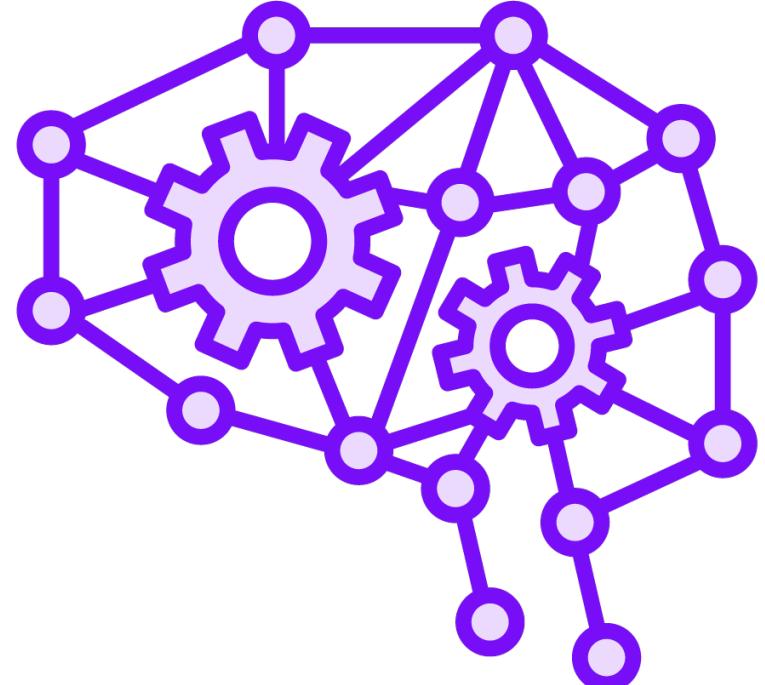
Write a thank-you email

- **Include the deck**
- **A short summary**
- **Reinforce the ask**
- **Be brief, confident, and grateful**

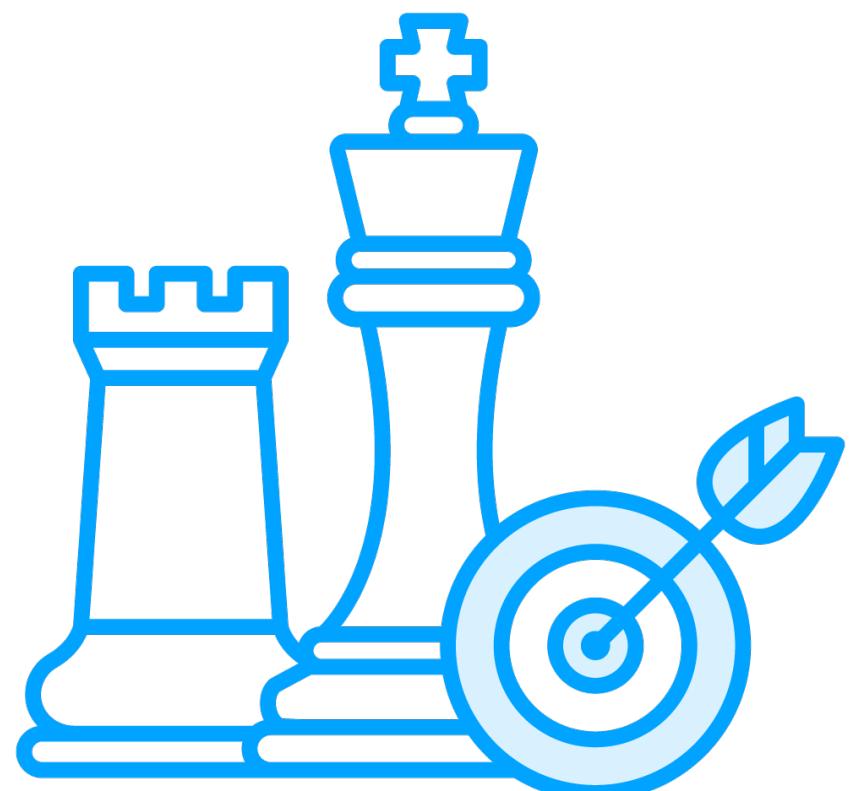


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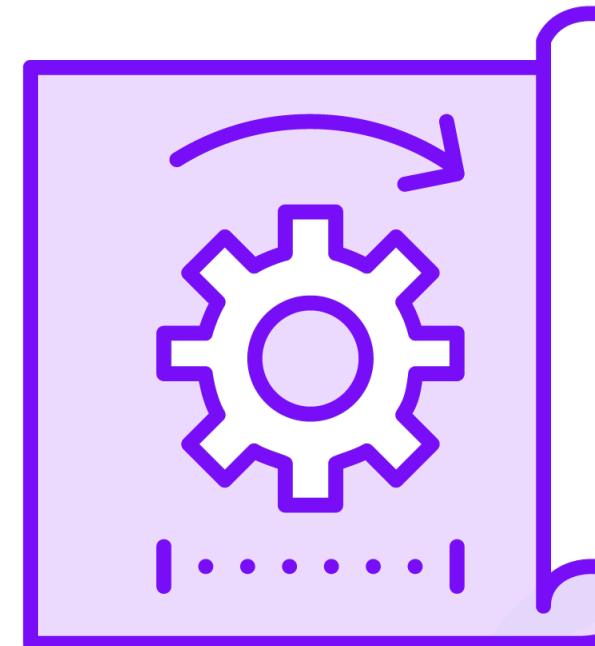
Validate



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Pitch



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