

The Sustainable CTO

Intel's study of 2,020 senior IT leaders, CEOs and Chief Sustainability Officers (CSOs) found that:



From Tech Zero to Tech Positive

Tech leaders are trying to accommodate rapidly increasing processing power while reducing environmental impact: 70% believe there is a conflict between their organization's need for ever-increasing computing power and the need to make their IT function more sustainable. But while technology is part of the sustainability problem, it is also a critical part of the solution, with the tech-positive promise of digital transformation powering decarbonization.

Tech Zero_

Reducing the carbon footprint of an organization's IT function.

81%

of senior IT leaders say that "green IT" – reducing their tech-related environmental impact – is high on their organization's corporate agenda.

Outcome

This enhanced sustainability brings wide-ranging business benefits: 89% of senior IT leaders believe that focusing on sustainability will **drive product and service innovation** and 78% believe it boosts **employee recruitment and retention**.

Tech Positive_

Using technology as a lever for the whole organization to reach its net-zero goals and to have a positive overall impact, driving business growth and accelerating innovation.

77%

of senior IT leaders believe that "transformational IT" – using technology to improve their **whole organization's environmental impact** – is high on their organization's corporate agenda.



IT leaders are embracing the role

82%

of senior IT leaders say that **technology strategy and sustainability strategy must become increasingly aligned** if their organization is to become a more sustainable business.

'Leading the sustainable transformation of the IT function' is currently the number one CTO priority according to senior IT leaders.

Enter the Sustainable CTO

The Sustainable CTO is a new model of tech leader who can deploy technology to build an organization that is fairer, greener, and smarter.

CTOs have the vision and the appetite to step into this role: 79% of senior IT leaders aspire to become sustainability leaders in their organizations. Importantly, they also have a mandate from the rest of the C-suite: 82% of CEOs and CSOs believe that the CTO's role is pivotal to a successful transition.

...and they have a mandate from other leaders

84%

of CEOs and CSOs say that the CTO has the potential to become **the greatest driver of sustainability** in the organization.

81%

of CEOs and CSOs believe that **tech leaders must now be sustainability leaders**.

80%

of CEOs and CSOs believe that **the CTO is critical to turning sustainability strategy into action**.

The Tech Trilemma: Barriers to Tech Positive

CTOs have the power, the mandate and the enthusiasm to drive tech zero and tech positive. However, they cannot do it alone. There are currently three key areas that need board-level attention for CTOs to become successful Sustainable CTOs: **knowledge, innovation, and investment**.



Investment_

81%

of senior IT leaders believe that **significant investment** is required to make their organization's IT function and technology more sustainable.

Knowledge_

72%

of senior IT leaders believe there is a huge **knowledge gap** in the IT profession when it comes to sustainability and green IT.

Innovation_

5%

Innovation will be key to transformation, but is currently the number one priority for just 5% of CTOs.



The CTO's Sustainability Roadmap: Steps to Tech Positive

The top 4 success factors for the CTO's sustainability roadmap:

- 1 Build skills to understand where to optimize
- 2 Get buy-in from the wider business

- 3 Understand the data and optimize existing infrastructure
- 4 Plan for solution and software innovation

Download *The Sustainable CTO* report to find out more.