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

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.

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

Tech Zero – 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.

Tech Positive – 81% of senior IT leaders say that “green IT” – reducing their tech-related environmental impact – is high on their organization’s corporate agenda. 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.

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.

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.

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. 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.

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: 81% of senior IT leaders believe there is a huge knowledge gap in the IT profession when it comes to sustainability and green IT.

Innovation: 72% of senior IT leaders believe that significant investment is required to make their organization’s IT function and technology more sustainable.

Investment: 5% of senior IT leaders believe there is a huge investment gap in the IT profession when it comes to sustainability and green IT.

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

The CTO’s Sustainability Roadmap

Steps to Tech Positive

The Tech Trilemma: Barriers to Tech Positive

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