Persistent

Whitepaper

Reporting Sustainability Using Salesforce

Swetha Lagisetti
Senior Domain Specialist

Ankit Jain
Solutions Expert

The global green technology and sustainability market is expected to grow from USD 15.33 billion in 2022 to USD 74.64 billion by 2030 at a CAGR of 21.88 % during the period 2022 – 30. (Source: Draup Sustainability Market Analysis Report — May 2022

Green technology and sustainability solutions provide charting and monitoring tools, real-time statistics, management services, and other forecasting services to customers. Additionally, these contain environmental monitoring and renewable energy solutions that assist in developing robust and reliable infrastructure and further help create a healthy environment. A few examples are the services and solutions deployed across carbon footprint management, green buildings, and air and water pollution monitoring.
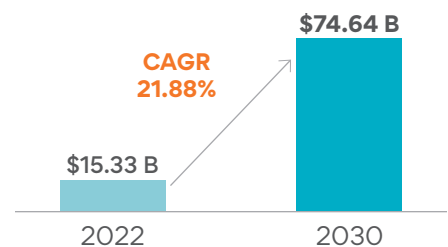
Source: Draup Sustainability Market Analysis Report — May 2022

According to Gartner's Sustainability Business Strategy Report, "Though 90% of executives think sustainability is important, only 60% of companies have a sustainability strategy."

According to Gartner's Executive Leadership: Sustainability Primer for 2022 Report, the mid-2021 CEO survey reveals that environmental sustainability is now a top 10 business priority for the first time in more than a decade. Many CEOs are experiencing stakeholder pressure from investors, customers, employees, and regulators. Executives should expect the pace of sustainable business change to accelerate in 2022.

Whether they are aware of it or not, all enterprises are currently moving toward net zero. Additionally, every business should implement a $100 internal carbon fee per metric ton of carbon dioxide. Following the COP26 UN Climate Change Conference in Glasgow, there is no question about the direction of travel. The issue at hand is not only who will reduce emissions, but also by how much, when, and who pays too.

Due to the COVID-19 disruption, there are changes in the patterns of spending in organizations. There is an increase in spending due to labor costs and supply chain disruptions. This will decelerate the spending on sustainability. But, **what cannot be measured, cannot be managed.**

According to the United Nations, Net Zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance.

United Nations Sustainable Development Goal 13 — Climate Action — identifies climate change as one of the greatest challenges of the world and calls for urgent action toward combating climate change and its impact.

The Sustainable Development Goals Report 2022 issued a Code Red warning and mentioned energy-related carbon emissions increased 6% in 2021, reaching the highest level ever.

The main goal of every conference, starting with the Montreal Protocol in 1987 and continuing with the most recent COP26 session in November 2021, is to combat climate change. Out of all these, the Kyoto Protocol, 2005 and the Paris Agreement, 2015 are the significant ones.

The 2015 Paris Agreement requires all countries to make pledges to reduce emissions. Governments set targets known as nationally determined contributions (NDCs) with the goal of preventing global average temperatures from rising 2°C (3.6°F) above preindustrial levels and pursuing efforts to keep them below 1.5°C (2.7°F). It also aims to achieve global net zero emissions in the second half of the twenty-first century; this is also known as being carbon neutral. To limit global warming to 1.5°C, emissions must be reduced by 45% by 2030 and reach net zero by 2050.

Though 90% of executives think sustainability is important, only 60% of companies have a sustainability strategy.

Gartner

Sustainability Challenges

Net-zero commitments must be backed by credible action. Almost, one-third of companies globally pledged to reach Net Zero by 2030.

Both governments and businesses are prioritizing decarbonizing the economy which helps in the long run to foster market growth. For reporting on sustainable development, there is no such thing as a "one size fits all" solution. It is up to each enterprise to choose its strategy based on its requirements and current situation.

Increasing Costs

\ Sustainability spending has increased by an average of 5.8% since 2017. 92% say sustainability spending is increasing in their organization

\ Apart from financial value, calculating the total cost which includes time cost, labor cost, and reputation cost is also a major concern

Return on Investment

\ Companies struggle with quantifying the return on their sustainability investments

\ Sustainability investment growth is expected to increase by an average of 5.7% over the next three years

Reporting Gaps

\ Incorporating sustainability into business practices allows companies to comply with regulations and avoid any non-compliance costs

\ A "say-do-gap" may lead to environment taxes such as the climate change levy

Social Impact Measurement

\ Companies find the calculation of Scope 1-2-3 emissions complex

\ Scope 3 emissions represent from 65% to 95% of a company's broader carbon impact

Supply Chain Emission

\ Tackling the emissions in a company's supply chain that are not a direct result of its operations or energy use is challenging

Creating Value through Sustainability

Spending on sustainability measures is typically viewed as an overhead by organizations, but in the long run, it has a competitive advantage. It adds value by improving the bottom line by:

Protecting Brand and Mitigating Risks

\ By instituting a sustainability strategy, companies can protect their brand image, environment, and workers

\ Companies can also mitigate financial risks by adopting a sustainability strategy

Gaining a Competitive Advantage

\ By embracing sustainability, companies can reduce their carbon footprint, become energy efficient, save overhead costs, and attract investments

\ Leading to long-term value creation, improved bottom line

Connecting with the Sustainability Generation

\ Millennials & Gen Z are increasingly focusing on sustainable trends

\ To keep up with the Millennials & Gen Z, companies need to embrace sustainability to enhance their brand image, build loyal customers, and attract valuable talent

Growth in Responsible Investment

PRI Assets under Management (USD tm)

Number of PRI Signatories
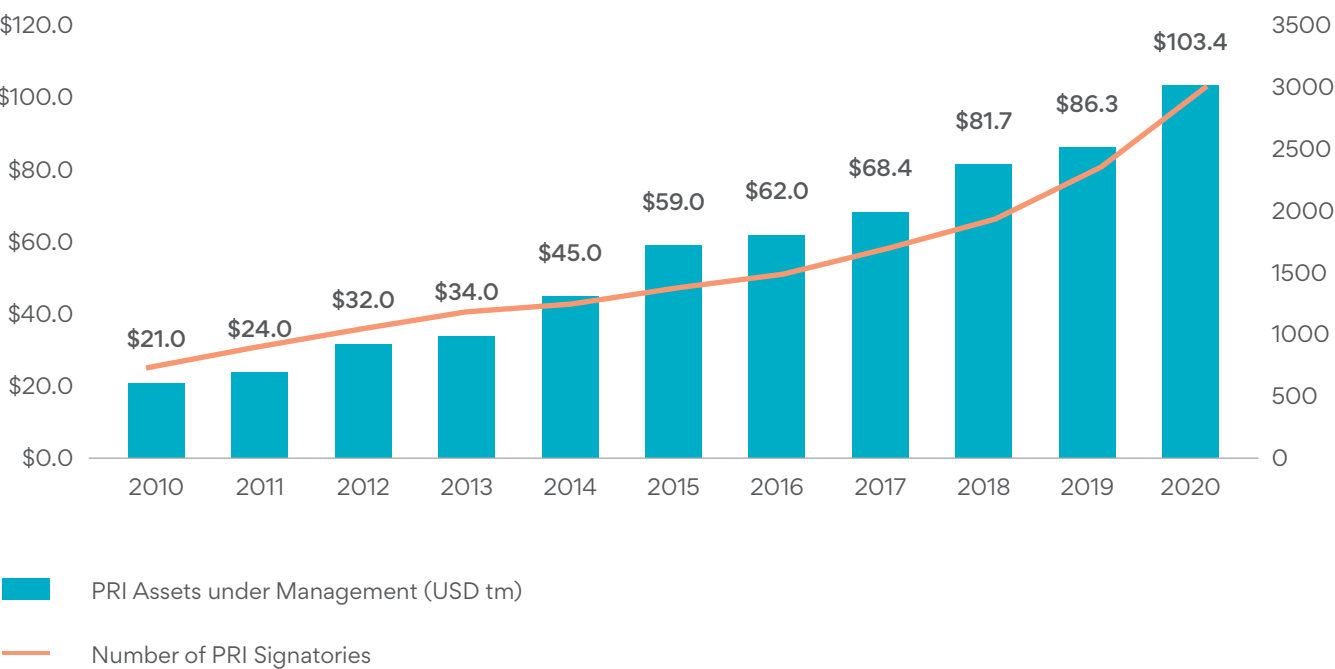
Source: Draup Green Technology and Sustainability Market Report — Jan 2022

Transparency Builds Trust

\ Salesforce first introduced the Sustainability Cloud in 2019, with the goal of providing businesses with a platform that provides a 360-degree view of their environmental impact, as well as the ability to track, analyze, and report reliable environmental data in order to reduce carbon emissions.

\ Salesforce updated the Sustainability Cloud platform by including a carbon-offset ecosystem, and industry specific climate action plans. In February, 2022, it launched Net Zero Cloud 2.0 product globally, to assist businesses track and report sustainability data, and it works in tandem with the carbon accounting software solution.

\ Every organization has to take tangible steps to achieve carbon neutrality with Customer 360 solutions. Sustainability is in our DNA and Salesforce has net zero emissions across its full value chain and has achieved 100% renewable energy for its operations globally. Hence, we are the perfect match to help companies go for carbon-neutral faster with Net Zero-as-a-Service.

\ Net Zero Cloud is a carbon accounting solution for organizations to analyze their carbon data, make informed decisions and reduce greenhouse gas emissions. Salesforce Net Zero Cloud allows you to deliver faster climate action at scale through improved data and insight.

\ Salesforce Net Zero Cloud is an award-winning tool that allows you to deliver faster climate actions at scale through improved data and insights, regardless of your industry or market.

\ What truly sets Net Zero Cloud apart from other carbon accounting tools is how it works seamlessly with other world-class Salesforce solutions, such as Tableau CRM, Slack, and Sales Cloud.

Sustainability is in our DNA

Persistent

Conserving our climate

1.2 MW
solar rooftop campus

4.2 MW
across 2 windmills

6K tons
of CO_2 reduces per year

ISO 14064
GHG Emission Monitoring and Reduction or Neutralization adopted

---

Sustainability is in our DNA

salesforce

Salesforce has net zero emissions across its full value chain and has achieved 100% renewable energy for its operations globally.

Net Zero Cloud Features and Benefits

Net Zero Cloud features are Environmental Impact SSOT, Carbon Footprint Forecast, Business Travel Impact Dashboard, Supplier Management, Scope 3 Emissions Hub, Climate Action Dashboard, Sustainability Audit Dashboard, Waste Data Management, Energy Use Records, Science-Based Targets and What-If Analysis.

Our Carbon Neutral Solution — Salesforce Net Zero Cloud

Value Driver

Environmental Data SSOT	**Comprehensive and Easy Reporting**	**Actionable Insights** (For Emission Reduction)	**Supplier Impact Management**
Serves as a single source of truth for all forms of environmental data, such as carbon footprint, energy use, and waste management	Investor-grade data all in one place with detailed reports and dashboards for scope 1, 2, and 3 emissions in addition to waste management	Emission reduction strategies across scope 1, 2, and 3 in key categories, including infrastructure, business travel, and supply chain	Quantifies carbon footprint by tracking carbon emissions and energy consumption generate by various assets, which includes buildings, products, and travel, covering scopes 1, 2, and 3 emissions

\ Discover Trends \ Strategic Decision Making \ Stakeholder Transparency	\ Real-time Accurate Carbon Emissions Data	\ Carbon Footprint Forecast \ Better Decision Making	\ Stakeholder Transparency \ Supplier Engagement

Value Benefit

Why Choose Persistent for Salesforce Implementation

https://www.persistent.com/partner-ecosystem/salesforce/

External Links

Salesforce Net Zero Cloud Data Model

Net Zero Cloud Data Model \ Net Zero Cloud Developer Guide \ Salesforce Developers

References

1\ https://www.cfr.org/backgrounder/paris-global-climate-change-agreements

2\ https://emtemp.gcom.cloud/ngw/globalassets/en/insights/documents/executive-leadership-sustainability-primer.pdf

3\ https://www.corporateknights.com/climate-and-carbon/un-to-verify-net-zero-corporate-commitments/

4\ https://www.un.org/en/climatechange/net-zero-coalition#:~:text=To%20keep%20global%20warming%20to,reach%20net%20zero%20by%202050.

5\ https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/Sustainability/Our%20Insights/Profits%20with%20purpose/Profits%20with%20Purpose.ashx

6\ https://www.imd.org/research-knowledge/articles/why-all-businesses-should-embrace-sustainability/

7\ https://hbr.org/2021/05/overselling-sustainability-reporting

8\ https://www.gartner.com/en/insights/sustainable-business

9\ https://www.accenture.com/us-en/insights/strategy/measuring-sustainability-creating-value

10\ Why Corporate Strategies Should Be Focused On Sustainability (forbes.com)

11\ https://www.imd.org/research-knowledge/articles/why-all-businesses-should-embrace-sustainability/

12\ https://hbr.org/2021/12/sustainable-business-went-mainstream-in-2021

13\ https://sustainability.google/commitments/carbon/#leading-at-google

14\ https://community.nasscom.in/communities/energy-utilities/engineering-net-zero-products-history-and-future

15\ https://community.nasscom.in/communities/it-services/people-planet-and-profit-three-pillars-driving-sustainability-focus-indian

16\ https://commonslibrary.parliament.uk/global-net-zero-commitments/#:~:text=Japan%2C%20Korea%2C%20Canada%2C%20and,emissions%20by%2078%25%20by%202035.

About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 22,000+ employees is spread over 18 different countries across the globe.

USA
Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

India
Persistent Systems Limited
Bhageerath, 402
Senapati Bapat Road
Pune 411016
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

Persistent

www.persistent.com