

Europe, Middle East and Africa Sustainable Strategies and Technologies

IDC's *Europe, Middle East and Africa Sustainable Strategies and Technologies* service aims to investigate the ICT industry's impact on key sustainability subjects — people, corporations, communities, and the planet — beyond the obvious economic consequences. It provides a framework for technology providers and users to understand how technology can help to achieve sustainable development goals and deliver value from sustainable business models.

MARKETS AND SUBJECTS ANALYZED

- Analyzing IT buyer demand, preferences, and vendor perception for sustainability-related IT products and services and for investment plans into sustainability initiatives
- Investigating industry-specific drivers of and challenges for sustainability-related IT technologies
- Determining how tech users are shifting their buying decisions based on sustainability considerations and their maturity
- Interpreting developments in European and country-level regulatory frameworks and the implications for IT providers
- Assessing vendors' portfolios of commercial products/solutions that enable their clients and technology user organizations to meet their own sustainability goals and challenges
- Assessing technology vendors' track records in achieving sustainability goals
- Highlighting not-for-profit activities, the positive impacts of technology in wider communities, and technology deployments for altruistic purposes (case studies)
- Identifying sustainability tech innovators and start-ups

CORE RESEARCH

- IDC MarketScape: EMEA ESG Technology Services for CSRD Compliance 2024 Vendor Assessment
- 2024 Key Sustainability Trends and Developments in EMEA
- AI & Sustainability: A European View
- IDC Innovators: European ESG Data Management Platforms
- IDC Innovators: European GreenOps Platforms
- Top 10 Sustainability Considerations in PC Procurement: A Guide for IT Users
- Measuring Social Sustainability at Work
- Sustainable IT Infrastructure Priorities and Investments
- Readiness of European Organizations to Report In Accordance with CSRD
- Implications of EU Circular Economy Regulations for IT Procurement
- Sustainable Datacenter Operations in EMEA
- Sustainability Across Industry Sectors

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Europe, Middle East and Africa Sustainable Strategies and Technologies](#).

KEY QUESTIONS ANSWERED

1. Which environmental, social, and governance categories are routinely reported in corporate social responsibility studies?
2. How can vendors benchmark themselves against competitors in the context of their environmental, social, and governance performances?
3. Which environmental, social, and governance categories are considered critical in financial ranking, brand appeal, and employee engagement?
4. How can technology (e.g., AI, Internet of Things, cloud, and blockchain) help organizations achieve their own sustainability initiatives (e.g., software to track goods, supply chain optimization, and carbon footprint tracking)?
5. How can sustainability impact the future of organizations' operations?
6. How are vendor selection processes affected by sustainability?
7. How does sustainability affect supply chain transparency?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future directions of several providers in the context of environment, governance, diversity, and social impact, including:

ABB, Accenture, Apple, Atos Origin, A.T.Kearney, AT&T, AWS, BT, Canon, CapGemini, Cisco, Deloitte, E&Y, Equinix, Google, Huawei, HPE, HP Inc, IBM, Dell, DT/T-Systems, Konica Minolta, KPMG, LG, Mc Afee, Microsoft, Oracle, Orange SGS, PWC, Rackspace, Ricoh, SAP, Sage, Samsung, Schneider Electric, SFDC, ServiceNow, Tata, TietoEmery, Transparency One, Topolytics, Vodafone, Wipro, Xerox, Globechain, iFixIt, Vertiv, Cognizant, Sphera, TCS, Wolters Kluwer, Sopth, Plan A, SustainLab