[Q]: How important a business priority do you believe offering sustainable products/services is for your organization currently/in 12-24 months?

- 1 - Not a prio.
- 2
- 3
- 4
- 5 - Critical

Source: IDC's 2020 ESG Services End-User Survey
[Q]: What is your company's current state of integrating or planning to integrate sustainability-related considerations into its business lifecycle?

- Currently using: 32%
- Currently implementing: 42%
- Planning to integrate/use within the next 12-24 months: 21%
- No plans: 4%
- Don't know: 1%

Source: IDC's 2020 ESG Services End-User Survey
[Q]: How important do you consider sustainability/ESG for the enterprise value of your organization?

- Very important: 48%
- Somewhat important: 45%
- Not very important: 6%
- Not at all important: 1%
- Don't know: 0%

Source: IDC's 2020 ESG Services End-User Survey
[Q]: How impactful do you consider your organization's ethical AI solutions in preserving each of the following? [1=Not impactful; 5=Very impactful]

- Customer Experience: 40%
- Employees Experience: 30%
- Legal/Regulatory Compliance: 15%
- ESG Ratings: 10%

Source: IDC's 2020 Responsible AI & Digital Ethics Survey
[Q]: How likely are you to work with a business consulting firm over the next 12-24 months to get help regarding your products/services targeted specifically at members of the Generation Z?

- Very likely: 46%
- Somewhat likely: 45%
- Not very likely: 7%
- Not at all likely: 2%

Source: IDC's 2020 ESG Services End-User Survey
[Q]: Who is mainly responsible for the sustainability/ESG strategy and implementation in your organization?

- Chief Executive Officer
- Chief Financial/Investment Officer
- Chief Technology/Data Officer
- Chief Sustainability Officer
- Chief Audit Executive
- Chief Compliance/Legal Officer
- Chief Innovation Officer
- Chief Marketing/Communications Officer
- Other

Source: IDC's 2020 ESG Services End-User Survey
[Q]: Which of the following stakeholders are you most concerned about regarding your organization's sustainability/ESG performance?

- Employees
- Suppliers
- Customers
- Investors and rating agencies
- Lawmakers and regulators
- Overall reputational risk

Source: IDC's 2020 ESG Services End-User Survey
[Q]: How important a business priority do you consider social innovation/developing sustainable solutions for selecting/using innovation centers? [1 = not important; 5 = very important]
Q. How will ... affect your business?

- Incorporating responsible sourcing principles into supply chain
- Linking financial and environmental indicators such as carbon adjusted price per share to financial reporting
- Energy efficiency requirements for products/operations
- Incorporating circular economy principles
- Transition from fossil fuels as primary source of energy
- Mandatory reduction of carbon footprint

- Will profoundly affect key aspects of our business, both strategic and tactical decisions, i.e. R&D, product & services
- Will significantly affect our operations, push us to incorporate given measures into our business operations
- Will have some impact on our operations as it will require some adjustments to our operations
- None or negligible influence

Source: COVID-19 IMPACT ON IT SPENDING, November 2020
Q: What proportion of European companies’ strategic IT spend will go to sustainable products and services (e.g., carbon calculators, recyclable IT assets, energy efficiency equipment, etc.) in the next 2 years?

How much of their strategic budgets do IT Executives plan to dedicate to sustainable products and services?

- 50% or less: 3%
- 30% to 50%: 21%
- 10% to 29%: 41%
- 1% to 9%: 23%
- Nothing/ Don’t know: 12%

Almost a quarter of IT decision makers plan to designate over 30% of their budgets to enhancing sustainable portfolios.

Source: IDC EMEA’s COVID-19 Impact Survey — Wave 14 and 15, November-December 2020
58% of European companies incorporate Sustainability objectives in their RFPs when choosing IT partners.

Source: IDC European Services Survey, 2019
“Improve sustainability strategy” is the top business driver for Asia/Pacific mining companies

Source: IDC Worldwide Mining Decision Maker Survey 2021
59% of Asia/Pacific enterprises and colocation providers are using or planning to use rainwater harvesting systems over the next 2 years to improve energy efficiency.

Source: IDC APeJ Datecenter Operational Survey 2020