

ITIL® Specialist: Sustainability in
Digital & IT

Participant Pack



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Module 2

What is the vision?

Module 2
What is the vision?

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What you will learn

- Understand the key concepts of sustainability.
- Understand the value, benefits, costs, and risks of sustainability.
- Know how to plan sustainability for an organization.
- Understand how digital and information technology supports sustainability.

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Continual improvement model

This module:

- Explores the **sustainability vision** within an organization.
- Introduces the **key actions and best practices** for defining the sustainability vision.
- Explains the **role and benefits** of digital technology for embedding sustainability.
- Presents the **vision for sustainable IT**.

How do we keep the momentum going?

What is the vision?
Where are we now?
Where do we want to be?
How do we get there?
Take action
Did we get there?

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The vision for sustainability

Which **sustainability commitments** are we ready to make?

How can our organization impact **global** sustainable development?

Which **sustainability principles** are the foundation for our business development?

What does it mean **to be sustainable**?

What does sustainability mean **for us**?

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Creating a sustainability vision statement

Vision statements are usually short, high-level, and aspirational. They describe a desired future.

A **sustainability vision statement** should consider and align with:

- **your stakeholders'** needs and expectations
- **your position** in the market, industry, and society
- **your resources** and constraints
- global, national, and industry-specific **sustainability goals**.

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Steps to define the sustainability vision

Defining a **sustainability vision** entails more than just creating a **sustainability vision statement**.

To define their vision, an organization should:

- select the global **sustainable development goals** to focus on
- agree on their organization's guiding **principles**
- select the **capital types** to be addressed
- consider the sustainability **models and concepts** to adopt and adapt
- conduct a **materiality assessment** to define the areas of focus
- ensure **commitment** to the vision.

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Before starting: integrate the vision

Before undertaking these steps, organizations should commit to integrating their sustainability vision with:

- their overall **business vision**, considering:
 - how to make the existing business more sustainable
 - how to capitalize on sustainable business opportunities in the future
- their **digital vision**, considering how technology will be used to achieve sustainable goals.

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Important note: the triple bottom line

The **triple bottom line (TBL)** should be considered at each stage of the sustainability journey. The **three pillars of sustainability** should be addressed in an organization's vision and long-term plans.



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Session 1

Selecting goals and principles

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Selecting Sustainable Development Goals



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Action: defining the vision based on the UN SDGs

- **Understand the SDGs** and their targets.
- **Choose and agree with the key stakeholders** your high-priority SDGs.
- **Assess current and potential contributions** that you can make to achieve your chosen SDGs.
- Use your high-priority SDGs to **explain your sustainability vision**.
- **Align your objectives and vision statement** with the SDGs.
- Hold onto your high-priority SDGs and the sustainability vision **throughout all the steps** of the sustainability journey.

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Agreeing upon guiding principles

To agree upon guiding principles, an organization should:

use established principles, such as the **Ten Principles of the UN Global Compact**

if necessary, adapt these established principles to the organization

ensure that the **three pillars of sustainability** are upheld through principle.

Definition:
accepted rules of conduct



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The Ten Principles of the UN Global Compact and their role in an organization's sustainability

The United Nations Global Compact (UNGC) is a non-binding pact. It encourages businesses worldwide to adopt sustainable and socially responsible policies, and to report on their implementation. The vision for the UNGC is to support businesses to:

- do business responsibly by aligning with **Ten Principles** on:

Human rights

Labour

The environment

Anti-corruption

- take **strategic actions** to advance broader societal goals, such as the **UN SDGs**, with an emphasis on collaboration and innovation.

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Human rights

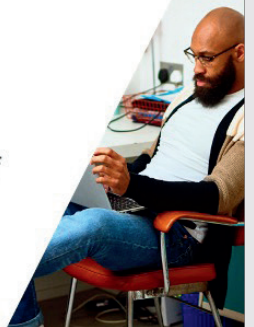
- Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights.
- Principle 2:** Businesses should make sure that they are not complicit in human rights abuses.



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Labour

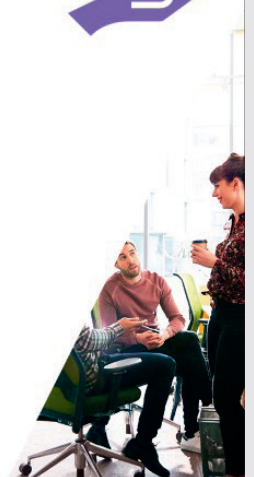
- Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- Principle 4:** The elimination of all forms of forced and compulsory labour.
- Principle 5:** The effective abolition of child labour.
- Principle 6:** The elimination of discrimination in respect of employment and occupation.



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Environment

- Principle 7:** Businesses should support a precautionary approach to environmental challenges.
- Principle 8:** Businesses should undertake initiatives to promote greater environmental responsibility.
- Principle 9:** Businesses should encourage the development and diffusion of environmentally friendly technologies.



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Anti-corruption

- **Principle 10:** Businesses should work against corruption in all its forms, including extortion and bribery.



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Overview of the guiding principles



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The capitals

Another perspective used when defining an organization's sustainability vision is the **capitals approach**.

Organizations rely on different types of capitals to succeed. **The International Integrated Reporting Council (IIRC)** define six capitals:

- **financial capital**
- **manufactured capital**
- **natural capital (or environmental)**
- **human capital**
- **intellectual capital**
- **social and relationship capital.**

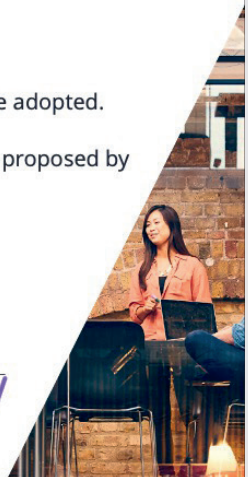


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Action: choosing capitals of consideration

- **Discuss and agree with the relevant stakeholders** the capitals to be adopted.
- **Agree the framework** for categorization with your stakeholders: one proposed by best practice or your own.
- **Map the key elements** of your vision to the relevant capitals.

Consider these elements **at each step of the continual improvement model**.



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Session 2

The challenges and solutions of digital sustainability

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The challenges of digital sustainability

Before selecting the **models and concepts** an organization plans to adapt, they must first understand the key **challenges of digital sustainability**, including:

the
growing
human
population

waste
and
e-waste
management

greenhouse
gas
emissions

digital
carbon
footprint

digital
poverty

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The growing human population

The world population is expected to reach 9.7 billion by 2050 and 11 billion by 2100.

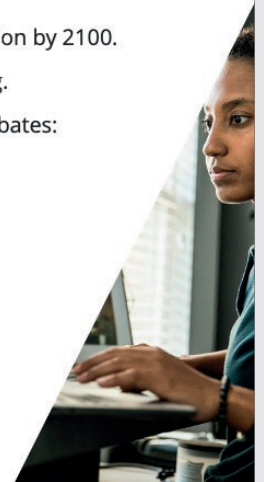
The yearly use of goods and services (carbon per capita) is also increasing.

Population growth in isolation is not necessarily a challenge, but it exacerbates:

- biodiversity loss
- climate change
- pollution
- deforestation
- water and food shortages.



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Waste management



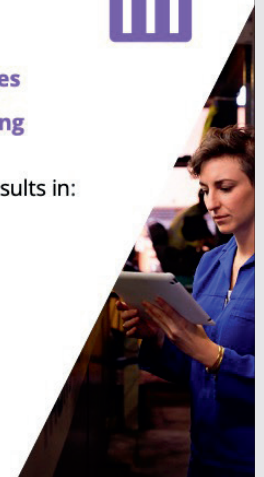
The problem of the **traditional economy** is that:

- **limited raw materials** eventually run out, while **waste accumulates**
- economic growth, urbanization, and industrialization create **increasing volumes and varieties of waste**.

Ineffective management of this accumulating and ever-changing waste results in:

- increasing levels of air, land, and water pollution
- increasing greenhouse gas and toxic emissions
- loss of materials and resources
- negative effects on human health.

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The environmental load of digital technology

The environmental load of digital technologies includes:

- hazardous substances
- scarce and non-renewable resources
- electronic waste (or e-waste).



E-waste:
electrical or
electronic
products at the
end of their
lifecycle

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Digital poverty

Digital poverty is the inability to interact fully with the digital world.

Digital capital is the foundation of our ability to engage fully with the digital world. Without digital capital, individuals, organizations, and wider communities are more likely to face **digital poverty**.

Organizations have the opportunity to help communities interact fully with the digital world by:

donating **hardware** to schools and charities

providing accessible **training**

building **awareness** about digital products.

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The key sustainability solutions

The challenges of digital sustainability can be approached with the following **strategies, models, and concepts**:

- **corporate social responsibility**
- **responsible sourcing**
- **sustainable consumption and production**, including:
- the **circular economy**.

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Supply chains, operations, and end-of-use

Firstly, sustainability models, concepts, and strategies can be applied to three key organizational areas:

supply chains
(upstream)

operations
(in-house)

end-of-use
(downstream)

You should be aware of the impact of sustainability on all three areas to ensure a holistic approach to your activities.

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