



SUSTAINABILITY & CLOUD COMPUTING | WIRED BRAND LAB AND ACCENTURE VIDEO TRANSCRIPT

Kishore Durg (00:00):

Hello. My name is Kishore Durg and I lead the global services for Accenture Cloud First. We are passionate about sustainability. We are taking responsibility for the planet by leveraging technologies to help our people live and work more sustainably. Today, I'll be speaking to a child, a college student and an expert to understand how Cloud computing and technologies can help businesses share resources, lower energy, water usage, and reduce waste. Cloud is also energy efficient and it facilitates many of the breakthrough technologies that you're seeing today. The expansion of artificial intelligence, machine learning, internet of things, all of this is coming together to create smart strategies for sustainability.

Kishore Durg (00:51):

Good morning, London. It's nice to meet you. How are you doing today?

London Gilliam (00:56):

I'm doing good today. How are you doing?

Kishore Durg (00:59):

I'm doing very well. I'm Kishore from Accenture.

London Gilliam (01:06):

I'm London.

Kishore Durg (01:07):

I want to kind of talk to you a little bit about energy. Do you know what energy is?

London Gilliam (01:09):

It's coming from like the source of light, I think kind of.

Kishore Durg (01:12):

Does it power the computer that you're using?

London Gilliam (01:16):

Yes, it does.

Kishore Durg (01:18):

Alright. And do you ever think about where all this energy is coming up to power your phone, your tablet and your computer?

London Gilliam (01:28):

Yes. It's all coming from the source of the sun, all the way up in space.

Kishore Durg (01:35):

Have you ever thought, how do you capture the sun's energy?

London Gilliam (01:41):

I don't know. In a jar?

Kishore Durg (01:43):

You could have it in a jar and that's called a solar panel.

London Gilliam (01:46):

Yes. And it's kind of like what my grandma has in the front yard because it's like this tiny solar panel and then it traps the light in the day and then it turns rainbow in the night.



Kishore Durg (01:59):

That is absolutely brilliant London. I'll tell you one more thing, I've seen a lot of homes which leverage coal, gases and others, and all of these are finite resources, they're not sustainable and they emit a lot of greenhouse gases, which impacts the air we breathe.

London Gilliam (02:16):

I like the sun better, I don't like coal.

Kishore Durg (02:19):

Who stays with you in your house?

London Gilliam (02:21):

My mom, my dad, my brother, my sister and me.

Kishore Durg (02:28):

If you're watching TV and mom is using the computer, you're using a lot of energy and there are so many families out there that are using energy. At some point of time, we might run out of energy.

London Gilliam (02:41):

Yes. Your energy might run out if it's not used by the sun, but if your energy is run by the sun, it's never going to run out because the sun never runs out.

Kishore Durg (02:51):

Fantastic. When you leverage the solar panels, it's actually connected to a computer in the Cloud. The Cloud is very smart and it's able to track how much energy you're using, how much of charging you're doing, how much energy you have saved and it can figure out how to use less energy.

London Gilliam (03:13):

What would happen if everyone had a solar panel?

Kishore Durg (03:14):

If we all use solar panels and the sun, it is sustainable, I get to breathe clean air and it doesn't cost me a lot of money. Isn't it cool?

London Gilliam (03:25):

Yeah. That's super cool.

Kishore Durg (03:28):

You like sustainable energy. Fantastic London. Thank you so much.

London Gilliam (03:32):

Bye. Thank you. Bye.

Kishore Durg (03:39):

Good morning, Andrew. Thanks for joining me. Tell us about yourself, where do you go to school? What do you study?

Andrew Yan (03:45):

Yeah. Good morning Kishore. Great to meet you. I'm a student at Columbia, studying computer science and math. And I'm currently on campus right now in New York City.

Kishore Durg (03:55):

So Andrew, when you think of a sustainable business model, what comes to your mind?

Andrew Yan (04:02):

Yeah, I think that a sustainable business model is really comprised of three main components, as compared to a traditional business model where the key purpose of a business is to serve bottom line and serve the board members. A sustainable business model really incorporates serving the people, the community and the environment. And having all three of these components, I think it really makes the essence of a sustainable business model.

Kishore Durg (04:28):

So being a computer science major, based on what you've learned so far, how do you think use of new technologies like Cloud computing make a business more sustainable Andrew?

Andrew Yan (04:39):

The turns to scale that you get from Cloud computing and what the impacts that it has on energy usage. So for example, in the 90s and the 2000s, before Cloud computing, if you wanted to start an internet business, you'd need your own servers. And each business kind of had their own servers and it was kind of all over the place. With Cloud computing, companies are



able to really pull together these servers into one giant data farm or a server farm, and really reap the rewards of having their turns to scale and minimize energy usage, minimize water usage in a way that is ultimately beneficial for the environment.

Kishore Durg ([05:14](#)):

This one statistic that actually has stuck with me for some time is, by 2050, the amount of weight of the plastic that will be in the ocean will be greater than all the fish weight that is out there. That is staggering. How do you think companies and environmentalists that use mobile and Cloud based platform to find and collect plastic weight for use, for example, how do you think a mobile platform could locate plastic in the ocean Andrew?

Andrew Yan ([05:42](#)):

Well, mostly everyone has cell phones now, it basically means everyone becomes a volunteer. Instead of having a small group of volunteers who are really dedicated, you can have the general community serve as kind of these watchers or people who are on the outlook for plastic waste. And one way we can use mobile computing and mobile apps to address this plastic problem in the ocean is using computer vision, and having people take pictures of plastic followers, plastic waste you see on beaches and creating kind of an aggregate database of where all these plastics are coming from and where do we see them. And once we have this database, conservation teams and beach cleanup teams can really pinpoint which beaches are the most polluted and which beaches need the most help. And using this data and using this knowledge, they can now target their beach cleanup efforts.

Kishore Durg ([06:36](#)):

These platforms have located millions of pounds of plastic waste, which is then repurposed, recycled, and sold. Meaning the business owners, use technology to find an already existing product and create value by giving it a new use. Why do you think this is more sustainable than creating the product from scratch?

Andrew Yan ([06:57](#)):

Yeah. I think that approach has two main benefits; one for the actual person or organization doing the recycling. For them, it's probably more economically feasible for them to use recycled materials in their products, rather than just using raw materials and then refining the raw materials and then finally creating a product from the raw materials. The second thing is obviously it's more sustainable for the environment too, because if you're using recycled materials, that means that you're also keeping the same materials out of the landfill, and that is huge when it comes to all the pollution we're seeing nowadays and being able to keep plastics out of the landfill is a huge bonus.

Kishore Durg ([07:38](#)):

What are the thoughts that you have in terms of the future for Cloud computing and other uses that we can see in the future?

Andrew Yan ([07:47](#)):

Cloud computing, I think can play a significant role in helping developing countries develop better, stronger internet infrastructure and helping them to optimize the per capita pollution levels, so that the world as a whole, we're able to, not just cut down on emissions in developed countries, but also cut down on emissions or reduce the growth of emissions in developing countries in a way that, we're cutting down emissions everywhere and not just on the developed countries.

Kishore Durg ([08:20](#)):

Andrew, very nice talking to you today. We learned a lot about businesses being more sustainable and wish you the very best for your schooling in Columbia and your future business.

Andrew Yan ([08:32](#)):

Thank you, Kishore, for sharing your insights. It was awesome talking with you.

Kishore Durg ([08:39](#)):

Good morning, Natasha. Tell us a little bit about yourself and why you founded EON.



Natasha Franck (08:44):

Morning, it's exciting to be here. I founded EON about six years ago and we were interested to solve for the production and consumption problems within fashion and retail.

Kishore Durg (08:57):

How do you use Cloud and other technologies to kind of disrupt the traditional consumption model that's out there and create a more sustainable product value chain.

Natasha Franck (09:06):

Today, brands don't have the technology to identify, manage, and monetize their products after point of sale. So we give them the ability to ID products and materials long after they're sold and we give the ability for them to share that data with essential partners. So think of a brand's recycling partners, think of their resale partners. Now through that product ID, basically the product is able to talk to anyone. Your jacket when being held by you, provides you the information that you need to resale, recycle, style, et cetera. Your jacket when in the hands of the reseller, provides them the ability to access the original retail price, the photos, the content. When in the hands of the recyclers, they can access the material content. So all of these different players that a product needs to communicate with, the connected product is able to do so.

Kishore Durg (10:04):

All right. The way I see it, I see you're giving life to my jacket after the point of sale, which was never there before, that's fantastic to know. And as we look through that, giving life to a jacket after the point of sale, what sort of data are we collecting and how do we help make decisions based on the data that you're collecting?

Natasha Franck (10:29):

We are actually capturing product data. So all of the data that goes into describing your jacket for example, what the material content, the zipper type, the thread type, that dye class, the button, the maker, the factory, the facility, the production date.

And so basically we're creating what you could call a digital birth certificate for each physical product. And once that digital birth certificate is generated within the EON product Cloud platform, we're also able to generate a digital passport for each item. So record events along that item's life cycle. And what we start to see is that we can actually increase the amount of revenue that brands are able to generate from products, post point of sale. And that is actually the switch that gets EON very excited, is we can prove that by creating a longer lasting connected and circular product, brands can generate more revenue from each of those products than they could from producing new products alone. And so that is really where we get very focused in driving the circular business model transformation to align brands and give them the incentives for that scalable transformation.

Kishore Durg (11:49):

Absolutely great to see Cloud technologies that can help connect, track, enable communication across a lot of the product ecosystem and obviously enabling all the consumers to recycle and up-cycle, like in a circular economy. Can you talk a little bit about how do we create a circular fashion economy, Natasha?

Natasha Franck (12:09):

We view connected products as a key leverage point in enabling an at-scale circular economy. So here, our economy in fashion is one of the largest global logistics challenges in the world. It's about making sure every product is at highest and best use all of the time. With connected products, we can ensure that and we can bring the essential operations to scale circular business models, we can also bring the essential business incentives and the essential transparency and accountability.

Kishore Durg (12:42):

So, Natasha, what do you hope for the future of responsible, sustainable fashion?

Natasha Franck (12:47):

I think the fashion industry has an incredible



opportunity to create a new system. And we're seeing customers come to the table and driving this business model transformation. And the new technologies that are enabling this circular model are going to be adopted across other industries.

Kishore Durg ([13:06](#)):

Very nice conversation that we had today, Natasha, and nice to meet you.

Natasha Franck ([13:11](#)):

It was really nice to be here, thank you so much.

Kishore Durg ([13:18](#)):

Saving the environment is a duty that's shared by all of us, across all major organizations and industries and implementing sustainable practices is no small feat. But Cloud computing allows for a stronger group effort, by helping us work together, share resources and make lasting changes and create sustainable strategies from product conception, to manufacturing, to distribution, and waste management. By advancing the virtualization of businesses and the technology that supports it, we can make real strides towards a more sustainable way of life.

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