



EMBED SUSTAINABILITY AT THE CORE OF YOUR BUSINESS

VIDEO TRANSCRIPT

1
00:00:11,630 --> 00:00:14,010
Hey, there, it's my job to

2
00:00:14,010 --> 00:00:15,705
let you know without
some legal stuff.

3
00:00:15,705 --> 00:00:16,740
Today we'll be sharing

4
00:00:16,740 --> 00:00:18,795
some exciting news
and announcements.

5
00:00:18,795 --> 00:00:20,790
Please make all of your
purchasing decisions

6
00:00:20,790 --> 00:00:23,575
based on commercially
available products.

7
00:00:23,575 --> 00:00:27,110
The world is an
infinitely complex place

8
00:00:27,110 --> 00:00:28,610
which can make the problems of

9
00:00:28,610 --> 00:00:30,980
the world feel insurmountable.

10
00:00:30,980 --> 00:00:33,125
And so our challenge as growth,

11
00:00:33,125 --> 00:00:34,850
and no one individual feels

12
00:00:34,850 --> 00:00:36,770
powerful enough to solve them.

13
00:00:36,770 --> 00:00:40,730
But no one individual is
responsible for solving them.

14
00:00:40,730 --> 00:00:45,380
Because no matter how complex
our challenges are there,

15
00:00:45,380 --> 00:00:47,195
shared and it's connected,



16
00:00:47,195 --> 00:00:49,625
which means the
solutions can be two.

17
00:00:49,625 --> 00:00:51,740
If we work together.

18
00:00:51,740 --> 00:00:54,140
Every business and
every person in

19
00:00:54,140 --> 00:00:57,200
the entire world is a
stakeholder in the same fight,

20
00:00:57,200 --> 00:00:59,315
the fight to save
our environment,

21
00:00:59,315 --> 00:01:01,190
the fight for the
equitable treatment

22
00:01:01,190 --> 00:01:02,975
and inclusion of everyone.

23
00:01:02,975 --> 00:01:05,435
The fight to achieve
true sustainability.

24
00:01:05,435 --> 00:01:08,060
Because every not just a

25
00:01:08,060 --> 00:01:11,525
sustainable climate, a
flourishing economy,

26
00:01:11,525 --> 00:01:16,830

driving relationships
are healthier well,

27
00:01:19,780 --> 00:01:22,370
Salesforce and Accenture share

28
00:01:22,370 --> 00:01:25,115
revision of business as
a platform for change.

29
00:01:25,115 --> 00:01:26,600
Building solutions to embed

30
00:01:26,600 --> 00:01:29,420
sustainability into
the core of business.

31
00:01:29,420 --> 00:01:32,255
With unrivaled
technology, ingenuity,

32
00:01:32,255 --> 00:01:33,740
and years of experience helping

33
00:01:33,740 --> 00:01:36,270
businesses to adapt to change.

34
00:01:36,820 --> 00:01:39,080
We're joining forces.

35
00:01:39,080 --> 00:01:41,900
So we can join forces with you.

36
00:01:41,900 --> 00:01:44,075
Is a massive challenge,

37
00:01:44,075 --> 00:01:46,830
is a world-changing opportunity.



38
00:02:12,940 --> 00:02:15,890
Please welcome. Center, a

39
00:02:15,890 --> 00:02:17,990
Salesforce business
group sustainability

40
00:02:17,990 --> 00:02:26,330
lead, varchar family. Hello.

41
00:02:26,330 --> 00:02:28,265
My name is Sharad family.

42
00:02:28,265 --> 00:02:31,190
I am a managing director
at Accenture and I lead

43
00:02:31,190 --> 00:02:33,080
the sustainability
partnership we have

44
00:02:33,080 --> 00:02:34,805
with Salesforce on
a global basis.

45
00:02:34,805 --> 00:02:37,625
And I am super excited to
be here at Dreamforce.

46
00:02:37,625 --> 00:02:40,865
Nails have to say, I am super
excited about that video.

47
00:02:40,865 --> 00:02:42,605
I love it. And here's why.

48
00:02:42,605 --> 00:02:46,699
I think it sets the right

tone around the urgency,

49
00:02:46,699 --> 00:02:49,805
the importance, and the
criticality of sustainability.

50
00:02:49,805 --> 00:02:53,780
And it really makes a great
case for why Salesforce and

51
00:02:53,780 --> 00:02:55,940
Accenture have come together to

52
00:02:55,940 --> 00:02:59,255
tackle such a
monumental challenge.

53
00:02:59,255 --> 00:03:00,770
But before I get to that,

54
00:03:00,770 --> 00:03:03,530
when it kind of set the stage
a little bit and dive into

55
00:03:03,530 --> 00:03:06,725
it with what we're seeing
across, across the industries.

56
00:03:06,725 --> 00:03:11,389
So I think it's now fairly
non-controversial to say

57
00:03:11,389 --> 00:03:13,130
that sustainability as

58
00:03:13,130 --> 00:03:16,715
a top CEO agenda item
across the board,



59

00:03:16,715 --> 00:03:18,785
you see some of the numbers
here on the screen.

60

00:03:18,785 --> 00:03:20,480
Everyone pretty much universally

61

00:03:20,480 --> 00:03:23,540
agrees it is something
that they have to address.

62

00:03:23,540 --> 00:03:25,475
Now I think what's
more interesting

63

00:03:25,475 --> 00:03:27,710
is to delve one level deeper

64

00:03:27,710 --> 00:03:32,630
to understand why there
are multiple constituents,

65

00:03:32,630 --> 00:03:36,350
multiple players here,
kinda pushing for change.

66

00:03:36,350 --> 00:03:38,555
First, you have employees.

67

00:03:38,555 --> 00:03:40,580
Most employee bases
now are getting

68

00:03:40,580 --> 00:03:42,815
quite active and vocal,

69

00:03:42,815 --> 00:03:44,090
saying they want to work

70

00:03:44,090 --> 00:03:46,760
for companies that
are sustainable,

71

00:03:46,760 --> 00:03:48,830
that are putting out
sustainable products and

72

00:03:48,830 --> 00:03:52,325
services and are doing
net good for society.

73

00:03:52,325 --> 00:03:53,720
They want, they want to work

74

00:03:53,720 --> 00:03:54,950
for companies that are taking

75

00:03:54,950 --> 00:03:58,415
care of the communities in
which they work and operate.

76

00:03:58,415 --> 00:04:00,875
Second, you have consumers

77

00:04:00,875 --> 00:04:02,960
who are getting more
knowledgeable and are

78

00:04:02,960 --> 00:04:04,310
paying attention or being more

79

00:04:04,310 --> 00:04:06,320
thoughtful about the
purchases they're

80

00:04:06,320 --> 00:04:08,150
making in terms of the products

81
00:04:08,150 --> 00:04:10,235
and services that
they buy every day.

82
00:04:10,235 --> 00:04:11,540
They're doing their homework,

83
00:04:11,540 --> 00:04:13,310
they're asking the
tough questions

84
00:04:13,310 --> 00:04:14,900
and they want to make sure that

85
00:04:14,900 --> 00:04:16,790
their money is going
towards goods and

86
00:04:16,790 --> 00:04:19,295
services that will not
harm the environment.

87
00:04:19,295 --> 00:04:22,685
There'll be a net good in
terms of carbon and so on.

88
00:04:22,685 --> 00:04:25,684
Third, and perhaps
just as important,

89
00:04:25,684 --> 00:04:27,305
you have the investors.

90
00:04:27,305 --> 00:04:32,630
Investors are shifting money
to sustainable companies.

91
00:04:32,630 --> 00:04:35,600

They are being rigorous
in their analysis.

92
00:04:35,600 --> 00:04:37,280
They're coming up
with rankings and

93
00:04:37,280 --> 00:04:39,559
ratings and being thorough

94
00:04:39,559 --> 00:04:41,270
in how they allocate funds

95
00:04:41,270 --> 00:04:44,030
within their various portfolios.

96
00:04:44,030 --> 00:04:45,650
And you see one
of the stats that

97
00:04:45,650 --> 00:04:48,725
are that now we're commonly
sharing with our clients.

98
00:04:48,725 --> 00:04:51,470
We expect that the
amount of assets under

99
00:04:51,470 --> 00:04:53,810
management focus just on

100
00:04:53,810 --> 00:04:57,365
sustainable companies to
double in the next five years.

101
00:04:57,365 --> 00:04:59,870
That is a huge shift in terms

102



00:04:59,870 --> 00:05:02,360
of how money is going to
flow in the capital markets.

103
00:05:02,360 --> 00:05:04,520
And that's one to watch out for.

104
00:05:04,520 --> 00:05:06,770
And then the fourth
element here in terms of

105
00:05:06,770 --> 00:05:08,825
who was pushing for change
and how has changed.

106
00:05:08,825 --> 00:05:10,340
Now finally happening.

107
00:05:10,340 --> 00:05:12,260
Of course, there's the
government sector,

108
00:05:12,260 --> 00:05:15,725
policymakers, government
leaders, community activists.

109
00:05:15,725 --> 00:05:17,630
They're all banding together and

110
00:05:17,630 --> 00:05:19,955
forcefully bringing
about change.

111
00:05:19,955 --> 00:05:22,715
By our count in terms of some
of the research we've done,

112
00:05:22,715 --> 00:05:26,450
there 61 countries that

have mandatory ESG

113
00:05:26,450 --> 00:05:30,965
reporting reporting requirements
and provisions in place.

114
00:05:30,965 --> 00:05:33,530
So you have CEOs here that are

115
00:05:33,530 --> 00:05:36,485
getting a push for change
from all directions.

116
00:05:36,485 --> 00:05:38,810
Really bringing
sustainability to

117
00:05:38,810 --> 00:05:40,040
the top of the list in terms

118
00:05:40,040 --> 00:05:41,510
of what they need to care about.

119
00:05:41,510 --> 00:05:44,765
Now, given how important
sustainability is,

120
00:05:44,765 --> 00:05:46,340
I thought I'd spend
a minute in terms of

121
00:05:46,340 --> 00:05:48,380
what Accenture's
down on this front.

122
00:05:48,380 --> 00:05:50,270
You've heard earlier today about

123



00:05:50,270 --> 00:05:51,560
the great thing Salesforce

124
00:05:51,560 --> 00:05:52,820
has already achieved in terms of

125
00:05:52,820 --> 00:05:54,740
achieving net 0 and

126
00:05:54,740 --> 00:05:56,330
the other initiatives
they've announced around

127
00:05:56,330 --> 00:05:58,700
sustainability wanted
to also spend a minute

128
00:05:58,700 --> 00:06:02,030
on Accenture's activities
on this front.

129
00:06:02,030 --> 00:06:04,040
So from a carbon perspective,

130
00:06:04,040 --> 00:06:06,890
we've announced that
by 2025 will be net 0.

131
00:06:06,890 --> 00:06:09,740
We're well on our way, we have
a solid path to get there.

132
00:06:09,740 --> 00:06:11,555
From a social perspective.

133
00:06:11,555 --> 00:06:12,710
We've announced that
we're going to have

134
00:06:12,710 --> 00:06:14,510
a gender balance workforce by

135
00:06:14,510 --> 00:06:17,720
2025 in terms of diversity
and inclusion at,

136
00:06:17,720 --> 00:06:21,050
in terms of diversity
inclusion by 2025,

137
00:06:21,050 --> 00:06:23,000
we're going to increase
our representation of

138
00:06:23,000 --> 00:06:24,740
African-American and
black employees here in

139
00:06:24,740 --> 00:06:27,650
the US to 12 percent and higher.

140
00:06:27,650 --> 00:06:29,300
We're also putting
quite a bit of

141
00:06:29,300 --> 00:06:31,520
pressure on our supply chain.

142
00:06:31,520 --> 00:06:34,070
We've asked that by 2025,

143
00:06:34,070 --> 00:06:37,670
up to 90 percent or more
of our suppliers release

144
00:06:37,670 --> 00:06:39,560
information around



their carbon emissions

145
00:06:39,560 --> 00:06:41,930
and what they're doing
to achieve net 0.

146
00:06:41,930 --> 00:06:43,655
And so we're doing
as much as we can

147
00:06:43,655 --> 00:06:45,485
on as many friends as possible

148
00:06:45,485 --> 00:06:47,210
to be a force for good in

149
00:06:47,210 --> 00:06:49,625
the communities and
countries where we operate.

150
00:06:49,625 --> 00:06:53,120
Now given the common values
that we have, it was,

151
00:06:53,120 --> 00:06:55,250
it was quite natural
for Accenture in

152
00:06:55,250 --> 00:06:57,260
salesforce that come
together and be

153
00:06:57,260 --> 00:07:00,380
a force for good in terms of
helping our clients drive

154
00:07:00,380 --> 00:07:03,965
for change and drive the
sustainability agenda.

155
00:07:03,965 --> 00:07:06,020
What we saw out in the
marketplace where kind of

156
00:07:06,020 --> 00:07:07,670
three things that made the case

157
00:07:07,670 --> 00:07:11,330
for why we should be doing
this partnership together.

158
00:07:11,330 --> 00:07:14,075
First, as we talk to
customers and clients,

159
00:07:14,075 --> 00:07:16,400
We saw that while
some had targets

160
00:07:16,400 --> 00:07:20,030
and made some good pronouncements
around sustainability,

161
00:07:20,030 --> 00:07:22,025
they were struggling
with the how,

162
00:07:22,025 --> 00:07:23,270
they were struggling with

163
00:07:23,270 --> 00:07:25,520
the operational plan
to how to get there.

164
00:07:25,520 --> 00:07:27,830
And so what we saw
was there was B,

165



00:07:27,830 --> 00:07:31,130
there's going to be a
transformational wave that

166
00:07:31,130 --> 00:07:32,840
our clients need to do to

167
00:07:32,840 --> 00:07:34,880
achieve the targets
that they've set out.

168
00:07:34,880 --> 00:07:37,280
So then my second
on this is what,

169
00:07:37,280 --> 00:07:39,230
when you look at the
facts and some of

170
00:07:39,230 --> 00:07:41,750
the numbers around
particularly reducing

171
00:07:41,750 --> 00:07:43,190
carbon and what's required to

172
00:07:43,190 --> 00:07:46,685
achieve net 0 and
carbon neutrality.

173
00:07:46,685 --> 00:07:48,365
The wave of change,

174
00:07:48,365 --> 00:07:50,240
that sustainability
transformation way

175
00:07:50,240 --> 00:07:51,320
that is about to come in

176
00:07:51,320 --> 00:07:54,920
the next five to seven
years will probably be as

177
00:07:54,920 --> 00:07:57,230
big as if not bigger than

178
00:07:57,230 --> 00:07:59,285
the digital
transformation wave that

179
00:07:59,285 --> 00:08:00,860
most companies just experienced

180
00:08:00,860 --> 00:08:02,675
in the last five to seven years.

181
00:08:02,675 --> 00:08:05,255
Now both Accenture
and Salesforce,

182
00:08:05,255 --> 00:08:06,980
where key partners in

183
00:08:06,980 --> 00:08:09,335
the digital transformation
wave that just happens.

184
00:08:09,335 --> 00:08:11,690
And we want a seat
at the table as

185
00:08:11,690 --> 00:08:14,450
the next wave goes in
terms of sustainability,

186
00:08:14,450 --> 00:08:16,550
which then brings me



to my third here,

187
00:08:16,550 --> 00:08:19,010
which is you're going to
have a seat at the table.

188
00:08:19,010 --> 00:08:20,705
You need to bring
something to the table.

189
00:08:20,705 --> 00:08:24,080
And I think our,
our partnership is

190
00:08:24,080 --> 00:08:26,090
a great case where its center is

191
00:08:26,090 --> 00:08:28,205
bringing the deep
sustainability expertise.

192
00:08:28,205 --> 00:08:30,080
We have lots of
practitioners who've been in

193
00:08:30,080 --> 00:08:32,540
the field for rail
for a very long time,

194
00:08:32,540 --> 00:08:35,120
advising clients on the
topic of sustainability.

195
00:08:35,120 --> 00:08:37,910
And then of course, Salesforce
brings with technology and

196
00:08:37,910 --> 00:08:41,075
the platform to enable this

trans, transformation.

197
00:08:41,075 --> 00:08:43,595
And so it's a great partnership
that's come together.

198
00:08:43,595 --> 00:08:46,040
Now while we're out
there in the market,

199
00:08:46,040 --> 00:08:49,295
what are we hearing from
our clients and customers?

200
00:08:49,295 --> 00:08:50,600
What are they grappling with

201
00:08:50,600 --> 00:08:52,025
and what do we need to solve?

202
00:08:52,025 --> 00:08:53,475
Here are some of
the challenges that

203
00:08:53,475 --> 00:08:56,135
our clients are facing
and sustainability.

204
00:08:56,135 --> 00:08:58,880
First, there's the issue
of there's lots of

205
00:08:58,880 --> 00:09:02,344
different frameworks and
guidelines when it comes to ESG,

206
00:09:02,344 --> 00:09:05,225
environmental, social,
and governance.



207
00:09:05,225 --> 00:09:06,860
And so there's some
confusion around

208
00:09:06,860 --> 00:09:08,990
the ratings and the
standards to follow.

209
00:09:08,990 --> 00:09:10,400
And so we need to kind of clear

210
00:09:10,400 --> 00:09:12,125
that up and help our
clients with that.

211
00:09:12,125 --> 00:09:14,750
Second, when they
go to pull together

212
00:09:14,750 --> 00:09:15,950
the facts and start to

213
00:09:15,950 --> 00:09:17,840
tackle this really
difficult problem,

214
00:09:17,840 --> 00:09:19,340
what they see is that there's

215
00:09:19,340 --> 00:09:21,860
no single source of
truth and accompany data

216
00:09:21,860 --> 00:09:23,090
is spread out across

217
00:09:23,090 --> 00:09:26,135
the enterprise in different

systems, in different silos.

218
00:09:26,135 --> 00:09:28,685
There's an opportunity
there to help our clients.

219
00:09:28,685 --> 00:09:30,440
When they do go to dig in and

220
00:09:30,440 --> 00:09:32,600
look at the analysis
and the facts,

221
00:09:32,600 --> 00:09:36,244
it's quite time-consuming
and it's quite manual,

222
00:09:36,244 --> 00:09:37,715
and it's very slow.

223
00:09:37,715 --> 00:09:40,340
And we know we don't
have a lot of time.

224
00:09:40,340 --> 00:09:41,810
We need to move quickly.

225
00:09:41,810 --> 00:09:43,250
And so there's another, There's

226
00:09:43,250 --> 00:09:44,390
another challenge there to

227
00:09:44,390 --> 00:09:47,180
address forth when they go,

228
00:09:47,180 --> 00:09:49,340
when they go to find



solutions to put in

229
00:09:49,340 --> 00:09:52,025
place to tackle so
many challenges.

230
00:09:52,025 --> 00:09:54,410
Most of what's out there
in the marketplace or

231
00:09:54,410 --> 00:09:57,095
these point solutions
that are just tackling

232
00:09:57,095 --> 00:10:00,170
a segment or a slice
of the problem and

233
00:10:00,170 --> 00:10:03,650
not addressing it holistically
in a transformational way.

234
00:10:03,650 --> 00:10:05,600
And that's another
area where we think.

235
00:10:05,600 --> 00:10:07,355
Accenture and Salesforce have

236
00:10:07,355 --> 00:10:09,320
an opportunity to
help our clients.

237
00:10:09,320 --> 00:10:11,600
And then finally, the fifth
I'll make here in terms of

238
00:10:11,600 --> 00:10:14,315
some of the challenges

companies are facing.

239
00:10:14,315 --> 00:10:16,775
To really bring about change,

240
00:10:16,775 --> 00:10:19,505
you need to get quite
granular with the data.

241
00:10:19,505 --> 00:10:21,680
You need to go down
to this skew level,

242
00:10:21,680 --> 00:10:25,220
or the service level or
the product level and have

243
00:10:25,220 --> 00:10:26,450
carbon information and

244
00:10:26,450 --> 00:10:28,985
other sustainability
data at that level.

245
00:10:28,985 --> 00:10:30,920
So that your
front-line managers,

246
00:10:30,920 --> 00:10:32,150
your business operators,

247
00:10:32,150 --> 00:10:34,010
that general managers have

248
00:10:34,010 --> 00:10:37,550
the data to make the
decisions to improve upon

249



00:10:37,550 --> 00:10:40,100
the metrics that
are being rolled up

250
00:10:40,100 --> 00:10:43,385
for the bigger and broader
targets that are being set.

251
00:10:43,385 --> 00:10:45,005
A now as he kinda look at,

252
00:10:45,005 --> 00:10:46,430
as you look at this
list and you go

253
00:10:46,430 --> 00:10:47,990
through the issues
and challenges,

254
00:10:47,990 --> 00:10:52,055
it's quite daunting, but
it's right for opportunity.

255
00:10:52,055 --> 00:10:54,740
And if these are not
addressed head on,

256
00:10:54,740 --> 00:10:56,540
what you'll see is
that sustainably is

257
00:10:56,540 --> 00:10:58,850
mostly just a bolted
on concept or

258
00:10:58,850 --> 00:11:01,340
it's being treated
on the sidelines

259

00:11:01,340 --> 00:11:03,770
and not embedded in the core.

260
00:11:03,770 --> 00:11:06,620
And that is where Salesforce
and Accenture a particularly

261
00:11:06,620 --> 00:11:10,295
focused bringing
sustainability into the core,

262
00:11:10,295 --> 00:11:12,260
into everyday process, into

263
00:11:12,260 --> 00:11:15,350
everyday workflows to
bring about real change.

264
00:11:15,350 --> 00:11:17,090
So how are we doing that?

265
00:11:17,090 --> 00:11:18,620
There are three main ways in

266
00:11:18,620 --> 00:11:20,210
which we're focused
on this today.

267
00:11:20,210 --> 00:11:23,915
First, we're starting by
helping establish a fact base.

268
00:11:23,915 --> 00:11:25,400
You need to know
what the facts are.

269
00:11:25,400 --> 00:11:26,510
You need to have
an understanding



270
00:11:26,510 --> 00:11:27,830
of your current snapshot.

271
00:11:27,830 --> 00:11:29,420
How are you dealing with carbon?

272
00:11:29,420 --> 00:11:30,635
What is your footprint?

273
00:11:30,635 --> 00:11:32,210
Where, where does it go?

274
00:11:32,210 --> 00:11:34,550
And that's where
sustainability Cloud is

275
00:11:34,550 --> 00:11:37,460
a particularly powerful
tool that is helping

276
00:11:37,460 --> 00:11:39,230
clients understand that picture

277
00:11:39,230 --> 00:11:40,985
and put that picture together.

278
00:11:40,985 --> 00:11:43,430
And it's also quite
powerful to couple

279
00:11:43,430 --> 00:11:45,770
that with Neil
soft to enable and

280
00:11:45,770 --> 00:11:49,100
facilitate the flow of
data into sustainability

281
00:11:49,100 --> 00:11:51,155
Cloud as the central place for

282
00:11:51,155 --> 00:11:53,660
all your sustainability
in ESG data.

283
00:11:53,660 --> 00:11:55,985
Once we've done
that, then second,

284
00:11:55,985 --> 00:11:58,474
we move to enabling

285
00:11:58,474 --> 00:12:00,290
our clients to zoom out

286
00:12:00,290 --> 00:12:02,345
from just being
focused on carbon,

287
00:12:02,345 --> 00:12:04,850
being focused on ESG
more holistically.

288
00:12:04,850 --> 00:12:07,730
As I mentioned earlier,
while carbon, rightly,

289
00:12:07,730 --> 00:12:08,810
so it gets a lot of

290
00:12:08,810 --> 00:12:10,700
the attention and a
lot of that focus.

291
00:12:10,700 --> 00:12:13,850
In terms of environmental



focus, there's also water,

292
00:12:13,850 --> 00:12:15,320
there's waste and
other ways in which

293
00:12:15,320 --> 00:12:17,180
a company can affect
the environment.

294
00:12:17,180 --> 00:12:19,640
There's also social
aspects, diversity,

295
00:12:19,640 --> 00:12:22,625
inclusion, gender equity,
pay equity, and so on.

296
00:12:22,625 --> 00:12:23,870
So you need to
track that and have

297
00:12:23,870 --> 00:12:25,505
a good understanding
of that picture.

298
00:12:25,505 --> 00:12:27,530
And then there's
governance, representation

299
00:12:27,530 --> 00:12:28,700
and your board of directors,

300
00:12:28,700 --> 00:12:30,020
depending on the
industry, could be

301
00:12:30,020 --> 00:12:32,090
anti-corruption

measures and so on.

302
00:12:32,090 --> 00:12:34,250
And so companies today need

303
00:12:34,250 --> 00:12:37,490
a easy way to track all
that at the CEO level,

304
00:12:37,490 --> 00:12:40,535
the C-suite level and
on downwards to have is

305
00:12:40,535 --> 00:12:42,320
have a good understanding of

306
00:12:42,320 --> 00:12:44,940
how they're doing and where
they need to improve.

307
00:12:44,940 --> 00:12:47,230
And then my third here is

308
00:12:47,230 --> 00:12:49,795
around the how to improve
and really embedding.

309
00:12:49,795 --> 00:12:52,825
Just to kind of really
emphasize the embedding point.

310
00:12:52,825 --> 00:12:54,625
We're quite excited about

311
00:12:54,625 --> 00:12:58,360
the collaboration with Slack
here to be able to pull

312



00:12:58,360 --> 00:13:00,505
in ways in which and solve for

313
00:13:00,505 --> 00:13:03,430
workflows and use
cases and processes in

314
00:13:03,430 --> 00:13:05,350
which we light up data at

315
00:13:05,350 --> 00:13:08,950
the front so that
business managers,

316
00:13:08,950 --> 00:13:11,080
whether they're in the
marketing function,

317
00:13:11,080 --> 00:13:15,160
sales function on various
other front office functions,

318
00:13:15,160 --> 00:13:17,920
have the data and the
tools they need to

319
00:13:17,920 --> 00:13:21,715
improve upon the sustainability
KPIs and targets.

320
00:13:21,715 --> 00:13:24,520
So very, very exciting
skewed or products that are

321
00:13:24,520 --> 00:13:28,400
tackling the sustainability
challenge head-on.

322
00:13:28,400 --> 00:13:30,125

And now when it comes to

323
00:13:30,125 --> 00:13:32,255
how are we doing out
in the marketplace,

324
00:13:32,255 --> 00:13:33,920
I would, I'm really proud to say

325
00:13:33,920 --> 00:13:35,180
we've had great traction.

326
00:13:35,180 --> 00:13:36,650
We're working with
clients across

327
00:13:36,650 --> 00:13:39,065
many different
industries, insurance,

328
00:13:39,065 --> 00:13:43,385
retail, and automotive,

329
00:13:43,385 --> 00:13:44,870
across different geographies and

330
00:13:44,870 --> 00:13:47,030
across across
different industries.

331
00:13:47,030 --> 00:13:48,740
One of the case studies
that I wanted to highlight

332
00:13:48,740 --> 00:13:52,175
today is our exciting
partnership with MasterCard.

333



00:13:52,175 --> 00:13:54,560
Mastercard teams
up with Salesforce

334
00:13:54,560 --> 00:13:56,405
and Accenture to tackle

335
00:13:56,405 --> 00:13:58,310
a great use case that

336
00:13:58,310 --> 00:14:00,980
sustainability Cloud is
really well-suited for.

337
00:14:00,980 --> 00:14:02,480
And that is how to get

338
00:14:02,480 --> 00:14:04,445
a better understanding of

339
00:14:04,445 --> 00:14:07,325
the carbon footprint
across the supply chain.

340
00:14:07,325 --> 00:14:10,670
Previous to implementing
sustainability Cloud,

341
00:14:10,670 --> 00:14:14,060
massacred was using
a manual way to

342
00:14:14,060 --> 00:14:15,350
tackle this problem with

343
00:14:15,350 --> 00:14:17,660
spreadsheets and other
offline products.

344
00:14:17,660 --> 00:14:19,040
And with sustainability cloud,

345
00:14:19,040 --> 00:14:20,225
they're able to put together

346
00:14:20,225 --> 00:14:22,310
a picture of their
carbon emissions in

347
00:14:22,310 --> 00:14:23,750
just a matter of weeks when

348
00:14:23,750 --> 00:14:25,985
previously it would
take several months.

349
00:14:25,985 --> 00:14:27,680
And that change and timeline

350
00:14:27,680 --> 00:14:29,360
is really important because that

351
00:14:29,360 --> 00:14:33,050
introduces much greater
velocity to decision-making,

352
00:14:33,050 --> 00:14:35,420
which is what's needed to drive,

353
00:14:35,420 --> 00:14:37,370
to drive the change and to drive

354
00:14:37,370 --> 00:14:39,830
that transformation
that is needed to hit

355



00:14:39,830 --> 00:14:42,230
some of these aggressive
targets and goals that

356
00:14:42,230 --> 00:14:45,920
companies like
MasterCard have set out.

357
00:14:45,920 --> 00:14:49,430
And I think I'm going
to conclude today by

358
00:14:49,430 --> 00:14:50,780
hitting on a point
that was covered

359
00:14:50,780 --> 00:14:53,030
actually in the keynote by Marc,

360
00:14:53,030 --> 00:14:54,560
Marc Benioff, which is,

361
00:14:54,560 --> 00:14:57,740
this is really not a topic
just about doing good.

362
00:14:57,740 --> 00:14:59,404
It's about doing well.

363
00:14:59,404 --> 00:15:01,670
Also, this, the numbers you're

364
00:15:01,670 --> 00:15:04,070
seeing here on the
screen is just,

365
00:15:04,070 --> 00:15:06,185
just published research
from Accenture,

366
00:15:06,185 --> 00:15:08,720
where we've shown
companies that are leading

367
00:15:08,720 --> 00:15:10,580
unsustainability that are in

368
00:15:10,580 --> 00:15:13,100
the top quartile in
terms of sustainability,

369
00:15:13,100 --> 00:15:17,570
performance are
outperforming their peers

370
00:15:17,570 --> 00:15:20,045
that do not better in
the bottom courts how,

371
00:15:20,045 --> 00:15:22,070
when it comes to
financial performance.

372
00:15:22,070 --> 00:15:23,690
So you see that big
number up there,

373
00:15:23,690 --> 00:15:26,540
21% EBITDA improvement,

374
00:15:26,540 --> 00:15:29,120
margin improvement for
companies that are doing

375
00:15:29,120 --> 00:15:32,390
better on sustainability
than those that are not.

376



00:15:32,390 --> 00:15:34,595

And so this is quite a,

377

00:15:34,595 --> 00:15:37,280

I think, a compelling
data point that says,

378

00:15:37,280 --> 00:15:39,020

this is not just
about doing good,

379

00:15:39,020 --> 00:15:41,240

It's about doing well also in

380

00:15:41,240 --> 00:15:43,895

the two things very
much go hand in hand.

381

00:15:43,895 --> 00:15:45,560

So that's why it's
really important to have

382

00:15:45,560 --> 00:15:48,260

that strong
sustainability DNA at

383

00:15:48,260 --> 00:15:50,210

your company and
think about ways in

384

00:15:50,210 --> 00:15:53,090

which you can embed
it in everyday work.

385

00:15:53,090 --> 00:15:55,520

Now, I think we're

386

00:15:55,520 --> 00:15:57,785

very much at the beginning
of the journey here.

387

00:15:57,785 --> 00:16:00,215

And there's a lot
more work to do.

388

00:16:00,215 --> 00:16:03,350

And so I'm going to, I'm going
to wrap up here by asking

389

00:16:03,350 --> 00:16:06,275

that you join us on this
really important journey,

390

00:16:06,275 --> 00:16:08,135

on this really important
transformation.

391

00:16:08,135 --> 00:16:10,670

We'd love to hear from
you both Salesforce

392

00:16:10,670 --> 00:16:13,160

and Accenture or putting
a lot of effort,

393

00:16:13,160 --> 00:16:16,040

time and resource into this
really important agenda.

394

00:16:16,040 --> 00:16:18,565

And we can't wait to
partner with you guys on

395

00:16:18,565 --> 00:16:22,170

making this happen.
Thank you very time.

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