

4 practical ways businesses can reduce emissions



Cloud applications can reduce business emissions more than many realize – and will be key to achieving ambitious emissions-reduction goals. A recent study¹ by Deloitte Access Economics identifies four essential actions for the future.

1

Build capability through communities of practice.

Sharing proof-of-concepts for cloud use cases across the business, and industries, is key. Visible leadership, clear usage policies, and coordinated teams can enable innovative cloud applications to be put in place across the business.

2

Establish coordinated technology and sustainability teams.

Increasing collaboration, facilitated by the chief sustainability officer or COO, can bridge the divide between technology and sustainability specialists, and ensure that climate impacts are treated as a whole-of-enterprise initiative.

3

Quantify the environmental benefits of technology investment decisions.

Measures are available to monetize the impact of carbon emissions to ensure that the social cost of carbon can be priced into decision making. Including cost-benefit analysis for technology investments can support adoption.

4

Ensure technology spending is guided by a coherent, overarching climate strategy.

Clear, measurable goals, embedded in finance and environmentally focused KPIs, are a critical first step to ensure that efforts to minimize the organization's carbon footprint are not a siloed effort.

97%

of businesses that use cloud technology report positive environmental impacts.

Google Cloud is the cleanest cloud in the industry and is committed to helping every organization reduce its environmental impact. To learn how businesses in Australia and New Zealand are meeting the climate challenge, [read the Deloitte AE report.](#)