



Role of Information Technology in Achieving Sustainability Goals

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Sustainability is no more just a box to check off or item on a checklist; it is now an important environmental, economic, and social aspect that affects our lives in practically every way imaginable. For our kids, realising there is no planet B and achieving 360-degree sustainability is vital. People are more interested than ever in social and environmental issues. They are urging companies to take action and adhere to sustainable requirements.

An environmentally conscious business takes into account its impact on society and the environment in addition to its financial performance. Leading companies are acutely aware of the need to reduce their carbon footprint and adopt more sustainability-focused business strategies. Authorities must ensure that a company's strategy and environmental initiatives are in sync. Companies can optimise operations and lessen their environmental impact thanks to this alignment.

Accomplishing business sustainability goals – A top priority

More than 70% of customers worldwide are willing to alter their purchasing patterns in order to reduce their environmental impact, according to recent surveys. Businesses must offer services that help both consumers and the environment in order to thrive in today's cutthroat business environment. Instead of just conducting business as usual, people truly want to know that you are doing well. For instance, by 2050, the world's energy consumption is predicted to increase by almost 50%. Investing in clean, available, affordable, and sustainable green energy is becoming a top priority for businesses and the general public.

Technological advancements can support the development of environmentally, socially, and governmental goals such as net-zero and other sustainable business models.

Leading businesses already use technological accelerators to achieve sustainability objectives. For instance, IoT, data analytics, and sensors are assisting in problem-solving and decarbonizing industry operations by:

- Sharing information effectively across networks, machines, and devices requires networking and communication.
- Monitoring and tracking: The real-time data collection and reporting of system connectivity's operational performance.
- Gaining insights from data for better decision-making on process efficiency in the future through analysis, improvement, and forecasting.
- Augmenting and automating: Linking the virtual and real worlds through remote control and the development of self-sufficient systems.

Approaching the sustainable development goals

Technology can be used in one of three ways to advance the Sustainable Development Goals and make the world a better place.

Replace

In order to do this, technologies that entirely replace a manual process must be used. When compared to traditional paper signatures, digital signatures, for instance, increase productivity and decrease paper waste.

Optimize

By using data or automation, optimization depends on technology to increase a process's efficiency. This comprises integrating optimization algorithms into industrial procedures to raise output and dependability.

Redesign

Technologies that reinvent a good or service lead to the development of a new business model. Giving individuals access to a product that can contribute to the issue can do this. People often use multi-user vehicles rather than purchasing brand-new cars, offering a special chance to conserve resources and promote sustainability.

The use of technology from the very beginning is essential to the success of leading businesses. Businesses can analyse, minimise, or optimise their environmental effect using cutting-edge technology like AI, IoT, or blockchain. By combining the technology of business, the private sector, the public sector and start-ups, great advancements can be made in achieving the Sustainable Development Goals. Technology is undoubtedly a part of the solution, but it won't be possible to find lasting and healthy solutions overnight.