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Why sustainability means collective action, bolder leadership, and smarter technologies

The first edition of Capgemini's "Conversations for Tomorrow", a new quarterly magazine launched today, explores in-depth with industry leaders and experts, the theme of sustainability and what it means for business and society.

Paris, March 18, 2021 – The [Capgemini Research Institute](#) has launched "Conversations for Tomorrow" - a new quarterly publication featuring leaders and experts on the major strategic imperatives that are shaping the future of business and society. The theme for the first edition is sustainability, and is titled "[Why sustainability means collective action, bolder leadership, and smarter technologies](#)"; it offers critical insights to inform global strategic programs that address the major societal and economic challenges of a more sustainable future.

The publication shares unique perspectives from a range of experts and practitioners from corporates, non-profits, government officials, innovators, and academia, on topics that include embedding sustainability objectives, finding the right governance framework, and understanding the importance of timing and scale for new technologies.

It includes contributions from Frans Timmermans, the European Commission's executive vice president of the European Green Deal; Beatriz Perez, chief communications, sustainability and strategic partnerships officer at The Coca-Cola Company; Laurence Pessez, global head of CSR at BNP Paribas; Pia Heidenmark Cook, chief sustainability officer from Ingka Group; Dr. Ajay Kela, president and CEO of the Wadhvani Foundation; and Dr. Sally Uren, chief executive of leading sustainability non-profit organization Forum for the Future; Ann Mettler, Vice President, Europe, Breakthrough Energy; and Bertrand Piccard, the explorer for sustainability behind the Solar Impulse.

Aiman Ezzat, Chief Executive Officer of the Capgemini Group, said: *"The need to address environmental issues and societal consequences has never been more important. To make a positive impact on the world, build competitive advantage, and strengthen organizational resilience, businesses and their leaders must come together to find solutions to major systemic challenges. But this is only achievable when collaborating with others and having those important conversations, sharing ideas and innovations, to seize the opportunities of a more sustainable and inclusive future. That is exactly what this magazine, the first in a quarterly series for business leaders, aims to do."*

In addition to the perspectives of leaders around the world, the publication also draws on themes which emerged from a multi-sector global survey conducted by the Capgemini Research Institute on "Sustainability at Scale: A cross-sectoral view of why sustainability goals need a reset"¹. It underlines the strong correlation between sustainability and tangible business benefits. More than six in ten organizations have driven an

¹ Capgemini Research Institute, "The automotive industry in the era of sustainability," March 2020.
Capgemini Research Institute, "How sustainability is fundamentally changing consumer preferences," July 2020.
Capgemini Research Institute, "Powering sustainability: Why energy and utilities companies need to view sustainability as an opportunity," October 2020.



increase in revenue from sustainable operations. Moreover, nearly 80% of executives pointed to an increase in customer loyalty as a key benefit from sustainability initiatives.

A copy of the first edition of the ***Conversations for Tomorrow*** magazine can be downloaded [here](#).

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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About the Capgemini Research Institute

The Capgemini Research Institute is Capgemini's in-house think-tank on all things digital. The Institute publishes research on the impact of digital technologies on large traditional businesses. The team draws on the worldwide network of Capgemini experts and works closely with academic and technology partners. The Institute has dedicated research centers in India, Singapore, the United Kingdom and the United States. It was recently ranked #1 in the world for the quality of its research by independent analysts.

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