

The Sustainable CTO



Introducing: The Sustainable CTO

The Sustainable CTO finds that CEOs see sustainability as the top growth driver for their organization between now and 2030. But 70% of senior IT leaders believe their organization requires a significant change or complete transformation to transition to a net-zero business.

The Changing Role of the CTO

Tech leaders must embrace a new role as the most pivotal sustainability influencer in the corporate C-suite: they must become a Sustainable CTO.

Intel's research among 2,020 senior IT leaders, CEOs and CSOs found that senior IT leaders believe:



82% Technology strategy and sustainability strategy must become increasingly aligned.



80% Organizations are heavily reliant on technology and the CTO to become more sustainable.



70% Their organization will not reach net zero without the IT function's support and action.



The Rise of the Sustainable CTO

Not only do CTOs have the vision and the appetite to accelerate sustainable transformation but, importantly, they have a mandate from the rest of the C-suite:



79% of senior IT leaders aspire to become a sustainability leader in the business.



84% of CEOs and CSOs say that the CTO has the potential to become the greatest driver of sustainability in the organization.

Stepping Into the Role of the Sustainable CTO

According to senior IT leaders, the top three priorities for CTOs are:

- 1 Leading the sustainable transformation of the IT function.
- 2 Harnessing the potential of new technology innovations (e.g. AI, IoT).
- 3 Improving organizational productivity through digital transformation/ effective technology.

A Sustainable CTO drives their organization to become tech positive.

Tech positive means: using technology as a lever for the whole organization to reach its net-zero goals and to have a positive overall impact, driving business growth and accelerating innovation.

According to our research, there are four main steps for an organization to take to become tech positive.

- 1 Build skills to understand where to optimize
- 2 Get buy-in from the wider business
- 3 Understand the data and optimize existing infrastructure
- 4 Plan for solution and software innovation



Download *The Sustainable CTO* report to find out more.