

The eco-digital era™

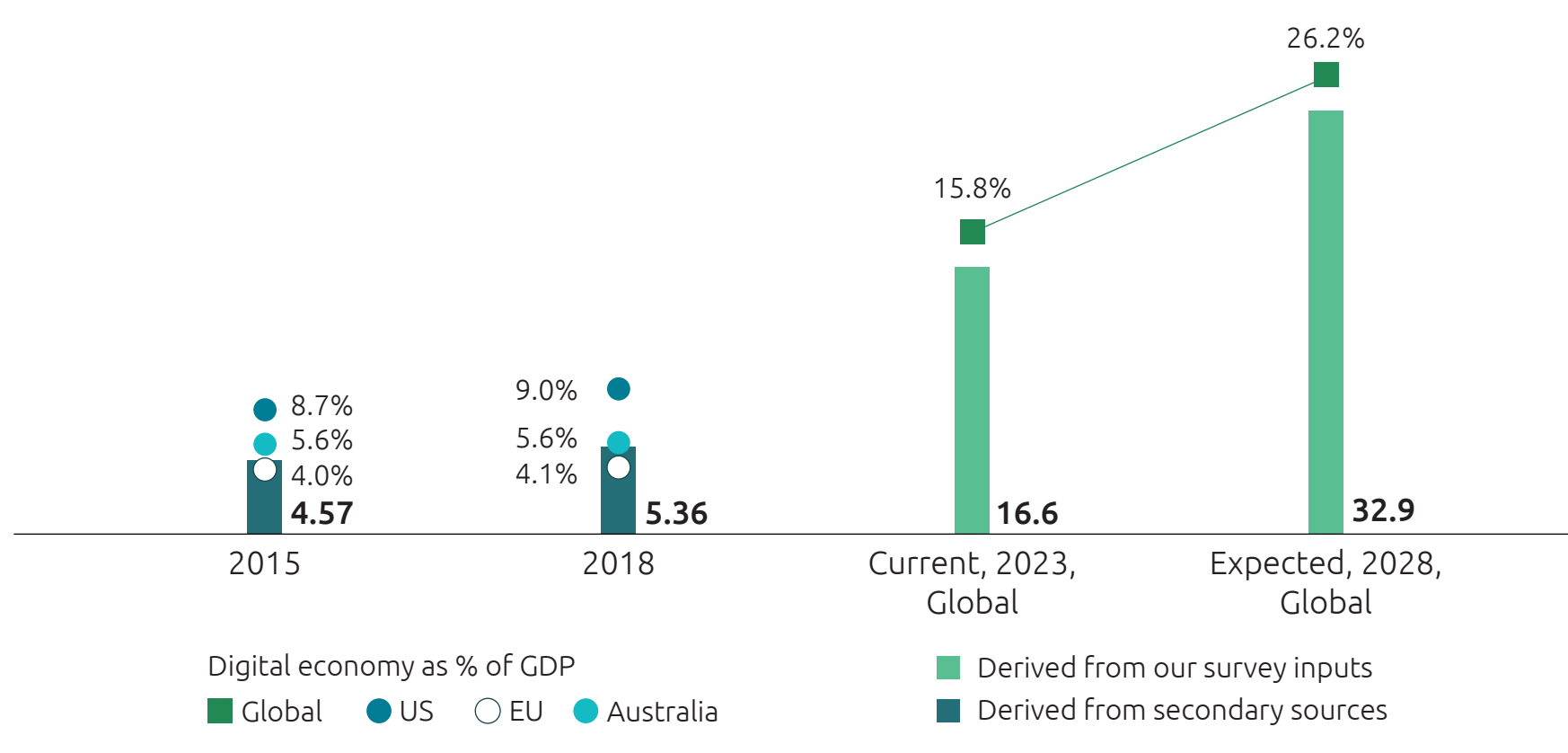
THE DUAL TRANSITION TO A SUSTAINABLE AND DIGITAL ECONOMY

The economy is undergoing a dual transition, delivering economic, environmental, and social value



The eco-digital economy is expected to double in size over the next five years

SIZE OF THE ECO-DIGITAL ECONOMY



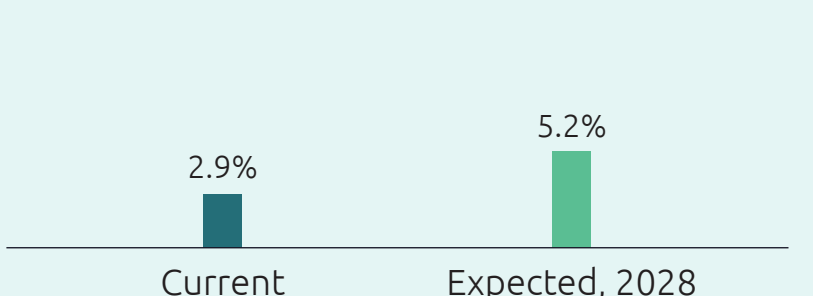
Source: Capgemini Research Institute and Digital Value Lab at the Digital Data and Design Institute at Harvard, Eco-Digital Survey, May–June 2023; N = 1,505 executives, N = 150 executives who are digital leaders in their organizations; Capgemini Research Institute analysis.

Digital technologies contribute more to reducing emissions than their own carbon footprint, and are expected to achieve a net reduction in emissions in the next five years

25% YET, ORGANIZATIONS HAVE ONLY HARNESTED 25% OF THE POTENTIAL OFFERED BY MAINSTREAM TECHNOLOGIES SUCH AS AI/ML, ROBOTICS, AUTOMATION

Digital investments as a share of revenue set to double in the next five years

DIGITAL INVESTMENT AS A % OF REVENUE, CURRENT VS. EXPECTED



ANNUAL RETURN ON INVESTMENT IN DIGITAL, CURRENT VS. EXPECTED



Source: Capgemini Research Institute and Digital Value Lab at the Digital Data and Design Institute at Harvard, Eco-Digital Survey, May–June 2023; N = 1,505 executives, N = 972 executives who are digital and innovation leaders.

Scalable adoption of mainstream digital technologies (e.g., data analytics, cloud) will unlock new revenue streams, drive cost efficiencies, and accelerate sustainability efforts

Nearly half of organizations are also developing a strategy to harness the potential of emerging technologies such as generative AI, edge computing, digital twins, synthetic biology, etc.

Organizations harness technology extensively to become more sustainable

60% OF ORGANIZATIONS BELIEVE THAT TECHNOLOGY CAN HELP THEM FAST-TRACK AND ACHIEVE SUSTAINABILITY GOALS

TOP WAYS IN WHICH TECHNOLOGY HAS HELPED ORGANIZATIONS BECOME MORE SUSTAINABLE

Reducing travel needs and enhancing collaboration through the use of AR/VR or collaboration tools	Monitoring, predicting, and optimizing energy consumption/emissions in manufacturing
Tracing the entire value chain and aligning participants on common goals	Product Life Cycle Assessments (LCA) using digital tools

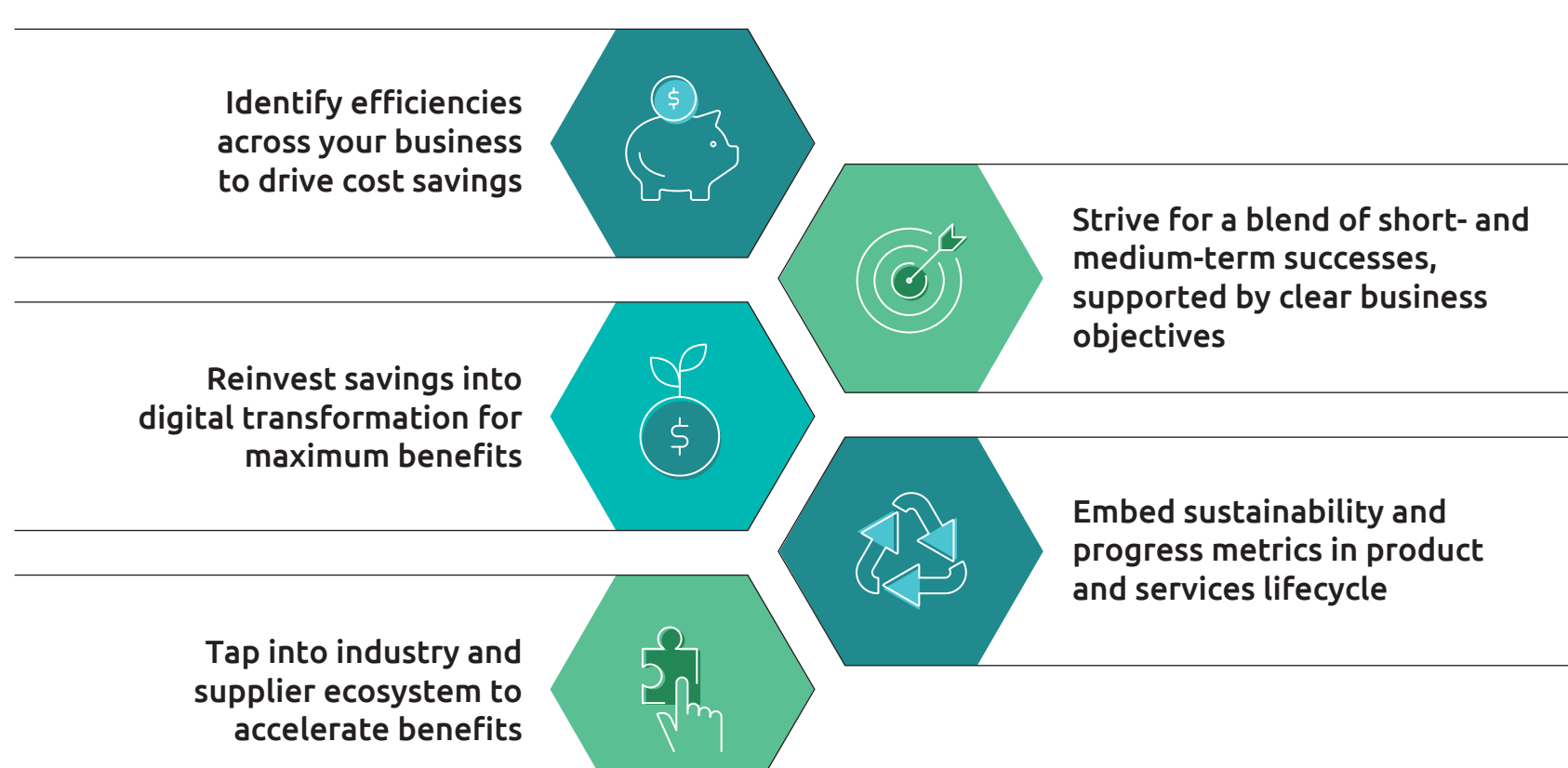
Significant benefits are in store for organizations harnessing digital tech

EXTENT OF BENEFITS FROM IMPLEMENTATION OF DIGITAL TECHNOLOGIES

	% benefits realized over last 5 years	% benefits expected to be realized in the next 5 years
Improved customer engagement and satisfaction	24%	36%
Increased efficiency in operations	24%	36%
Improved circularity (optimize waste management)	25%	36%
Decrease in GHG emissions	21%	31%

Digital technologies positively impact society by creating jobs, reducing bias, empowering small businesses, and offering various other benefits

How to harness the opportunities of an eco-digital era™



Source: Capgemini Research Institute and Digital Value Lab at the Digital Data and Design Institute at Harvard Analysis.

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