

THE CHALLENGE

SOLVING TOMORROW

TECH FOR GOOD

OUR STORIES

BETTER TOGETHER

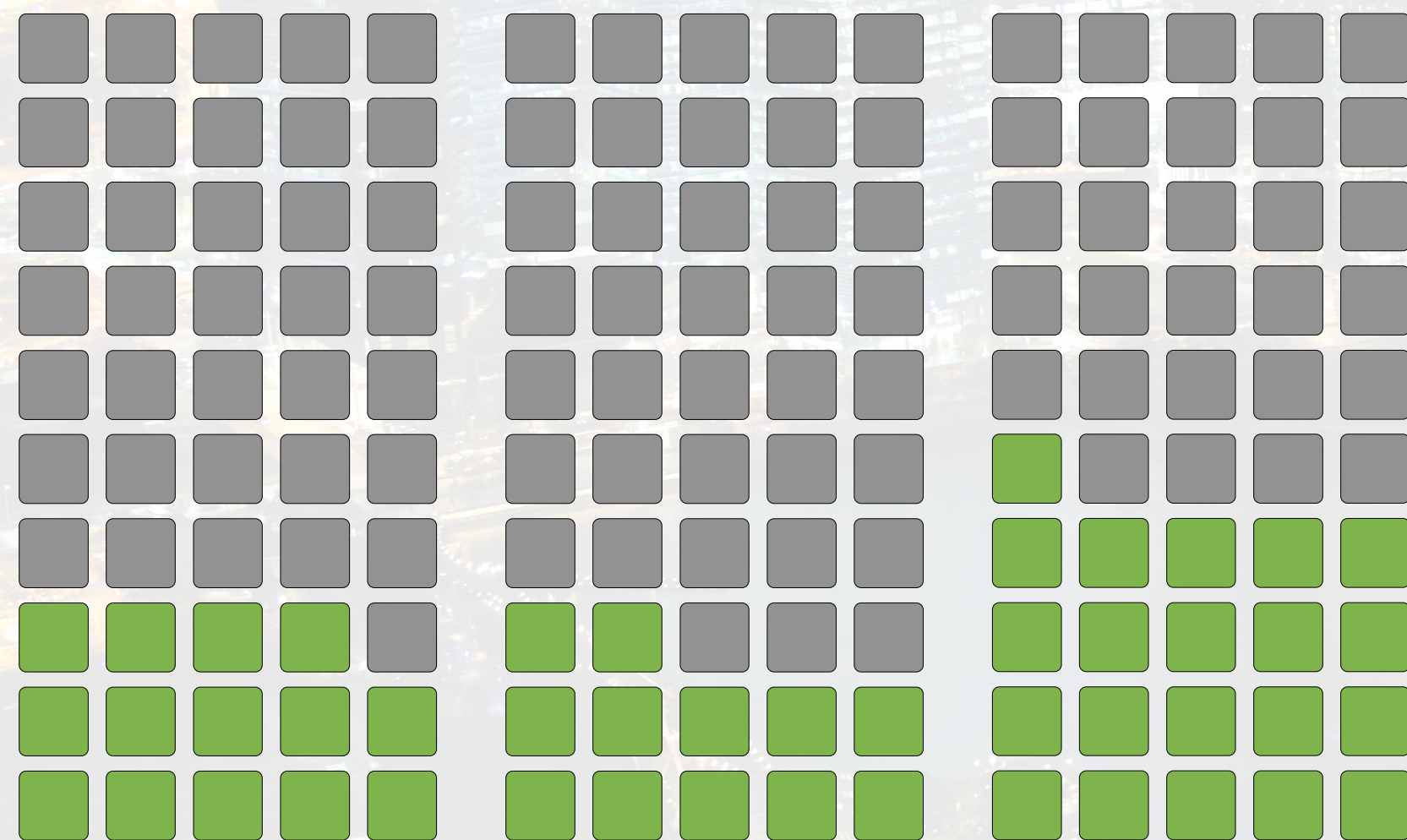
ACT NOW



Driving Sustainability



PILLARS OF SUSTAINABILITY



CLIMATE CRISIS SOCIAL INEQUITY GREEN FINANCING

Green square ** One square equals \$3 trillion dollars in GDP

ENVIRONMENTAL CLIMATE CRISIS

More frequent and severe extreme weather events are significant proof of our unpredictable climatic conditions that, over time, will continue to expose the global business and infrastructure to catastrophic risks, with the potential to destabilise the global economy¹. The fall out of inaction could equate to the world's financial assets being cut by \$2.5 trillion, according to the London School of Economics. While many businesses are factoring climate change into their strategic outlooks today, across all industries losses could quickly accumulate to \$23 trillion if these considerations are not being factored into capital pricing and allocation decisions.

SOCIAL INEQUITY

Financial inclusion is a critical ingredient in solving social inequities amongst the disadvantaged, be it gender or racial equality, pay parity, discrimination against segments due to their background, race, region, gender identity, or socioeconomic status. The pandemic has further widened the gap, with women and traditionally underrepresented people being hardest hit. Addressing social inequity and financial inclusion is critical for a balanced and equitable society where everyone prospers.

ECONOMIC GREEN FINANCING

In June 2021 the European Climate Law, which made both the new target, and the goal of reaching climate neutrality by 2050, binding, was adopted. In July 2021 the European Commission presented its "Fit for 55" package of policy proposals to achieve this new goal. In the first months of 2021 all member states ratified the EUR 750 bn NextGenerationEU recovery fund, at least 37% of which has to be spent on climate action. Finally, in July 2021 the European Commission approved the first National Recovery and resilience plans submitted by the member states as the basis for spending the resources.



ENVIRONMENTAL CLIMATE CRISIS

Financial companies hold the keys to behavioural change - they can provide the much needed investment through finance & technology mitigating against climate risk with disaster-response strategies, especially for hard hit industries such as agriculture, tourism, water, infrastructure & pharmaceuticals. For high carbon industries, this industry has, at its disposal, the ability to tax CO2 emissions encouraging the drive towards a Net Zero strategy. Ultimately, the goal is to encourage and mobilise finance towards longer-term growth and encourage the development of purpose-led businesses.

SOCIAL INEQUITY

The imbalance of compensation between men & women continues to grow in the financial sector. Pay parity can only be achieved if organisations consciously employ more women in senior leadership positions. In finance roles, it's estimated that women are paid as much as 66% less than men². Boards and the leadership teams need to be asking honest questions of themselves and drive inclusion of women in top management positions. Diversity gaps also need addressing in recalibrating ethnic wealth gaps - BAME communities in the UK for instance get paid up to 17% less³.

ECONOMIC GREEN FINANCING

The global financial system holds nearly \$317 trillion of wealth capital. If we are to plug the \$3 trillion gap for sustainable progress, it will only require the redistribution of investments of less than 0.94% of the global finance pot⁴. We need to encourage systemic change that encourages not just the return on investments per dollar, but a wider return on impact for every dollar invested. Sustainability linked-loans, green finance and bonds with a market size over \$250 billion⁵ are a great starting point to incentivise organisations to set purpose-led business targets for people & planetary benefits.





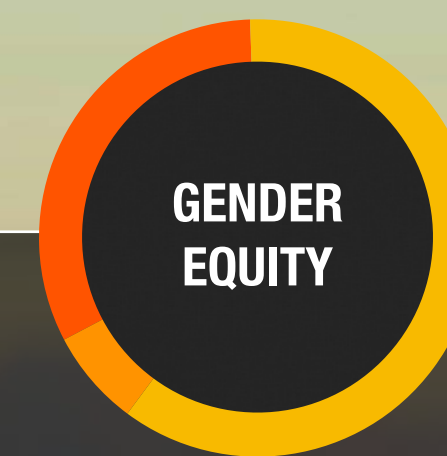
Sustainability

POWERED BY TECHNOLOGY

= ▲ Accelerated change

PLANET

PEOPLE



With the growth in technology & our ever increasing data footprint, we must remain conscious of the impact our IT estate has on the planet. At current rates, technology is predicted to outpace other industries in its carbon emissions and contribute nearly 5.5% of global CO2 emissions by 2025⁶. Fortunately, the technology sector has a lower CAPEX footprint, placing it in prime position to evolve quicker than its peers and deliver technologies to industry to reduce climate risk in investment portfolios, help track Scope 3 emissions & decarbonise the supply chains.

Skills for the future increasingly rely on a strong background in STEM. We must ensure equal opportunities for both women and men and help reset the gender imbalance in technology roles. In parallel, with the explosion of data, technology has the ability to empower organisations to build in security, trust and transparency into the way they manage and use people's data.



AMAZON WEB SERVICES

AMAZON CLIMATE FUND

In June 2020, Amazon announced a \$2 billion Climate Pledge Fund to invest in organisations catalysing the transition towards a low-carbon economy. This reinforces their commitment towards net zero carbon across the entire business value chain by 2040, 10 years ahead of the Paris Agreement. 6 months later in Dec 2020, Amazon became the largest buyer of renewable energy on the planet, procuring 8.5 GW of energy for its global operations⁷.

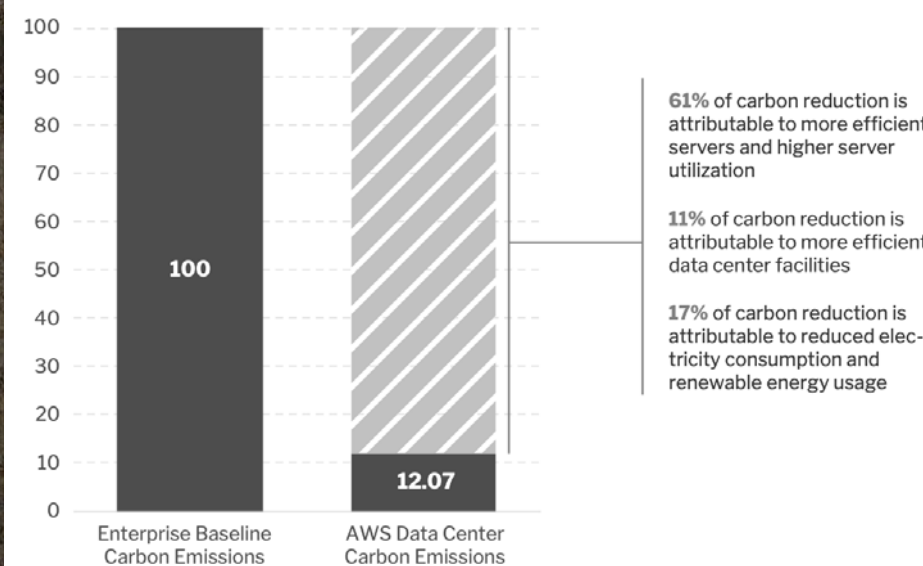
100% RENEWABLE BY 2025

Amazon Web Services (AWS) has committed to running their entire cloud infrastructure in the most environmentally friendly way & achieve 100% renewable energy usage for their global cloud data centres. This will give organisations a platform to migrate their existing IT estate and offset their potentially very large CO2 footprint.

WATER EFFICIENCY

AWS has multiple initiatives to improve their water use efficiency and reduce the use of potable (drinking) water for cooling data centres. Taking a holistic approach, they assess both the water and energy usage of each potential cooling solution to select the most efficient method - using evaporative cooling, recycled water, on-site water treatment & water efficiency models.

"When we factor in the carbon intensity of consumed electricity and renewable energy purchases, AWS performs the same task with an 88% lower carbon footprint." - 451 Research



SOCIAL EQUITY

100 CENTS PER \$

In 2020, women earned a dollar for every dollar that men earned performing the same jobs.

99.2 CENTS PER \$

In 2020, minorities earned 99.2 cents for every dollar that white employees earned performing these same jobs.

SPLUNK

DATA DRIVEN

Splunk is committed to avoiding, minimising, mitigating, and offsetting our impacts on the environment. We accept the Intergovernmental Panel on Climate Change's (IPCC) assessment of climate change science and have set initial targets for achieving net zero greenhouse gas emissions by 2050 per the Science Based Target initiative (SBTi) 1.5°C ambition level.

Splunk follows The Climate-Related Financial Disclosures (TCFD), Sustainability Accounting Standards Board (SASB) and GRI Standards for measuring and reporting its energy and greenhouse gas emissions footprint and is committed to environmental transparency via the CDP Climate Change Questionnaire disclosure process. We aim to bridge the data divide to harness data to solve some of humanity's greatest challenges, which includes ethical and inclusive growth, and the broader societal issue of data ethics and security.

THE GREEN ACCELERATOR

As a collective, we are facing the most critical challenge of our lifetimes, with many organisations focused on delivering on climate positive changes and carbon reduction targets.

To truly catalyse these efforts and move at speed, organisations will have to adopt strategic use of partnerships and data in business operations and decisioning to drive proactive change in sustainability efforts.

Committed to sustainability as a fact-based, data-driven technology alliance, Splunk + AWS are uniquely positioned to give organisations a head start in their own sustainability efforts as part of the larger fight against climate change.

- CONTINUOUS MONITORING**
 Progress indicators provide real-time feedback on an organisations' sustainability footprint
- IMPACT DRIVEN DECISIONS**
 Focus on real-world impact & harness resources to drive faster sustainable change
- COLLABORATE FOR CHANGE**
 Share data and work with a wider community of clients and partners to accelerate sustainability adoption



01 GREEN TECHNOLOGY

As technology investments grow, they add tremendous pressures on an organisations' carbon footprint. With the ICT industry⁹ set to contribute 14% of global GHGs by 2040, a green IT strategy is a necessity we must afford.

02 CLOUD FOR THE PLANET

Cloud vendors are investing billions in the most efficient infrastructure - from heating & cooling technologies to water reuse, to optimising server utilisation rates. Cloud is a cleaner, more planet friendly way to compute.

03 REDUCE YOUR CO2

A clean IT investment strategy can massively reduce an organisations' carbon footprint. Green architectures & tools available in the cloud via container technology or serverless compute drive down carbon emissions.

04 ETHICAL & TRUSTED

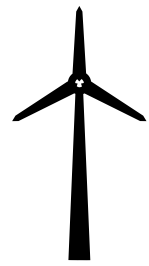
Technology partners play a vital role in ecosystem transparency by developing trust across the value chain. These partnerships must include sustainability commitments as a precursor for engaging with suppliers.





ACT NOW

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WOULD YOU LIKE TO OFFSET 1,000 KG OF CO2

DOWNLOAD

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SUSTAINABILITY TOOLKIT FOR SPLUNK

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