

THE CHALLENGE

SOLVING TOMORROW

TECH FOR GOOD

OUR STORIES

BETTER TOGETHER

ACT NOW



# Driving Sustainability







## ENVIRONMENTAL CLIMATE CRISIS

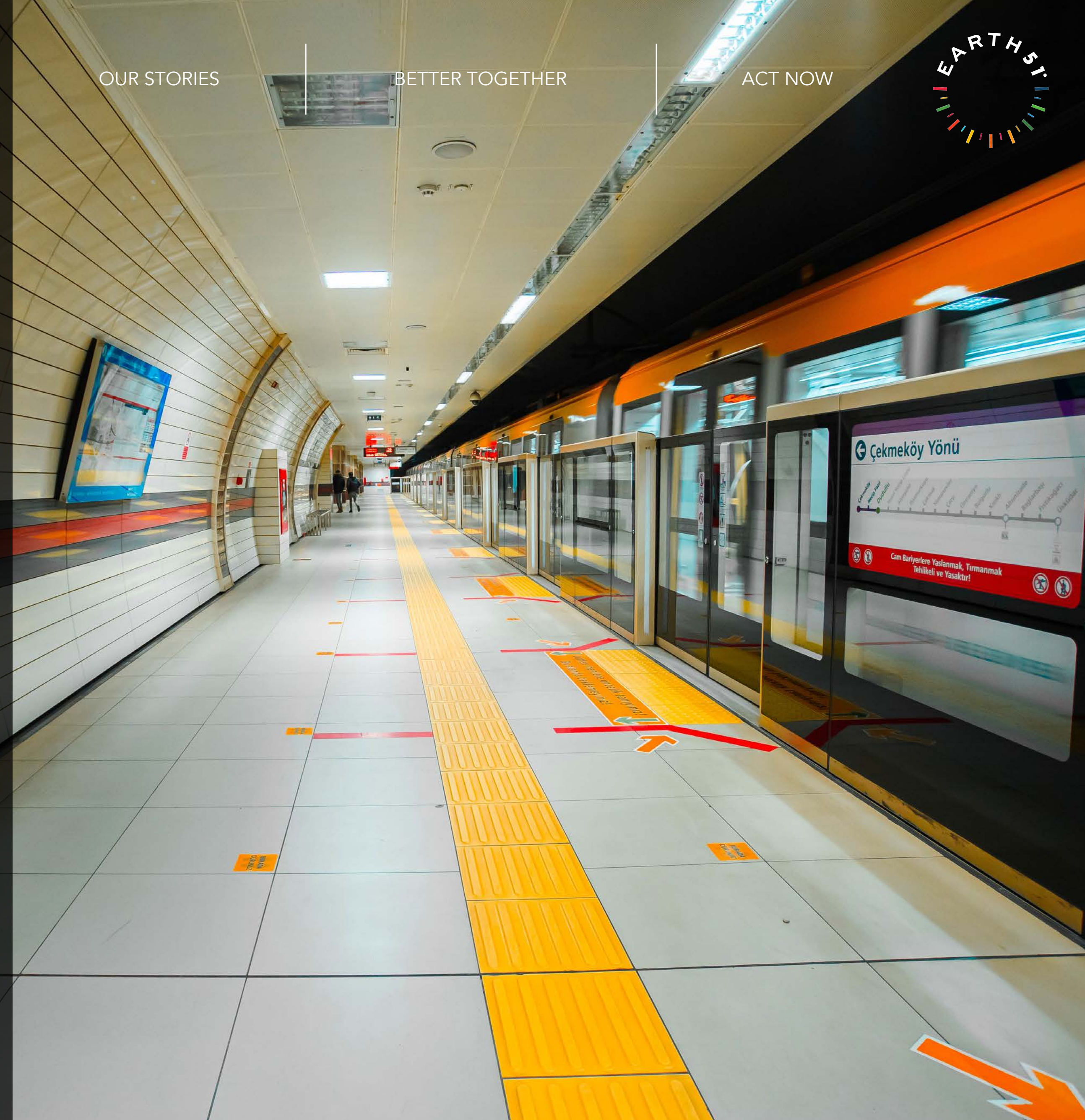
According to the World Economic Forum, more than half the world lives in cities and this is projected to grow rapidly by the turn of this century. These urban centres are also fast becoming the worlds biggest carbon generators given the density of population and businesses growth. They are most prone to climate change events - the lack of water, the rapid spread of disease, extensive flooding & landfill toxicity. Today's cities need to plan for tomorrow's spurt in population growth by building infrastructure that is green, reduce pollution levels, improve air quality and invest in clean energy with built in efficiencies powered by technology.

## SKILLS FOR THE FUTURE

If the infrastructure of the 20th century was built on bricks and mortar, the 21st century is being created on a digital reality, with much of global innovation and engineering being built in the digital universe. To remain competitive, attract investment, and host a well skilled population, cities & councils are in a race to develop these skills for the future with a focus on sustainability solutions. Developing smarter cities means building a strategy to drive efficiencies in existing systems, understanding the current status quo and investing in gaps to ensure cities are sustainable for the future.

## SMARTER CITIES

Digital transformation holds the key to sustainability success within cities and councils. Embracing technology solutions provide city planning teams with data and intelligence to set the current status quo and drive improvements and plan for the future. Too often, strategies for the future have large gaps purely due to the lack of visibility and data intelligence that is available to city planners. Technology helps build a bridge between these holes & ensure smarter cities are engineered & built on technology solutions.







# Sustainability

= ▲ Accelerated change

POWERED BY TECHNOLOGY

## PLANET

## PEOPLE



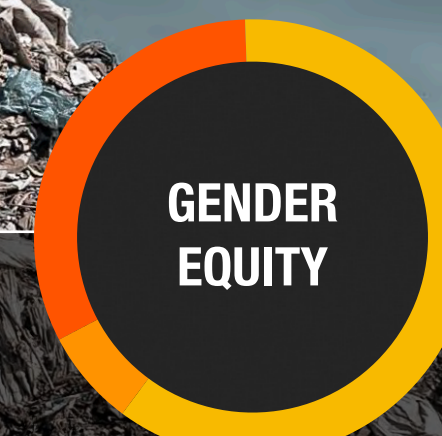
CARBON FOOTPRINT



REDUCE E-WASTE



ENERGY STRATEGY



GENDER EQUITY



ETHICS

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 2025<sup>2</sup>. 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 operations<sup>3</sup>.

## 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.

### SOCIAL EQUITY

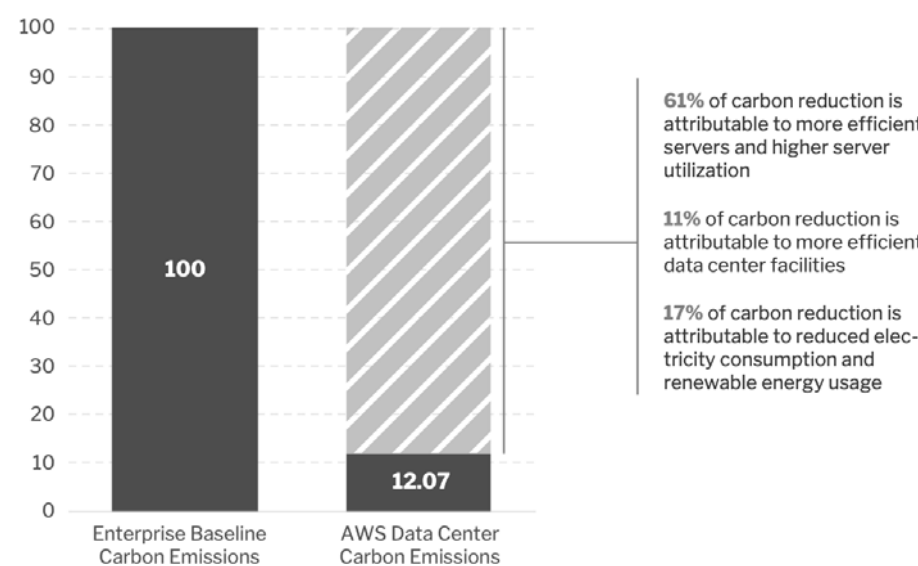
#### 100 CENTS PER \$

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.

**"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**



# 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 industry<sup>4</sup> 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.

AWS

Our Clients

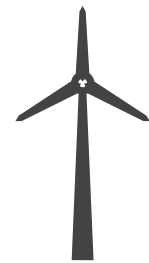
SPLUNK



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SUSTAINABILITY TOOLKIT FOR SPLUNK

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