

Digital will be the
key accelerator in
sustainable
transformation.

Here's why, and how →



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A change for the better.

Consumer demand for sustainable change is skyrocketing.

65% of consumers expect businesses to build new, sustainable solutions.
(Accenture)

88% of consumers want brands to help them live more sustainably.
(Forbes)





Value cocreation.

BCG has even coined the term “technology ecoadvantage”—using advanced technologies to create new value for consumers, while meeting ESG goals.



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Digital is the key.

We believe digital will be the key accelerator in this transformation, and in creating new value for consumers.

Here are just 5 examples:



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Optimising Processes

AI and IoT technologies will be the leader in understanding, automating and optimising business processes.

By 2030, the IoT could enable between \$5.5 trillion and \$12.6 trillion in value globally (McKinsey).





Security & Tracing

Blockchain has strong potential in tracking and managing more sustainable supply chains.

Sensors, trackers and computer monitoring help at every stage from production to distribution and retail.





Strategic Decisions

BI and data analytics platforms identify inefficiencies which waste resources or harm the environment.

The data helps firms make objective, sustainable choices which save money and reduce waste in the future.





Consumer Engagement

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Connected devices and Wifi enable brands to cultivate an online presence, targeting and reaching mass audiences.

Social media is the best way to connect with eco-conscious Gen Z and showcase the brand's commitment to CSR & innovation.





New Business Models

Technologies combine to help businesses create new processes and models which redefine value for consumers – all while closing the loop and keeping precious resources in circulation for longer.

Zero waste apps to sharing platforms which reduce waste and maximise latent capacity are just some of the endless possibilities.





💡 The Key Takeaway?

To achieve zero-emissions, digital must be implemented as a cross-functional accelerator.

Digital knowledge and thinking combines with sustainable values to implement sea change.





Endless Possibilities

Sustainably transforming a business is no doubt large undertaking.

What seems like a world-ending challenge may be the perfect opportunity to rethink the way we do things – for the good of people, processes, and most importantly, the planet.

