

// diconium

# The underrated keys to reach your company's sustainability goals

A story about breaking down silos by combining digitalization and sustainability

Janina Tessarek

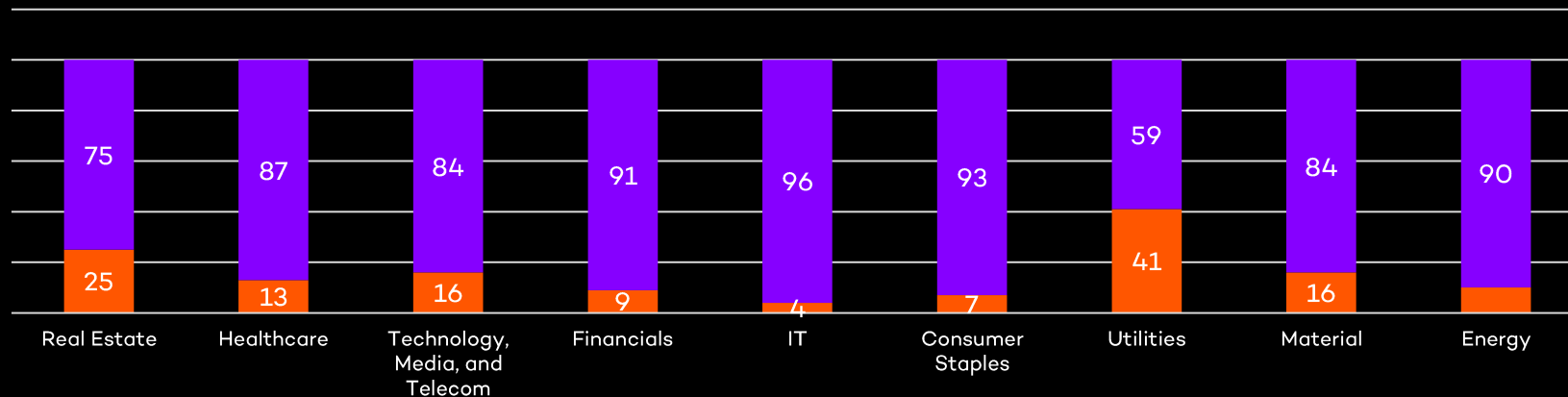
creating  
digital  
champions

The background features a dark, almost black, field with intricate, glowing patterns. These patterns consist of numerous thin, wavy lines in shades of purple and blue, which appear to flow and swirl across the frame. Interspersed among these lines are small, bright dots of varying sizes, some of which are also purple or blue, while others are white or light blue. The overall effect is reminiscent of a complex network or a digital landscape, with a sense of depth and movement. The lighting is soft and ethereal, highlighting the curves and points of the patterns.

# **THE OUTSIDE PERSPECTIVE**

# On average, **Scope 3 emissions are 5-25 times higher** than direct **Scope 1 and Scope 2 emissions.\***

Percentage of Scope 3 emissions (indirect emissions, mainly from the supply chain) in each sector\*\*, as % of total Scope 1-3 emissions.

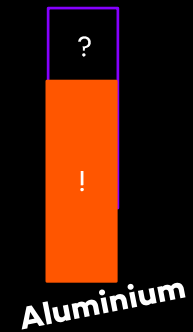
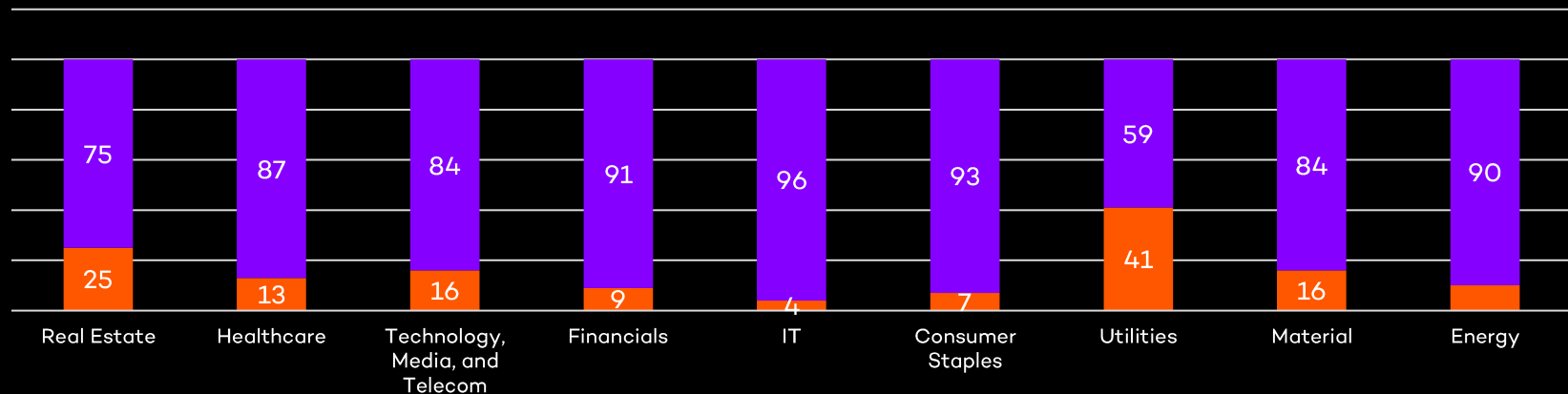


\*source: McKinsey, 2021; \*\*CDP & McKinsey 2021

■ Scope 1 & 2 ■ Scope 3

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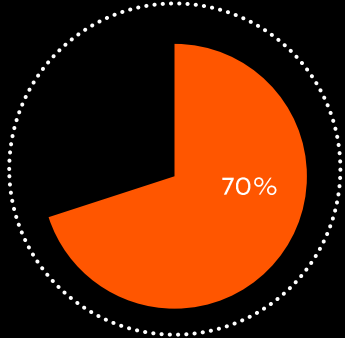


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■ Scope 1 & 2 ■ Scope 3

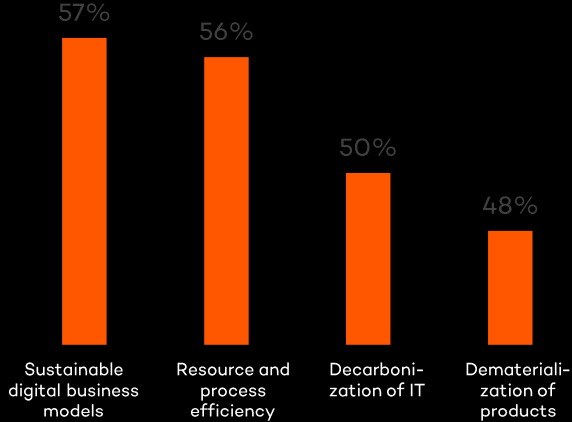
# Digitalization– Using new technologies to achieve sustainability goals

## Companies see a great potential for sustainability in digitalization



70% of the respondents agree that social and ecological challenges can only be met **with the help of digital technologies.**

## Efficiency and new digital business models are particularly appreciated



Companies see a **great potential** in digital technologies for creating sustainable digital business models and **increase resource and process efficiency.**

**What can we learn and adapt  
for aluminium industry?**

**UTOPIA  
DYSTOPIA**

A person is seen from behind, standing in a field of tall grass. They have their hands raised to their face, possibly shielding their eyes from the sun. The background is a bright sunset or sunrise, with a large, glowing sun partially obscured by the person's hands. The overall color palette is dominated by warm tones of orange, red, and yellow, with a gradient effect across the image.

# SUSTAINABILITY

**What makes a  
future-proof organization?**

# Success factors for sustainability transformation

Start with yourself [AUTHENTICITY]

Use the motivation [BOTTOM-UP EMPOWERMENT]

Give the revolution space [STRUCTURE & PLATFORM]

Have full management commitment [GOVERNANCE & TARGETS]

Let go of ego [SHARE & PARTNER]

Whole company involved & core business affected

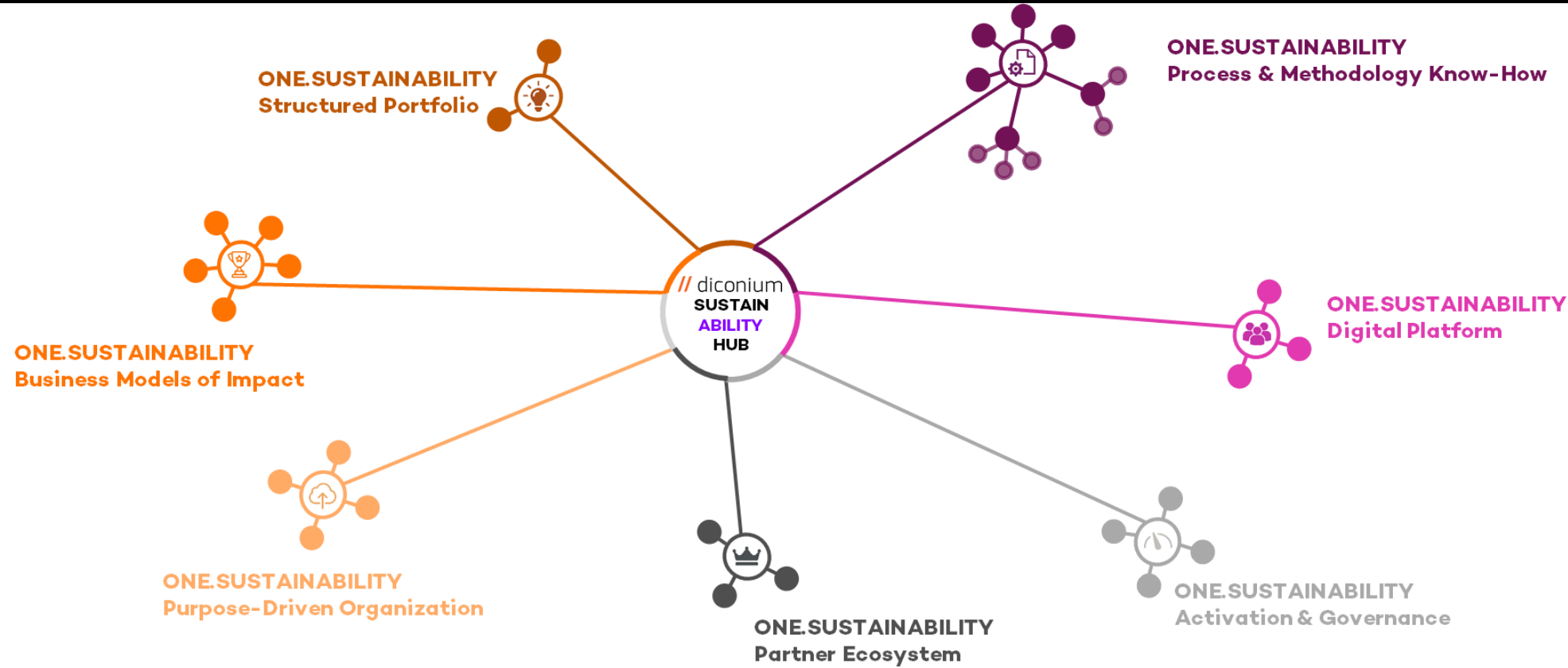
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CSR department releases non-financial report



# Exemplary: the diconium Digital Sustainability Hub

Hypothesis: Sustainability affects us all of us and bears a huge potential of intrinsic motivation



**Members**

**>200**

From all units  
and worldwide locations

**Different professions**

**>15**

**Sustainability partners**

**>10**

# TRANSPARENCY



**How can you measure  
emissions with digital tools?**



established  
strategic  
sustainability  
management

annual  
sustainability  
report  
(manual)

# TYPICAL INITIAL SITUATION

established  
strategic  
sustainability  
management

annual  
sustainability  
report  
(manual)

automated  
sustainability  
report

user-friendly  
dashboards

tracked and  
predicted  
degree of  
sustainability  
targets

**TYPICAL  
INITIAL  
SITUATION**

**THE  
DREAM  
SOLUTION**



# Prototyping sprint for a MINIMAL LOVEABLE PRODUCT

1

automated reporting & dashboard

2

target tracking

3

predictive analytics

Guardrails for implementation

MVP & Learning  
Approach

Procedure  
along the data  
value chain

Suitable scalable  
development and cloud  
infrastructure (i.e. Azure)

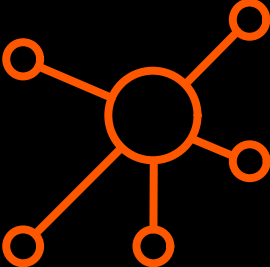
# Governance– Building the right structures to foster sustainable mindset and actions

Motivated employees are the guiding force for sustainability



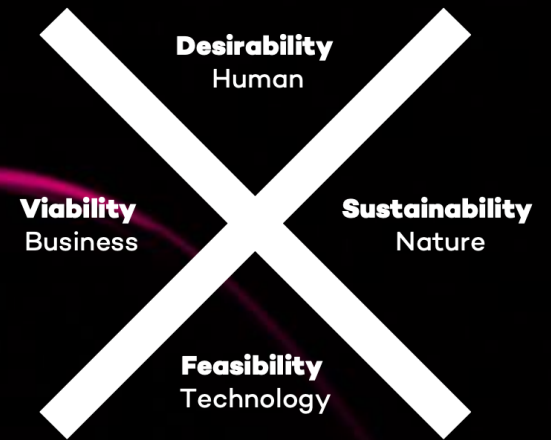
71% of respondents agree that employees **want to take part in sustainability measures.**

Employees lack the opportunity to drive sustainability



68% of the respondents who already have employee initiatives for sustainability admit that they offer **too few structures internally for their employee engagement.**

# Future-proof organizations:



# never stop

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co-founder Digital Sustainability Hub

