



Sustain. Ability. with Accenture

VIDEO TRANSCRIPT

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We've recently conducted a survey across the globe that included 15 of the major organizations in through interview. About 100 from empirical data that had been collected, and also added in our own experience of working with many of those organizations on their net-zero programs. And from that, we looked at the shift from setting commitments to what are the challenges that perhaps they're facing with executing on those commitments.

The survey came back with four very interesting conundrums. The first one, was that the tone from the top is well set, but perhaps the flush through and cultural embedding in the rest of the organization is somewhat lacking.

The second one was that although programs have been set up, there's this concept of perhaps "add-on" rather than embedding. And therefore the whole transformation agenda that a bank needs to go through on something as significant as the sustainability in net-zero journey needs to be treated as such.

The third one was very much around the products and services that the banks are offering and the way in which relationship managers and salespeople are interacting with their customers. We've seen that the relationship manager needs to become a scientist in this new world of net zero. And that really changes the dynamic of how you interact with that customer base.

The final one, no surprise, is the thirst for data. That's well known, everyone wants it. But the quote was "It's like the Wild West out there". We don't really know what we can trust, we don't have the full coverage, and we don't know how to use and control that data within our organization.