Data is a significant lever in accelerating the journey to net-zero. The use of emissions data can enhance organizational decision-making in three key ways:

1. Setting clear and measurable emissions targets: The ability to embed annual and quarterly reporting and analytics into accountability frameworks (45% of organizations surveyed). This is achieved by setting clear emissions targets and ensuring accountability across the organization.

2. Embedding emissions data in decision-making: Business decisions are improved with improved analytics. By embedding emissions data in decision-making, organizations can predict and prescribe opportunities for decarbonization across their business processes.

3. Improving existing business outcomes: Organizations are well-positioned to use emissions data to drive decision-making. By setting clear emissions targets and ensuring accountability, organizations can achieve further emissions reduction.

Source: Capgemini Research Institute, Data for net zero survey, May–June 2022, N=900 organizations that have set net zero targets.

Embedding emissions data in decision-making has a positive impact on progress towards net-zero objectives. Organizations recognize the value in emissions data, but are not well-positioned to use it. Across industry sectors, organizations overwhelmingly believe in the business value of using emissions data. In your opinion, will emissions data measurement, analytics, and reporting help create additional business value for your organization?

- Yes, it will create additional business value: 53%
- No, it will not create additional business value: 2%
- Not sure: 46%

Source: Capgemini Research Institute, Data for net zero survey, May–June 2022, N=900 organizations that have set net zero targets.

In most organizations, business teams are not equipped to use emissions data to drive decision-making. Are business teams in your organization equipped to use emissions data to drive business decisions?

- Not at all equipped: 12%
- Slightly equipped: 17%
- Moderately equipped: 45%
- Highly equipped: 25%
- Not sure: 5%

Source: Capgemini Research Institute, Data for net zero survey, May–June 2022, N=900 organizations that have set net zero targets.

How can organizations develop the data management capabilities needed to accelerate their transitions to net-zero?

1. Establish strong leadership: Establishing clear leadership and a governance structure is viewed as a critical priority by top respondents.

2. Develop a data strategy: Developing a data strategy solves the challenge of activating emissions data. The use of emissions data can improve organizational decision-making and support, backed by a clear governance structure and data strategy.

3. Invest in a carbon management ecosystem: Participating in alliances and ecosystem initiatives to share common methodologies for emissions measurement, validation, and reporting can help organizations activate emissions data.

Source: Capgemini Research Institute, Data for net zero survey, May–June 2022, N=900 organizations that have set net zero targets.