



Harnessing Data for Sustainability

# 8 Stories of Success



# Sustainability is more important than ever.

## And it has a data problem.

As the effects of climate change become more evident, more organizations are working to improve their environmental, social, and governance (ESG) practices. Naturally, insights from data are critical to this effort – but right now, data success in sustainability is the exception, not the rule.

What's the issue? In most cases, the data is already available. What's missing is a way to unlock it from source systems like SAP so it can be brought together with other data sets for analytics.

And that's not the only problem. Instead of taking advantage of the remarkable opportunities offered by modern analytics platforms, many organizations are still cobbling together ESG data in spreadsheets. As a result, almost all reporting is backward-looking, when what's needed are in-the-moment, actionable insights. And finally, sustainability efforts are often siloed in an ESG team and not incorporated into daily operations across the business.

### Companies Currently Using Software for ESG Data Collection, Analysis, and Reporting<sup>1</sup>

9%

Yes, comprehensively

30%

Yes, but only for some aspects of ESG

61%

Not at all

# Busting the big myths about ESG.

ESG is not mutually exclusive with profitability and growth. In fact, the truth is just the opposite: Leading organizations understand that they can leverage ESG to catalyze business success.

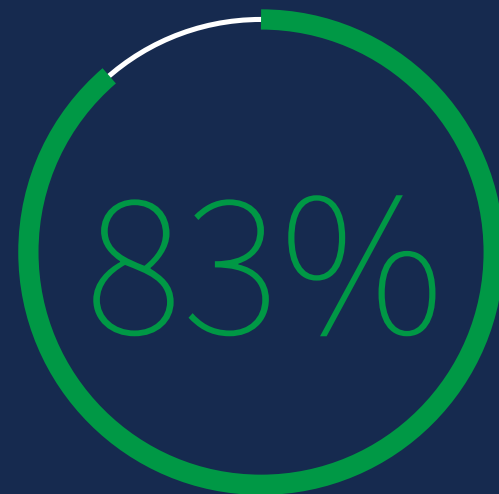
## Among firms placing greater emphasis on ESG over the last three years<sup>2</sup>:

**Income has risen  
by almost 10% –**

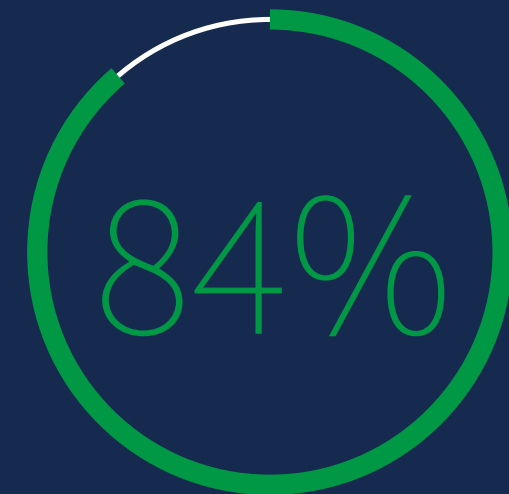
more than

**2X**

the rate of companies that  
haven't given it as much  
prominence.



**saw improved  
customer retention.**



**saw improved  
access to external  
investment.**

# Data-driven sustainability is attainable.

## The key is an integrated data platform.

Every organization today needs a way to unlock data from its source systems, combine it with other data sets (both internal and external), and gain insights into sustainability – directly alongside their insights into units and profits. In other words, businesses can and should be building ESG metrics into their analyses of business operations.

Similarly, organizations need to bring together all relevant teams around the same data and insights, enabling them to make cross-functional, real-time decisions that boost sustainability and social progress while increasing profitability.

Both goals are attainable with today's technology. A modern, end-to-end data platform can extract all data from wherever it lives, integrate it with other data, and deliver it to a collaborative analytics platform with interactive dashboards that are intuitive for everyone to use. In fact, organizations like yours are already doing exactly that. In this eBook, we'll introduce you to eight of them, and we'll explain how they're using data to simultaneously boost sustainability – and profitability.

At Qlik®, corporate responsibility runs deep. While this eBook focuses on environmental data, Qlik is present in social and governance initiatives, too. [Visit us at Qlik.org.](https://www.qlik.com) >

“Reporting . . . should be a byproduct of an ESG program where real-time data is integrated into decision-making on a continuous, ongoing basis. The alternative – reporting either annually or biannually, attempting to amalgamate data from a variety of disparate sources in a short time period – is much more difficult, and much more susceptible to error and risk.”<sup>3</sup>

MATT DIGUISEPPE  
VP of Research & ESG, Diligent Corporation





# The United Nations reduces emissions from air travel.

The United Nations has standardized their analytics on Qlik, continuously analyzing progress against 17 Sustainable Development Goals and visualizing global indicators of progress on the Qlik dashboard. At the same time, the UN has harnessed the input of Qlik customers and partners through Qlik's Hack for Good hackathons around challenging and inspiring topics.

What percentage of the UN Secretariat's carbon footprint comes from air travel? To calculate that figure:

1. The sustainability team was using SAP extracts (CSV files, downloaded data of all travel records) and emissions factors from another UN agency. In spreadsheets, this team of 20 people would spend six months calculating the footprint of air travel.
2. In addition to the sustainability team, the IT team maintained the SAP system as well as the Qlik environment.
3. In another silo, the travel department was using a Qlik dashboard to book flights and manage costs. In other words, three different departments were using different sets of data, focusing only on their own work processes.

In a Hack for Good hackathon, the Qlik community built a travel carbon emissions dashboard for the UN Secretariat. This one app immediately transformed the way IT understands and manages global air travel, helping them to reduce CO<sub>2</sub> emissions immediately.



**“We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path.”**

THE UNITED NATIONS 2030 AGENDA  
FOR SUSTAINABLE DEVELOPMENT



Qlik automatically pulls data out of SAP, so there are no more manual downloads. And because the Hack for Good team connected the SAP data to the emission factors to create a dashboard with a footprint of all air travel records, the six-month manual effort was immediately obsolete, too.

Now, environmental data is right there in the travel dashboard. As the travel team is analyzing how to get a person from place A to B – thanks to flight options presented by public API Rome2rio, which is pulled into Qlik – they can see not only the cost information but also the carbon footprint of different options. As a result, they can book more sustainable travel.

**“Beyond the carbon emissions reporting for the environmental sustainability group, the dashboard is also now being used to provide input to senior management in a kind of performance review for departments by the executive officers.”**

**GREG OGOLLA**  
Information Systems Officer, UN



## A fruitful partnership.

This Qlik Sense® travel app is only one in a series of apps Qlik is developing to deliver emissions and performance dashboards in agreement with the United Nations Framework Convention on Climate Change – and with industry leaders from multiple sectors.

Together, these apps will go even further to reach the UN’s Sustainable Development Goals by helping any business get a fuller picture of its carbon footprint – enabling organizations to make real-time, data-driven decisions to mitigate climate change. Future apps will help businesses address supply chains, office space and real estate use, and electricity consumption.





## **Deloitte.**

# Carbon-conscious travel is on the rise at Deloitte.

To do its part to help the world achieve the goals of the Paris Agreement, the 175-year-old consulting firm has launched WorldClimate, a strategy to drive responsible climate choices within their organization and beyond. As part of that effort, Deloitte Belgium is on a mission to incentivize lower-carbon-emission mobility, from their fleet of company-owned cars to the ways employees commute to business travel.

In 2018, Deloitte Belgium launched a multifaceted program incentivizing employees to choose climate-friendly ways of getting around. Using a Qlik app, Deloitte tracks all the data across this initiative – everything from which options employees select, to miles traveled by type of vehicle, to costs and CO<sub>2</sub> emissions. The dashboard is easy to understand and use, which creates awareness of the program beyond key stakeholders. And the app shows changes over time, so it's used to drive friendly competition among business units.

“**Within the first year, we achieved a 10% reduction in CO<sub>2</sub> emissions. Imagine the impact we could make if we extended this solution to every company in the world.”**

**MICHEL AUSLOOS**  
Technology Practice Manager,  
Deloitte Belgium

### **THE OUTCOME**

**Having visibility into the carbon emissions resulting from their behavior – including seeing which changes are making the most impact – is helping motivate staff to change. In the first year alone, Deloitte Belgium saw a 10% reduction in CO<sub>2</sub> emissions, and they were on track to achieve their three-year goal.**

# Australian National University reduces emissions from real estate.

Australian National University (ANU) was one of the first universities in the world to commit to below-zero carbon emissions by 2030. To accelerate this goal, they use Qlik's analytics platform to understand their energy consumption.

ANU needed a solution that could combine and analyze all their data sets to understand how energy is being used across their building portfolio. Using Qlik, they developed a near-real-time dashboard that combines metered energy and weather data, modeling, visualization, and compliance reporting. The dashboard allows ANU to easily identify energy-intensive buildings and investigate the causes. As a result, management can make informed decisions about projects to reduce their energy usage and carbon footprint.

## **THE OUTCOME**

Based on measured energy hotspots, ANU has been able to implement a range of projects to replace older, high-energy-consuming assets. In the process, they're optimizing operations and reducing costs. And thanks to the Qlik dashboard, ANU can now report against the UN Sustainable Development Goals, the National Greenhouse and Energy Reporting Scheme, and Energy Efficiency in Government Operations.



**“No one is expecting perfection, but we are working towards a future where we can identify our successes and have a transparent strategy moving forward to help the community.”**

**THOMAS BIEDERMANN**  
Program Manager (ANU Below Zero Initiative), ANU





# Food waste is much less wasteful – and more profitable – at Woolworths.

Qlik is enabling Woolworths, Australia’s largest supermarket chain, to transform its day-to-day operations and reduce fresh produce waste through better inventory management.

Woolworths faced some common and vexing enterprise data challenges, including scattered databases and complex integration. The resulting poor quality of information made it difficult for the company to address issues like their price markdown process. As a result, the company was losing profit and not addressing food waste as effectively as it could have been.

Using Qlik, Woolworths can now analyze key areas like customer segmentation, trading hours, expiration dates, and sales patterns – and unite all these factors in a single place. With these insights, Woolworths can develop store- and product-specific markdown policies and manage stock rotation for perishable goods.

“Insights gained through Qlik have given us the ability to view unique customer trends within each store and react effectively to them.”

**DAMANJIT SINGH**

Process Information Insights Manager, Woolworths

## **THE OUTCOME**

**With Qlik, Woolworths can now precisely time price markdowns for individual stores. This has improved the sales of perishable goods, reduced food waste, and generated annual savings of around AU\$55 million.**





# The New Zealand Merino Company helps farmers improve environmental outcomes.

The New Zealand Merino Company Limited (NZM) is the world's leading ethical wool marketer – setting the highest standards for fiber quality, animal welfare, and environmental and social responsibility.

NZM's latest initiative is the development of a regenerative agriculture index called RX, which helps farmers work with nature to continuously improve human, animal, and environmental outcomes. NZM thinks of RX as a measure beyond sustainability, where the aim is continuous improvement.

The use of data is essential for RX, and NZM uses Qlik as a powerful tool to model and visualize many aspects of RX. This includes a farm-specific carbon emission calculator as well as the ability to compute carbon reduction strategies. As a result, NZM is able to make solid, future-facing decisions based on data.

## **THE OUTCOME**

**By dramatically increasing the efficiency of measuring emissions from each farm, NZM was able to measure 600 farms for the cost of 2–3 farms, saving hundreds of thousands of dollars.**



**“We’re trying to digitize farms to create a high degree of transparency to the consumer. So we’re considering about 15 different indicators across the farms. And from that, we’re trying to align the complexity of agricultural production systems with the wants of certain brands. Qlik is a really useful tool to develop early-stage models and prototype virtualizations to do exactly that.”**

**NATHAN SHEPPARD**  
Business Development Manager,  
The New Zealand Merino Company





# Crossroads Foundation makes social change seamless.

Based in Hong Kong, Crossroads Foundation distributes donated goods, technology, and medical provisions to people in need in 90 countries around the world. In the process, it faces complex logistical challenges, including handling the enormous supply of donations, using the complex and disparate data underlying their operations, and analyzing the captured data to improve delivery and accountability. The tools they were using to compile reports were far too limited and labor-intensive for the job.

In the search for an analytics platform that could rise to his organization's challenges, Crossroads Foundation Director Matthew Gow was most impressed by Qlik Sense, both because of its web-based dashboard and because of Qlik's history of working with nonprofits. Among the many Qlik Sense apps his team has developed is one that allows anyone in Hong Kong to donate goods efficiently and easily. "Donors can just pull out their smartphone, photograph the item for donation, and book a van to get the item to us," he says.

**“[The Qlik app] is an incredible development that allows us to manage the entire donation process in something close to real time – and get the goods to the people who need it faster than ever.”**

**MATTHEW GOW**  
Director, Crossroads Foundation

## **THE OUTCOME**

**With this one Qlik app, the average time it takes to respond to donors (after the donation is reviewed) is less than an hour – compared to the five working days it took via email. And Crossroads Foundation is working on quite a few other ESG initiatives using the Qlik platform. Most recently, the organization switched to a SaaS model for Qlik deployment to dramatically decrease energy consumption onsite – after tracking the energy use of on-prem versus cloud, with data points for the ROI.**





# Van Oord empowers coastal populations to assess their risk of flooding.

Van Oord is a Dutch company with over 150 years' experience as an international marine contractor, with a focus on dredging and marine construction, offshore wind power, offshore infrastructure, and infrastructure in the Netherlands.

Using the Qlik Analytics Platform®, Van Oord has created a Climate Risk Overview app, which maps open-source data onto 10 km segments of the world's coastlines. The overview brings together key parameters – including populations, low-lying land, and expected sea-level rise – to anticipate the hazard of flooding for all coastlines around the world.

## **THE OUTCOME**

**This app is publicly available, and users can drill down with different criteria to find their own selection of hotspots based on their requirements. This tool is the first step in a broader plan to bring climate adaptation solutions to the coastal areas which need them the most.**



**“The goal of the action plan is to use our capabilities as Van Oord, together with partners, to provide solutions to protect coastal societies and ecosystems most at risk from the challenges presented by climate change.”**

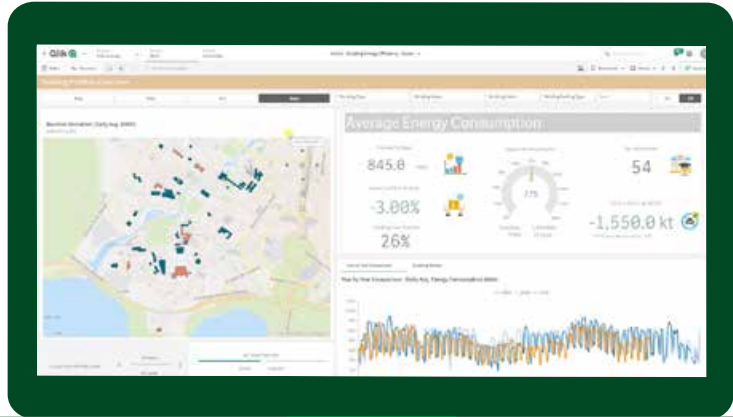
**GERBEN DE BOER**  
Data Scientist, Van Oord



# Marketing is more sustainable at Qlik.

Qlik has joined more than 1,110 enterprises worldwide in becoming a member of the Climate Ambition Alliance's Race To Zero campaign, which is part of the United Nations Framework Convention on Climate Change. Race To Zero is a global campaign to rally leadership and support from businesses, cities, regions, and investors for a healthy, resilient, zero-carbon recovery that prevents future threats and unlocks inclusive, sustainable growth.

In 2022, Qlik launched the Marketing Event Sustainability App – which estimates event carbon footprint to organize offsetting – in its first use case, for a carbon-neutral, 30-city QlikWorld tour. In addition, the app tracks reduce/reuse/recycle efforts for single-use plastic, paper, wearables, merchandise, furnishings, and catering for ongoing tracking and improvement efforts.



**THE OUTCOME**  
The app is accessible across the entire organization to help everyone in the marketing team make greener decisions.



“At Qlik, we believe data is central to any successful effort. From running small businesses to entire countries, accurate data and quality analysis provide the insight necessary for informed decision-making.”

**JULIE KAE**  
VP, Sustainability and DEI, and  
Executive Director, Qlik.org

[Get the Qlik Sustainability Report >](#)



# Meet your ESG goals – faster – with data integration and analytics from Qlik.

To take a forward-looking approach to ESG, you need a unified, dynamic relationship with data – one that brings data, people, and processes together to reflect what’s happening right now, in your organization and in the world.

Qlik is a modern, end-to-end data platform that can extract all your data from any source, automatically integrate it with any other data, transform it to be analytics-ready in seconds, and deliver it to a dynamic analytics platform – where interactive dashboards empower users to explore in any direction and simple, code-free AutoML enables predictive analytics. And you can do it all in the cloud, using Qlik as a SaaS solution to dramatically lower emissions onsite.

**Let’s talk about your work with data and sustainability.**

[Start Here](#)

## ABOUT QLIK

---

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, to close the gaps between data, insights, and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik serves more than 38,000 active customers in over 100 countries.



[qlik.com](https://www.qlik.com)

© 2023 QlikTech International AB. All rights reserved. Qlik®, Qlik Sense®, QlikView®, QlikTech®, Qlik Cloud®, Qlik DataMarket®, Qlik Analytics Platform®, Qlik NPrinting™, Qlik Connectors™, Qlik GeoAnalytics™ and the QlikTech logos are trademarks of QlikTech International AB, which have been registered in multiple countries. Other marks and logos mentioned herein are trademarks or registered trademarks of their respective owners.

<sup>1</sup> Diligent, ESG Planning and Performance Survey, 9/24/21.

<sup>2</sup> Moore Intelligence, "The \$4 Trillion ESG Dividend: Bottom line benefits of adopting ESG practices," [https://www.moore-global.com/MediaLibsAndFiles/media/MooreStephens2020/Documents/Moore\\_ESG\\_White-Paper\\_FINAL.pdf](https://www.moore-global.com/MediaLibsAndFiles/media/MooreStephens2020/Documents/Moore_ESG_White-Paper_FINAL.pdf).

<sup>3</sup> DiGuiseppe, Matt, "The No. 1 ESG challenge organizations face: data," World Economic Forum, October 28, 2021, <https://www.weforum.org/agenda/2021/10/no-1-esg-challenge-data-environmental-social-governance-reporting/>.