

opentext™

Be a Climate Innovator

CEO White Paper

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What is a climate innovator?

There is a new agenda: fighting climate change.

We are at the beginning of a global sustainability revolution.

Humanity needs climate innovators. Those who are ready to step up and *do the work* required to safeguard our planet and ensure a habitable world for ourselves and future generations.

At OpenText, we define climate innovators as those who create new or enhanced climate solutions through technology, policy and investment models to supercharge humanity's progress.

And it is the climate innovators who will shape our shared future, using their ingenuity to positively impact the environment, preserve resources, limit warming, design sustainable business models and achieve critical global goals such as those outlined by the UN Sustainable Development Goals (SDGs).¹



Figure 1:

What is a climate innovator?

Climate innovators are translating vital climate objectives into tangible actions, today.

Why be a climate innovator?

Climate is the most consequential issue of our time.

The planet is warming, resulting in extreme fires, floods and drought, land-based snow masses, food shortages, melting, and ocean temperatures rising.

Already we have warmed the planet about 1.1°C (that’s warmer than the earth has been in 125,000 years).² And *half* of all emissions that have ever been produced from fossil fuels—in the entire history of humanity—have been in just the last 25 years.³

According to the Paris Agreement, humanity’s shared goal is to limit warming to 1.5°C—but even with our collective effort, it is quite possible we will reach 2°C.⁴ And if we are too slow to make changes, we are on track to hit 3°C or even 4°C.

With each degree of warming comes a serious escalation of the climate consequences.

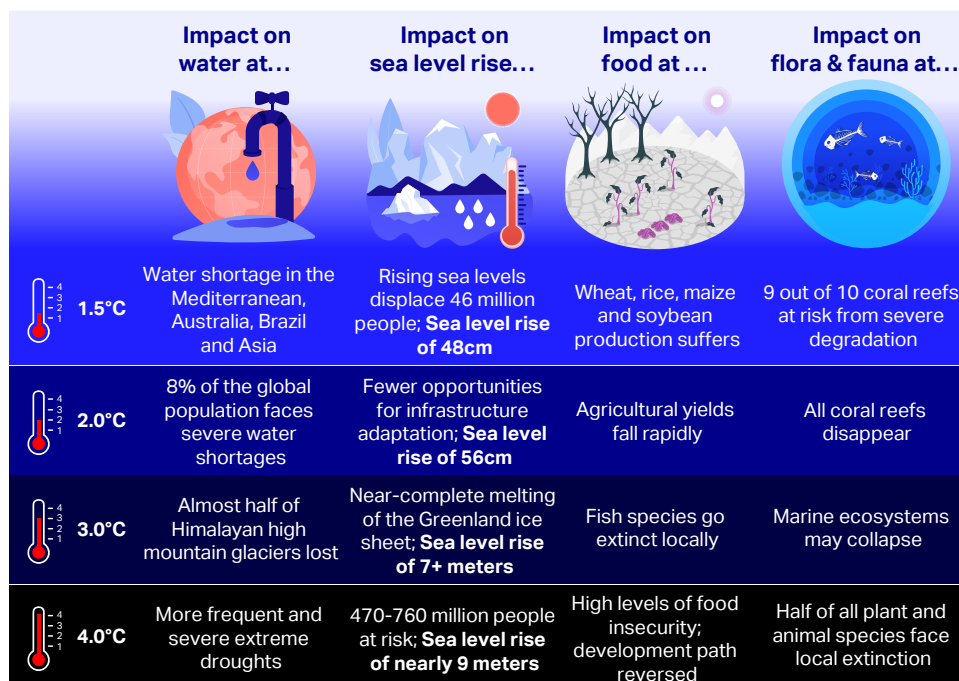


Figure 2:

Disastrous impacts of climate change⁵

This is not a “future problem.” It is already happening. In our lifetimes, we could see water disappear in the west, dying oceans, toxic air. Last year in California, the air was literally unbreathable some days. And we cannot overlook the increasing severity and frequency of wildfires.

Coastal zones are contending with extreme flooding. Bangladesh is projected to lose 11% of its land, causing 18 million people to become climate refugees by 2050. As many as 50 million by 2100.⁶ Meanwhile, New York City will experience ten times the flooding it does today by 2050.⁷ A third of Florida is on track to be underwater by 2100.⁸

Meanwhile, over 12 million people in Syria and Iraq are already losing water, food and electricity due to intense drought.⁹ This July, the UK experienced record-breaking heat, with temperatures reaching over 40°C. It caused nearly 1,000 heat-related deaths.¹⁰

The consequences for places closer to the equator, like Africa, are even more dire. Longer, more frequent and increasingly intense heat waves and droughts, which will cause massive impacts on food production, water resources and basic livability.

This is not a matter of comfort; it is life and death. The Middle East and North Africa are on track for temperatures that reach 60°C or higher.¹¹ The hottest body temperature a human can survive is 42.3°C.¹²

By 2070—less than 50 years from now—up to three billion people will likely live in climate conditions deemed “unsuitable for human life to flourish.”¹³ Three *billion* people. Let that sink in for a moment.

Limiting climate change is the difference between a planet that’s livable for humanity—and one that’s not. There is no second planet, there is no PLAN B.

We are living in a time of climate awakening. There is no longer any question about *whether* climate change is happening, or *whether* humans are causing it. Governments and businesses alike are stepping up to address this shared existential crisis.

Just look at how fast we invented, manufactured, produced and distributed the COVID-19 vaccine. This is the energy that we are now bringing to the climate crisis. This is the energy that drives the climate innovators—the trailblazers and leaders in the most important fight of our generation.

How can businesses be climate innovators?

Becoming a climate innovator takes planning, process and perseverance. But the benefits are exponential.

Step 1: Make a multi-year pledge

It starts with taking a hard look at your own business, setting targets and making a public statement about your goals. In the past few years—the rise of the Global Climate Awakening—we have seen a rapid increase in the number of companies taking this crucial step.

2030 Sustainability Pledges from the Global 10,000	
L'Oréal	"We are empowering our business ecosystem, helping them transition to a more sustainable world"
Apple	"Apple will become entirely carbon neutral across business and manufacturing by 2030"
Nestlé	"We will halve our greenhouse gas emissions by 2030 and reach net-zero by 2050"
Google	"The company now hopes to reach 24/7 carbon-free energy by 2030"
Bank of America	"Dedicating 1 Trillion to aid sustainability and low carbon activities"
Volvo	"From 2030, Volvo Cars will only sell electric vehicles"
Honda	"100% Electrification"
Amazon	"Amazon plans to have 100,000 electric vans on the road by 2030"
Shell	"Carbon Neutral by 2050"

Source: [Sustainability Magazine](#)

Figure 3:

2030 sustainability pledges from the Global 10,000¹⁴

Step 2: Take it from pledge to process

A pledge is the start, but we need action.

For most businesses, this is the biggest challenge. It is not easy to turn the sustainability pledge into real, actionable, embedded processes—processes that are ingrained so deeply within the organization’s DNA that they become more than just a “program.”

Taking it from pledge to process calls for revolutionary ways of doing business, from business models to the employee experience, to sourcing and suppliers, to payment and customer communications.

The planet demands it. What’s more, consumers are demanding it too. In recent research conducted by OpenText, 88% of global consumers indicated that they plan to prioritize buying from companies with ethical sourcing strategies in place.¹⁵

A recent study from the United Nations Global Compact and Accenture Strategy reports that 81% of CEOs say they are developing new sustainable products and services.¹⁶ Environmental impact is at the forefront.

Sustainable business equals good business.

Step 3: Amplify your impact

To truly be a climate innovator, a business must go beyond its own borders. Through the force of innovation, you must mobilize and enable others—customers, partners, employees, suppliers, society at large.

It might be a new business model that helps consumers drastically reduce their footprint. Or technology that takes carbon out of the atmosphere and spurs others to create ever-more effective iterations. Or a reinvention of the production process for the circular economy, eliminating waste and compelling suppliers to do the same.

The possibilities are vast. It is up to climate innovators to discern how they can have the greatest impact, given their unique competencies.

How will OpenText bring software to the fight?

OpenText is committed to a sustainable and inclusive future. We are harnessing the power of technology for the greater good. We are embracing cloud, reducing our own footprint and helping customers do the same.

Information plays an essential role in the fight for good. Effective solutions depend on having the most accurate and up-to-date information, expertly collected and analyzed to identify trends, and leveraged efficiently and with minimal waste.

We believe information management (IM) technology is the foundation for sustainable business. IM solutions equip organizations to create the world's best ethical businesses, design and market planet-changing products, fuel top talent, empower people, and improve health, safety and quality of life.

Digital transformation is also required for shrinking our paper usage, and therefore, our footprint. Replacing manual, paper-based processes, documents and transactions with digital is more cost- and time-effective. And when we cut paper out of the process, we also cut waste, energy usage and emissions. We save water. We save forests.

Here are some of the ways that OpenText is bringing software to the fight.

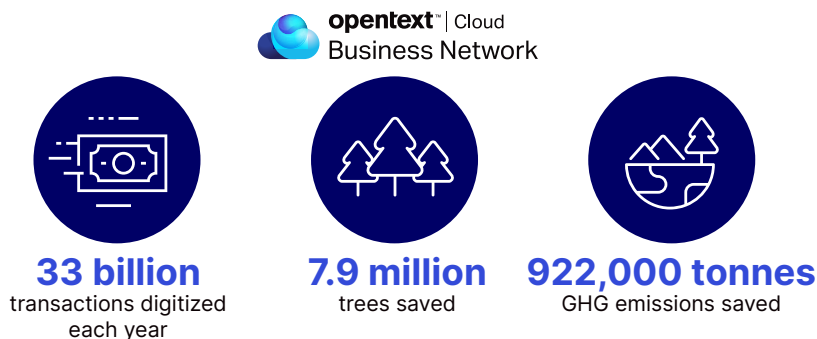
Business Network Cloud

Business ecosystems and supply chains will play a central role in the transition to a sustainable, ethical and inclusive economy.

Reducing Paper

Business Network Cloud reduces paper usage in supply chain management. It digitizes end-to-end order-to-cash processes. It delivers digital spaces and content repositories that allow dispersed teams to work together without printing documents or travelling to collaborate.

With our Business Network Cloud alone, OpenText digitizes 33 billion transactions per year.



Source: Environmental Paper Network Paper Calculator V4.0

Figure 4:

Digitizing processes with our Business Network Cloud¹⁷

Key OpenText solutions:

- Business Network Foundation
- Global Partner Directory
- Trading Grid
- Active Access

Building Ethical Supply Chains

Deloitte estimates that the market for ethical supply chain tools could reach up to \$2.7 billion by 2024.¹⁸

Developing an ethical and sustainable supply chain should be the goal of every procurement and supply chain leader. To do this, the organization needs to know it can trust its information. This means capturing accurate data linked to its ethical strategy from all areas of the supply chain. And to do that, the flow of data and transactions must be digitized. It must be trustworthy. It must be transparent.

Business Network Cloud can help organizations achieve end-to-end supply chain transparency, identify sustainable, ethical suppliers and materials, gain visibility on the entire product lifecycle including end-of-life (to ensure materials are recycled), use AI-enabled analytics dashboards to monitor the ethical performance of trading partners, and apply measurable KPIs tied to sustainable goals and standards.

With trust and collaboration, organizations can know the production processes, work practices and sustainability agendas of trading partners. We will be able to quickly see whether our suppliers and partners are complying with their own sustainability goals—and whether they are supporting our own. We can take pride in working with those who are making a difference.

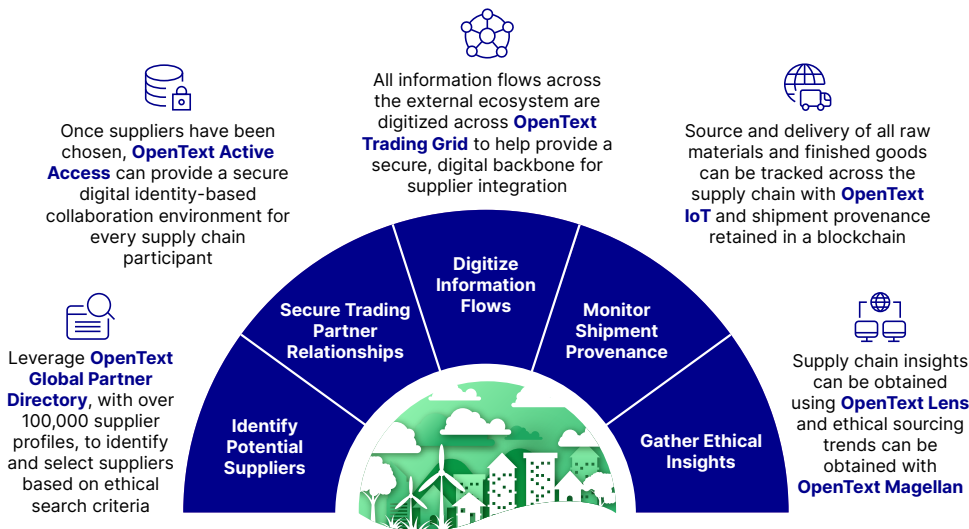


Figure 5:

OpenText Business Network Cloud enables the ethical supply chain

Key OpenText solutions:

- Trading Grid
- Global Partner Directory, including integration with EcoVadis
- Active Access
- IoT
- Magellan AI

Content Cloud

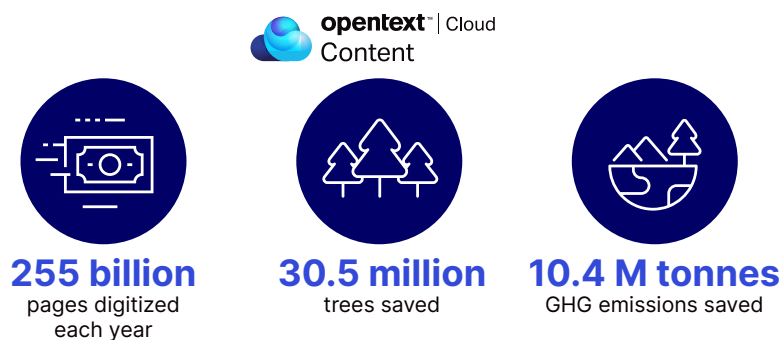
Digitally transforming the structured and unstructured content flowing through your organization—where most knowledge workers perform a significant portion of their jobs—is essential for climate progress and reducing footprint.

Reducing Paper

Content Cloud helps create a paperless environment for content assets and within core business processes.

It helps businesses streamline and digitize processes associated with file collaboration, signatures and document management. When employees access and collaborate on documents digitally, it reduces waste, unnecessary recycling and physical storage space. Further, digital documents eliminate the need to ship physical paper, thereby reducing carbon emissions from transport.

OpenText helps over 8,000 Content Cloud customers digitize, capture and store documents, saving approximately 30.5 million trees per year.



Source: Environmental Paper Network Paper Calculator V4.0

Figure 6:

Digitizing documents with our Content Cloud¹⁹

Key OpenText solutions:

- Content Services
- Intelligent Capture
- Digital Signature
- File Sharing
- Collaboration
- Records Management

Reducing Emissions with Cloud

According to IDC, widespread adoption of cloud computing could reduce carbon emissions by over one billion metric tons by 2024.²⁰

Running content services in the cloud is more efficient and uses fewer servers, therefore consuming less power and ultimately reducing emissions and waste.

Customers can be confident that the OpenText cloud platform runs on energy-efficient servers in our company-owned and operated data centers, and we are continuously investing in more energy-efficient, high-density equipment.²¹

We are also actively pursuing efforts to increase renewable energy consumption and decommission systems that use outdated, energy-inefficient technologies.

Key OpenText solutions:

- OpenText Cloud Platform
- OpenText Managed Services

Complying with ESG Standards and Meeting Sustainability Goals

New regulations based on sustainability concerns are expanding rapidly, impacting energy costs and establishing limitations or bans on specific materials and practices. Meanwhile, investors are increasingly examining environmental, social and governance issues when evaluating corporate behavior.

Content Cloud extends and simplifies the application of security, privacy and compliance policies. Organization-wide governance protocols are defined and managed at a central level—triggering automatic meta-tagging and classification as information is created, ingested and used. Content is safeguarded across its entire lifecycle. Meanwhile, AI and machine learning continually improve the technology's accuracy and reach.

Content Cloud also provides critical visibility into metrics for measuring progress against a company's own sustainability goals and generating actionable reports. After all, we can't manage what we don't measure. And we can't hold ourselves accountable without transparency and trust in our data.

To produce an ESG report, information from across the organization needs to be collected. It needs to be sortable by reporting period. It needs to be trustworthy. Accurate. Secure and verifiable. It also needs to be classified, analyzed and summarized based on different reporting requirements.

"Get the reporting right and sustainability will follow."

- WORLD ECONOMIC FORUM²²

Content Cloud provides an integrated governance and compliance infrastructure that allows companies to accomplish these objectives without sacrificing productivity.

Key OpenText solutions:

- Content Services
- eDiscovery
- Records Management
- AI and Analytics
- Risk Assessment and Mitigation

Experience Cloud

Sustainability is becoming a vital part of the buying decision for many customers. And consumers and business users alike are adopting new digital habits—habits that can support climate efforts.

Reducing Paper

Experience Cloud reduces paper usage by digitizing customer communications and billing. It also delivers tools for remote creation and collaboration between brands and agencies, reducing paper-based creative development.

Through Experience Cloud, OpenText helps customers digitize 3.3 billion fax exchanges per year (at an average of 10 pages/fax), which equates to an estimated 4 million trees saved.

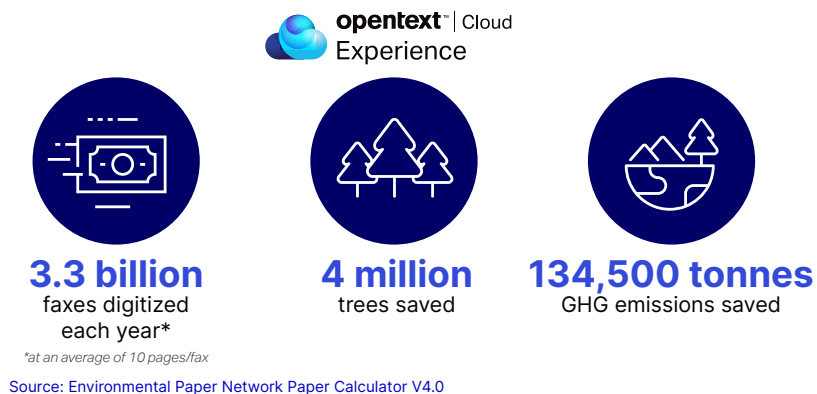


Figure 7:

Digitizing fax with our Experience Cloud²³

Key OpenText solutions:

- RightFax; Fax2Mail; XM Fax
- Exstream
- Output Server
- Notifications

Reducing Travel

Travel accounts for around 20% of global carbon dioxide emissions, making it a crucial area for businesses to make strides toward their climate goals.²⁴

Experience Cloud reduces the need for travel in several ways. Product development tools offer sophisticated imaging and 3D modelling, decreasing the need for buyers to travel to the manufacturer or for physical samples to be transported. Using 3D modelling for prototyping also lessens the need for production samples to be shipped to photographic agencies for marketing and packaging imagery (as these can be created using the 3D model).

Experience Cloud also delivers remote collaboration capabilities for dispersed teams and external partners—no travel needed. Even larger media files, such as videos and images, can be shared virtually.

With technology that enables replacing physical visits with “virtual visits,” companies also have the potential to open up suppliers in more dispersed locations, which can aid regional development and be more sustainable than intensive, city-based industrial sites.

Key OpenText solutions:

- OpenText Media Management
- Brava!
- Core for Building Information Modelling
- Hightail

Enabling Digital Service

Customer expectations and behaviors are rapidly evolving, and in some cases are completely changed. Customers expect seamless digital experiences. They expect personalization and omnichannel communications. They expect self-service portals and frictionless ecommerce.

This shift to digital—if done mindfully—can underpin sustainability objectives. Through Experience Cloud, organizations can create Customer and Citizen Service Portals that serve customers' needs while also yielding a reduction in the physical resources required for billing, payment, forms, surveys, troubleshooting and communicating with customers.

Some organizations can take it a step further and use Experience Cloud to offer valuable information about how customers can decrease their footprint. For example, OpenText has utility and water conservation customers that provide valuable, targeted and personalized information to help their many users reduce consumption and better utilize energy and natural resources.

Key OpenText solutions:

- OpenText Media Management
- Exstream
- Hightail
- OpenText TeamSite

Our customers are making a difference

Many OpenText customers are on a journey to become climate innovators, and it is our mission to use our information management technology to help them elevate their efforts.

Here are a few examples of how OpenText is supporting our innovative customers as they work toward sustainability goals:

Sutter Health

"RightFax allows us to eliminate paper, resulting in cost savings and efficiency gains for our users."

– **TEDDY HALIDY, SYSTEMS ENGINEER, SUTTER HEALTH**

To better meet patient needs, Sutter Health had to rethink its fax system to keep up with prescription demand. Professionals managed thousands of prescriptions every day through time-intensive methods—handwritten notes, printed pages delivered via fax machines or couriers and walls of storage folders.

The healthcare system installed OpenText™ RightFax™, integrating electronic faxing with its Epic electronic medical records system. Following RightFax implementation for desktop use, Sutter Health eliminated hundreds of fax machines with plans to achieve 100% paperless operations.

Read the full story [here](#).

FARYS

"We are a public company, and we feel a responsibility to help prevent climate change and to be sustainable. So, technology and innovation are strategic anchors at FARYS. They will help us find new ways to preserve water, to research water management, and also to communicate with our customers and other stakeholders on sustainable water use."

– **INGE OPREEL, CIO AT FARYS/TMVW**

With focus on sustainability and the prevention of climate change, FARYS looked to improve technology and innovation. IT wanted a centralized, cloud-enabled system to create, personalize, store and retrieve outbound communications, like billing and marketing. To process over two million documents annually, the company required seamless integration with other business applications, like bills generated in SAP.

OpenText delivered a single platform for the design, deployment, and multichannel delivery of documents whether digital or print, deployed cloud-based content sharing and signature applications for hybrid cloud/on-premises strategy, and provided an integrated solution with SAP for seamless document workflows across applications.

Read the full story [here](#).



Kuntien Tiera

“Our aim is not just to save time and paper and cut emissions, although those are certainly big advantages of digital case management. Thanks to our work with Fujitsu Finland and OpenText, we’re enabling greater transparency in the decision-making processes in local governments, which is an important benefit for the whole of Finnish society.”

– VESA HEINÄLÄ, DIRECTOR AT KUNTIEN TIERA

Kuntien Tiera is a leading partner of Finland’s public sector. Kuntien Tiera helps deliver responsive, high-quality IT services that would otherwise be too complex or costly for individual organizations to develop, deploy and manage—contributing to improved services for Finnish residents and citizens.

After a thorough public tender, Kuntien Tiera selected the Fujitsu CaseM case management solution, with enterprise content management capabilities built on the OpenText™ Documentum™ platform.

Many local government municipalities have measured significant improvements in core internal processes since deploying the case management solution from Kuntien Tiera. For example, the City of Mikkeli reported a 97.9% reduction in carbon dioxide emissions since switching from paper-based processes to the Fujitsu and OpenText solution. Other benefits include cost savings from reducing the need to print and handle paper and enhanced efficiency in decision-making processes.

Read the full story [here](#).



Egypt MCIT

“Moving away from paper has been a paradigm shift for MCIT, and we’re already optimizing our processes. Our OpenText solutions minimize the need to print, handle and archive paper, cutting our operational costs by 80%. We’ve also reduced the time it takes for our teams to manage and respond to correspondence, which is also at least 80% faster than before.”

– DR. MAHMOUD OSMAN, CTO, EGYPT MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

MCIT selected ECM specialist ASSET to build a central, secure and scalable document management platform. Powered by OpenText Extended ECM Platform and ASSET solutions for document capture and correspondence management, the solution also includes OpenText AppWorks—a low-code platform for building automated business processes.

In the future, Extended ECM is intended to become the single document repository for the entire Egyptian government. Hosting a brand-new government data center in Egypt, the platform will lay the foundation for automated, data-driven services.

To date, ASSET has helped MCIT to migrate almost 200,000 paper documents to Extended ECM, comprising millions of pages in total. As work continues on its pilot project, MCIT is confident it has found the optimal combination of expert partners and enterprise-class solutions to drive the Digital Egypt transformation.

Read the full story [here](#).

The path forward

Go 100% Paperless in Business Processes.

Eliminate paper usage in core business processes, streamline and digitize processes associated with file collaboration, signatures and document management.

Drive 100% Electronic Billing with Customers.

Eliminate paper usage by digitizing customer communications and transactions.

Take 100% of the Paper Out of Your Supply Chain Management.

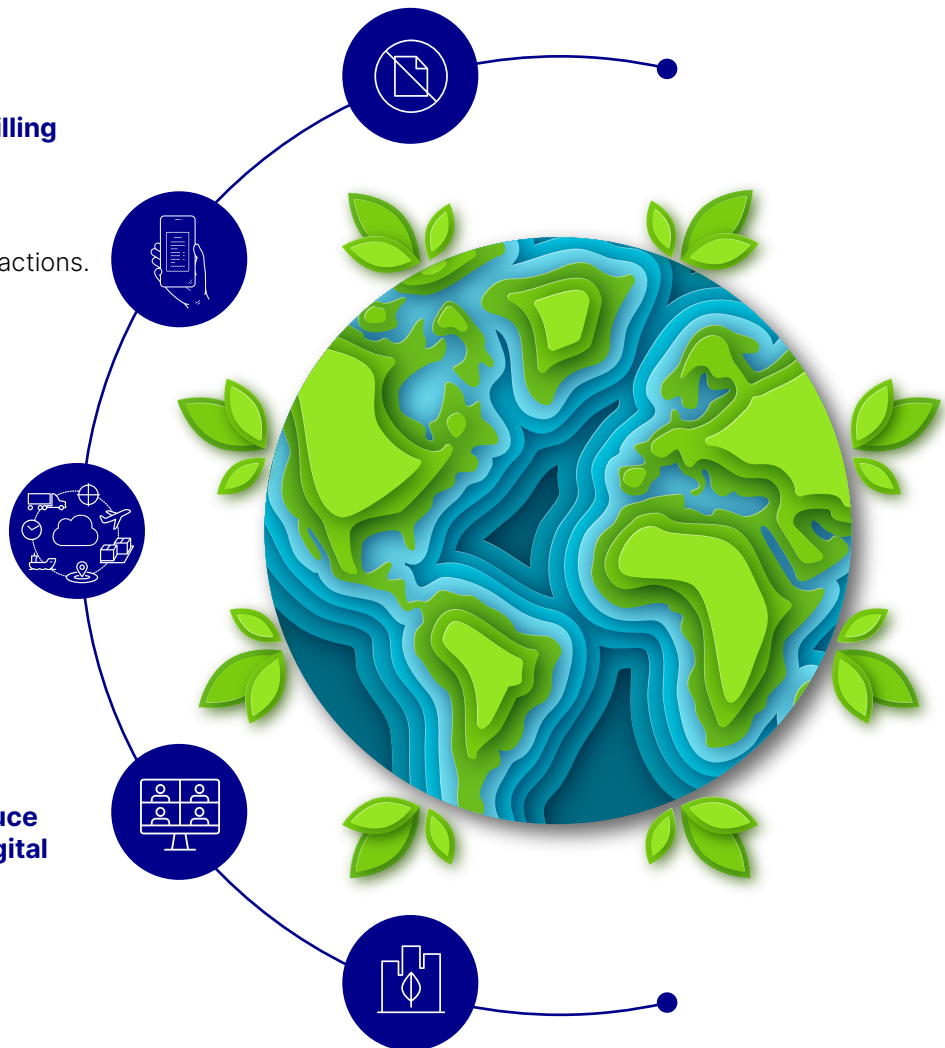
Eliminate paper usage in supply chain management.

Skip the planes and reduce emissions with 100% digital collaboration.

Reduce greenhouse gas emissions with no travel.

Make your workspaces of the future 100% digital.

Digitize end-to-end order to cash processes, collaboration and content repositories that allow dispersed teams to work together in the digital workplace.



The Zero-In Initiative

OpenText has set an ambitious agenda with our new corporate citizenship framework. The OpenText Zero-In Initiative defines the future of OpenText and the advancements we are striving to achieve by 2030.

Our Zero-In framework is based on three pillars: Zero Footprint, Zero Barriers and Zero Compromise. Each pillar includes specific, measurable goals that will shape how we leverage data to move the dial on important global challenges—and hold ourselves accountable.

Our zero-footprint pledge outlines our environmental goals.



Zero Footprint

- Help our customers move to the cloud
- Zero waste from operations by 2030
- Science-based emissions reduction target of 50% net reduction by 2030/net-zero by 2040

Becoming a net-zero company requires a collective effort across the organization. Our Corporate Citizenship team has started to work cross-functionally across the business to collect data and information to calculate specific targets, identify reduction opportunities, and develop plans for energy efficiency projects and decarbonizing our operations. Keeping our net-zero target at the forefront makes us stronger.

Further, as a signatory to the United Nations Global Compact (UNGC), we have pledged to uphold certain environmental principles, including undertaking initiatives that promote greater environmental responsibility and encouraging the development and diffusion of environmentally-friendly technologies.

We understand it is a long journey to zero, but we will zero-in every day, shrinking our footprint along the way.

Organizations we're supporting

Building a better world requires collaboration across companies, sectors and borders. OpenText has joined various industry initiatives to help accelerate progress and impact.

WE SUPPORT



OpenText signed on to the UN Global Compact (UNGC) Network Canada as a Participant in November 2018 to demonstrate our commitment to sustainability and the UNGC's Ten Principles. Through our participation, we are gaining a deeper understanding about how innovative technologies can disrupt climate change and accelerate progress on all of the Sustainable Development Goals.

Figure 8:

The OpenText Zero-In Initiative—
Zero Footprint



EcoVadis is a trusted third-party provider of business Corporate Social Responsibility (CSR) ratings. Many of our customers use EcoVadis to assess their suppliers in four categories: environment, labor and human rights, ethics, and sustainable procurement. OpenText currently has a Silver rating, which ranks us in the top quartile of companies evaluated by EcoVadis.



OpenText is a member of the Environmental Paper Network's Paper Calculator Power User Program. Power Users are investing in solutions to create transformational change by ensuring that paper production and use contributes to a clean, healthy, just, and sustainable future for life on earth.



CDP Global is an international non-profit organization that runs the global environmental disclosure system. Our annual CDP submission outlines how OpenText manages the risks and opportunities presented by climate change and discloses our key environmental impacts.



OpenText is a member of the Boston College Center for Corporate Citizenship, the largest member services organization dedicated to advancing CSR and the corporate citizenship performance of companies.

We have a larger role to play

This is the story of the 21st century. This is the fight of our generation.

We have one more bold goal. And we will need our customers' help—*your* help—to meet it.

Information management technology can save *one percent* of the world's trees over ten years through digital transformation.

IM is transformative. If there are three trillion trees in the world, and each tree produces 10,000 pages of paper, our ambition over the next ten years is for IM to remove enough printed content through digitization to save one percent of the world's trees (that's 30 billion trees).



Figure 9:

We have a larger role to play—our bold ambition

We see a future that is inclusive and sustainable. One where the digital world works to protect the physical one and organizations use their data for good.

We all need to be climate innovators. We need to understand climate change and unleash exponential innovation that enables our industries and customers to not only thrive, but shape the future in positive ways.

OpenText is playing it forward. The future is not something to predict, it is something to build.

[Visit our dedicated page to calculate your environmental footprint and see the impact your business could have through digitization.](#)

Appendix: Bookshelf



An Inconvenient Truth + An Inconvenient Sequel by Al Gore

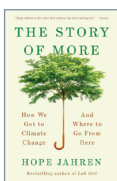
Former Vice President Al Gore's New York Times #1 bestselling book, *An Inconvenient Truth*, is a daring call to action, exposing the shocking reality of how humankind has aided in the destruction of our planet and the future we face if we do not take action to stop global warming.

An Inconvenient Sequel: Truth to Power, reveals the reality of how humankind has aided in the destruction of our planet and delivers hope through groundbreaking information on what you can do now.



Net Zero: How We Stop Causing Climate Change by Dieter Helm

Net Zero is Professor Dieter Helm's measured, balanced view of how we stop causing climate change by adopting a net zero strategy of reducing carbon emissions and increasing carbon absorption. It is a rational look at why the past 30 years of effort have failed, and why and how the next 30 years can succeed.



The Story of More: How We Got to Climate Change and Where to Go from Here by Hope Jahren

The Story of More illuminates the link between human habits and our imperiled planet. Hope Jahren takes us through the science behind the key inventions that, even as they help us, release greenhouse gases into the atmosphere like never before. She explains the current and projected consequences of global warming—from superstorms to rising sea levels—and the actions that we all can take to fight back.



This Changes Everything: Capitalism vs. The Climate by Naomi Klein

Forget everything you think you know about global warming. The really inconvenient truth is that it's not about carbon—it's about capitalism. The convenient truth is that we can seize this existential crisis to transform our failed economic system and build something radically better.



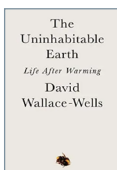
The Sixth Extinction: An Unnatural History by Elizabeth Kolbert

Over the last half-billion years, there have been five mass extinctions, when the diversity of life on earth suddenly and dramatically contracted. Scientists around the world are currently monitoring the sixth extinction, predicted to be the most devastating extinction event since the asteroid impact that wiped out the dinosaurs. This time around, the cataclysm is us.



The New Climate War by Michael E. Mann

A renowned climate scientist shows how fossil fuel companies have waged a thirty-year campaign to deflect blame and responsibility and delay action on climate change, and offers a battle plan for how we can save the planet.



The Uninhabitable Earth by David Wallace-Wells

The Uninhabitable Earth is both a travelogue of the near future and a meditation on how that future will look to those living through it—the ways that warming promises to transform global politics, the meaning of technology and nature in the modern world, the sustainability of capitalism and the trajectory of human progress.

Endnotes

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