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Digitalisation solutions for sustainability

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Accessibility

To scale effectively digital solutions should ideally:

- Be easily usable by a broad set of users
- Be as user-friendly possible, without losing rigour
- Have contextually suitable content for the industry
- Cater for different geographical contexts
- Be financially accessible
- Use APIs for data integration



Spreadsheet +

What clever digital solutions can do better:

- Interpret data
- Educate and guide users
- Secure data
- Contain scientifically robust calculations
- Present clear and defensible methodology
- Offer different report formats
- Create a community of users
- Apply AI to data



Perfection paralysis

Digital solution challenges:

- The “*black and white*” nature of data can result in slow or little action
- Users can get stuck in the **end game** of data capture
- Action can be delayed by the idea that the data is not complete (enough)

But there is no time left for perfectionism.

Just start. Every bit counts.





From data to action

Data collection is not the end game.

Converting that data to information and then taking action is!

A digital solution should enable:

- Analysis of data trends
- Setting of stretch targets and tracking
- Understanding of where to focus available resources for the greatest impact
- Communication that can inspire action



The human touch

Our industry thrives on human connection.

We still require human users to capture and interpret data and to take action

Digital solutions can assist by:

- Creating communities of users
- Providing internal teams that can personally assist users
- Training external preferred consultants to assist users
- Create credible data for the human stories that inspire

Digital solutions should be easy to **access** and use, offer more **value** to inspire users to take **action** and **avoid perfection paralysis**, while ensuring the **human touch** remains.

Then we will have tools that can truly support **Positive Impact!**