



# EMBEDDING ESG AT THE CORE OF CLIENT' BUSINESSES

## VIDEO TRANSCRIPT

Peter Lacy (00:05):

Hello, my name's Peter Lacy. I'm global chief responsibility officer at Accenture and head of our sustainability business services.

Simon Mulcahy (00:12):

I'm Simon Mulcahy, chief innovation officer at Salesforce.

Peter Lacy (00:16):

We at Accenture and Salesforce believe that sustainability needs to be at the core. It's part of the new competitiveness. It's part of the big picture.

Simon Mulcahy (00:27):

It's absolutely clear that there's a climate crisis right now. In fact, you've got the climate crisis and nature crisis and an equality crisis. And that I think is changing everything about business today.

Peter Lacy (00:40):

It's about how you embed sustainability in everything you do. It needs to be built in, not bolted on. It needs to be about value creation and impact. And both of those things need to be quantified.

Simon Mulcahy (00:56):

And you've got new technology models, new business models, and new values where companies want to go to net zero. So there's tremendous opportunity across all of that for organizations to move towards being sustainable. It's a real pioneering opportunity.

Peter Lacy (01:12):

For oil and gas companies, it's about navigating the energy transition away from carbon intensive sources of fuel to renewables, for example. For auto manufacturers, it's about the shift to electric vehicles and sharing platforms. For FMCG companies and retailers, it's about reducing waste and focusing on sustainable packaging in a circular economy.

Simon Mulcahy (01:37):

You're not just selling products, but maybe you're buying them back and you're creating a circular economy, renewables and recycled materials. You're also thinking about the data that you have, but the information around your carbon footprint, not just of your organization, but of your whole supply chain is much more transparent. Sustainability at the core means that you have a business model that works for all of your stakeholders, not just your shareholders, but also your employees, your customers, your partners, and finance.

Peter Lacy (02:08):

The Salesforce and Accenture partnership and the development of sustainability cloud enables individuals from the top of the organization at the board level, right the way through to the shop floor, to have that data integrity, to have the data that helps them to manage better for shareholder value and stakeholder value for ESG input.

Simon Mulcahy (02:32):

And that is why the partnership between Salesforce and Accenture is so powerful. Because at the heart of it, you need to have the right data at your



fingertips in order that you can then turn that into insight and then subsequently into action.

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