EDM Webinar

The Value of Data Leadership and Expertise in Sustainability Programs
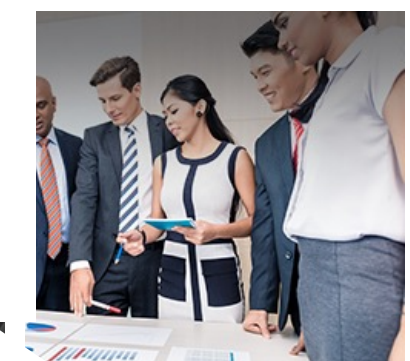
A conversation with

Tina Rosario
Chief Data Officer
SAP Europe

Ridwan Bhuiyan
Team Lead Data & Analytics for Sustainability
Zalando

SAP®

EDM Council

Moderated by **Mike Meriton**
Co-Founder, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement

- EDM Council Co-Founder & First Chairman (2005-2007)

- EDM Council Finance Board Chair (2007-2015)

- Former CEO GoldenSource (2002-2015)

- Former Executive for D&B Software and Oracle

- FinTech Innovation Lab – Executive Mentor (2011 – Present)

- EDM Council COO (2020-2023)

Today's panel

Moderator

Mike Meriton
Co-Founder
EDM Council

Tina Rosario
Chief Data Officer
SAP Europe

Ridwan Bhuiyan
Team Lead Data and
Analytics for Sustainability
Zalando

Poll 1 : Does your organization have a sustainability strategy?

- **Not yet, No plans**

- **Yes, but not well defined**

- **Yes, well defined and running for a department or line of business**

- **Yes, up and running for the full enterprise**

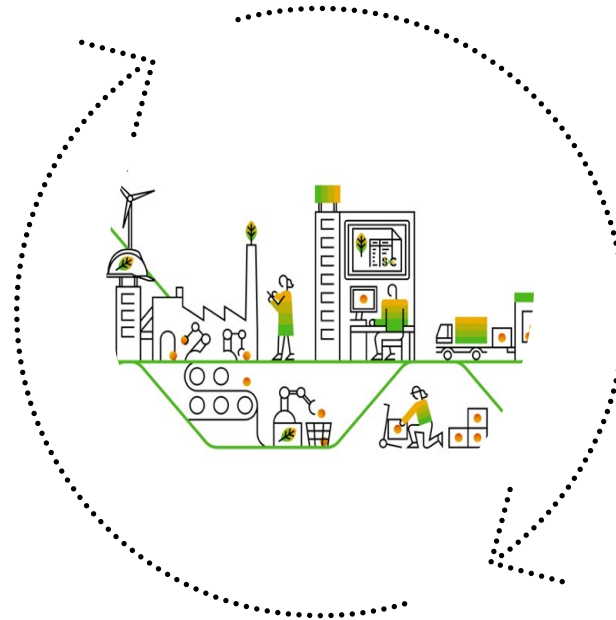# Sustainability is a value based, data-driven initiative

Capture New Opportunities

- Differentiate through sustainable value of processes, products, and services
- Innovate products and services
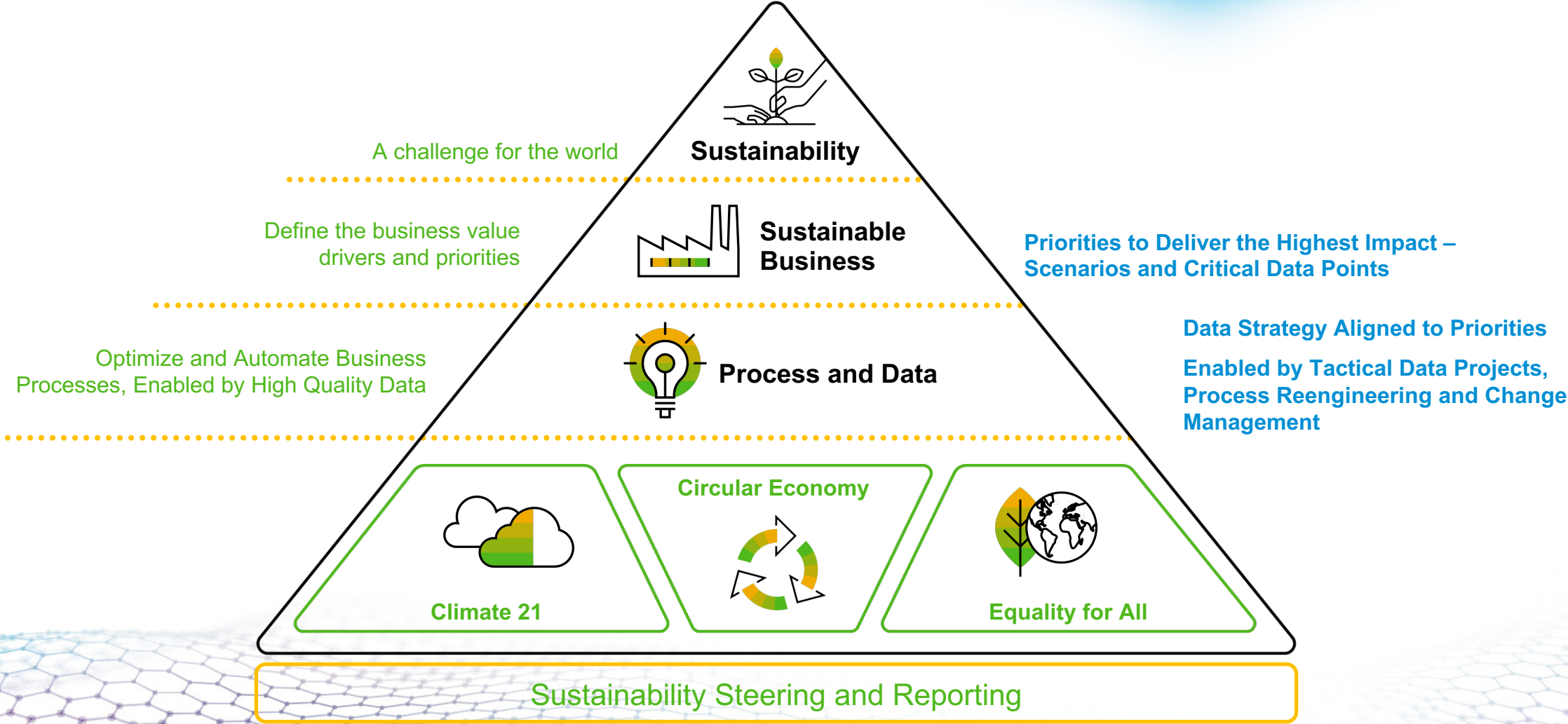- Serve new consumer sentiments, markets, and segments

Drive Brand Value

- Lead with purpose
- Attract superior talent
- Avoid reputational risks
- Drive brand value and revenue
- Enhance reputation

Safeguard Compliance

- Address regulation and taxation challenges proactively
- Avoid sanctions
- Protect business viability

Boost Operational Excellence

- Reduce resource consumption
- Leverage sponsorships and subsidies
- Drive efficiency with global alliances and initiatives
- Use the business network for economies of scale

Sustainable business strategy needs process and data alignment

A challenge for the world — **Sustainability**

Define the business value drivers and priorities — **Sustainable Business**

Priorities to Deliver the Highest Impact – Scenarios and Critical Data Points

Optimize and Automate Business Processes, Enabled by High Quality Data — **Process and Data**

Data Strategy Aligned to Priorities

Enabled by Tactical Data Projects, Process Reengineering and Change Management

Climate 21

Circular Economy

Equality for All

Sustainability Steering and Reporting

Data capabilities are needed to enable success and deliver value

Data source management

Data collection platforms and integration

Manage data quality and transparency
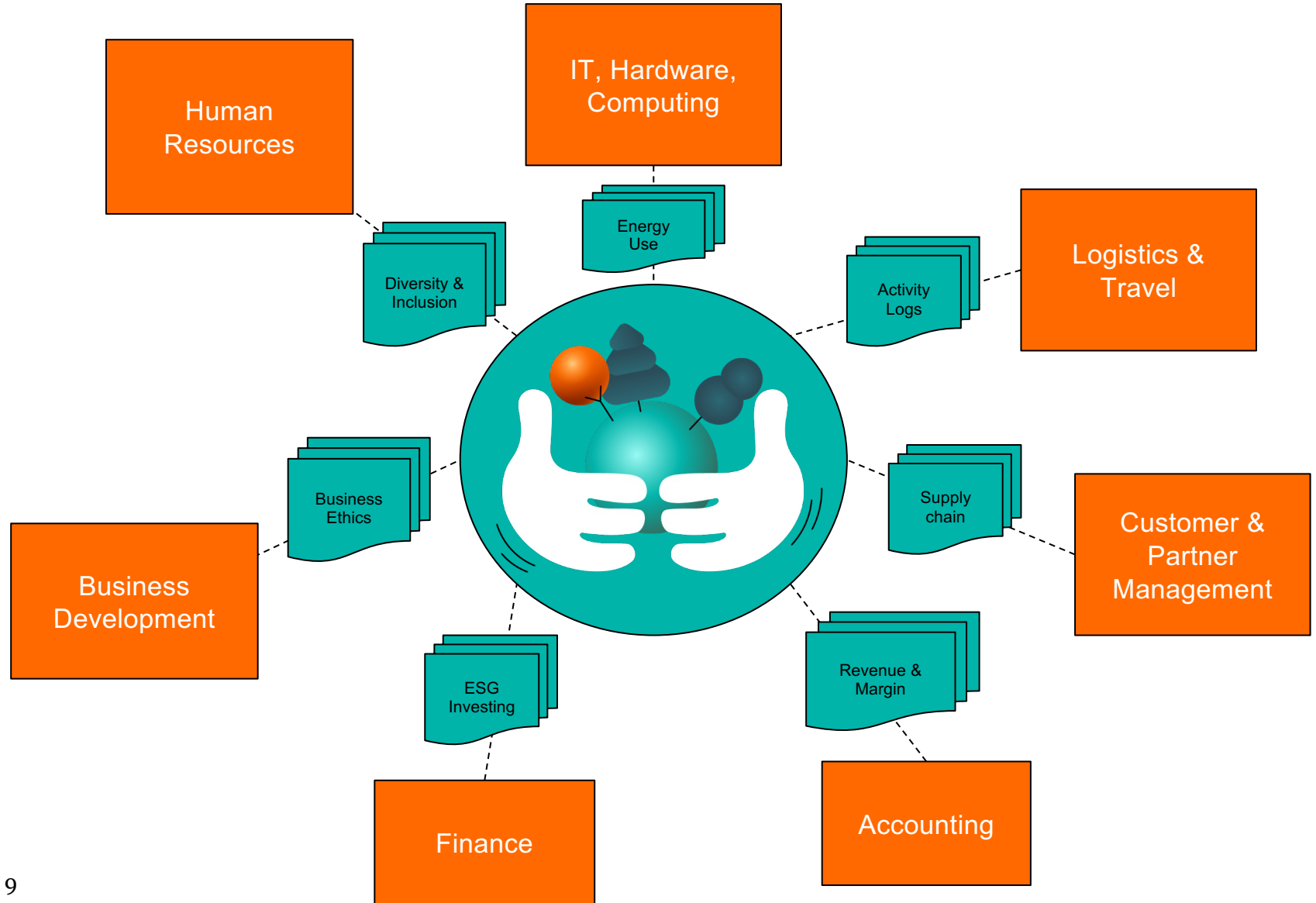
Remain compliant, secure, certified

Reporting, transparency

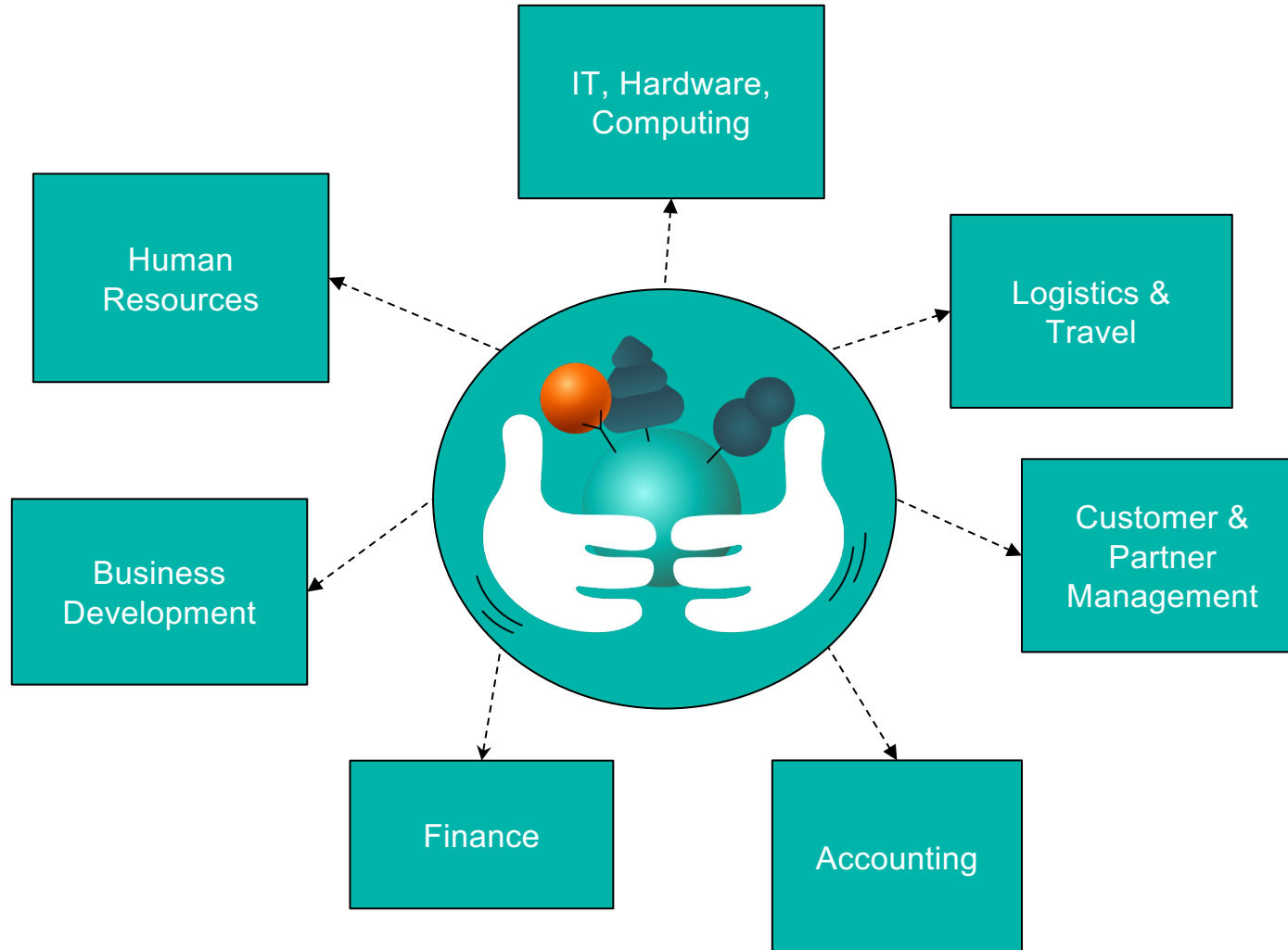# Poll 2 : How aligned is your data to your sustainability goals ?

- **Not Yet Aligned:** Our data and sustainability goals are still like two puzzle pieces we're figuring out how to fit together

- **Partially Aligned:** We've connected key parts but are still fine-tuning the rest

- **Fully Aligned:** Like a compass, our data is fully aligned, guiding every decision

ESG is still niche, and so is the data

Moving towards Data Mesh

IT, Hardware, Computing

Human Resources

Business Development

Finance

Accounting

Logistics & Travel

Customer & Partner Management

What is Data Mesh?

Everyone has access to the data they need to make NET POSITIVE decisions - *a new approach to data architecture that decentralizes ownership of domain data; focuses on organizational scaling, not on technical scaling*

What are Data Products?

Shareable datasets that are published and discoverable by any team at Zalando.

You Can Take Action within your Data Team

- Hire and Promote Diverse Resources, Be Inclusive of All Differences
- Consider the Environmental Impact of Your Choices – travel, shopping/shipping, home energy use
- Establish Green Data Centers powered by Renewable Energy
- Shut Down SPAM – avoid Contact Databases, Stop Paper Junk Mail
- Shift Corporate Car Fleets to Electrical Vehicles
- Implement Flexible Work Programs

We bring everyone with us.

The Zalando Sustainability Data Platform

Designs and implements data products to **address common <u>pain points</u>.**

Our vision is to foster a **harmonized platform for sustainability data products.**
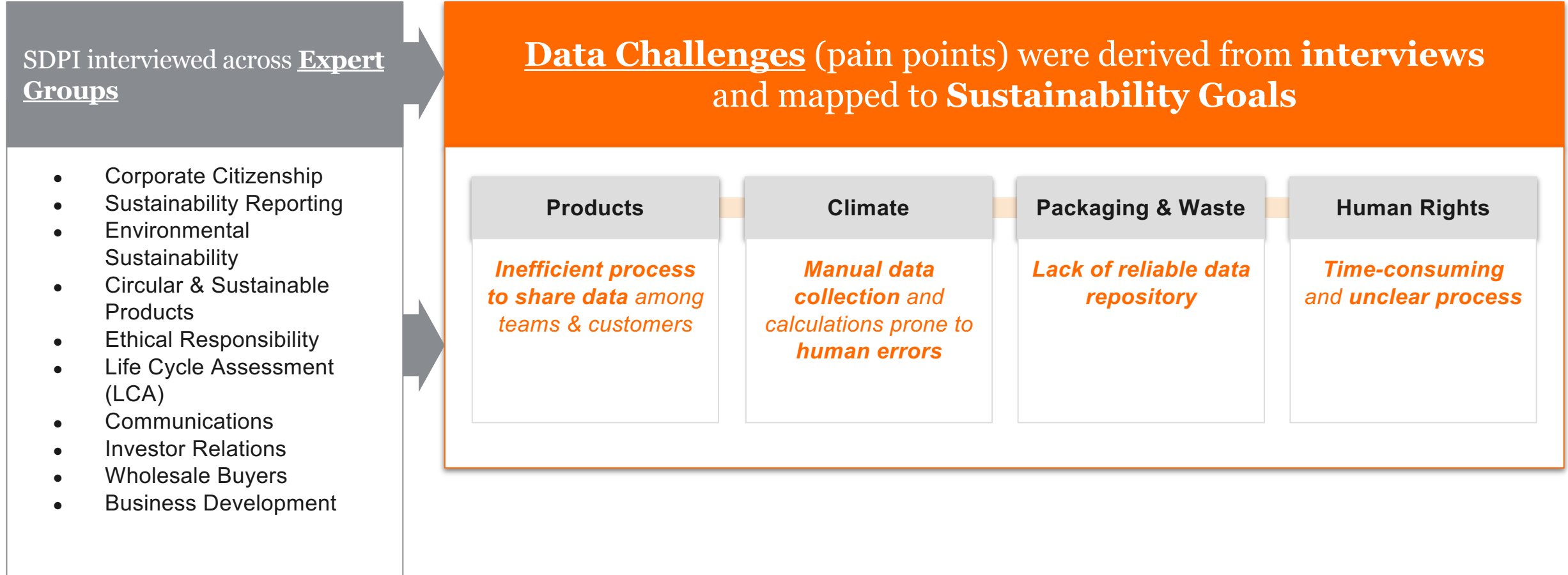
Our goal is to **enable Sustainability Teams** to effectively **discover, manage and steward sustainability data.**
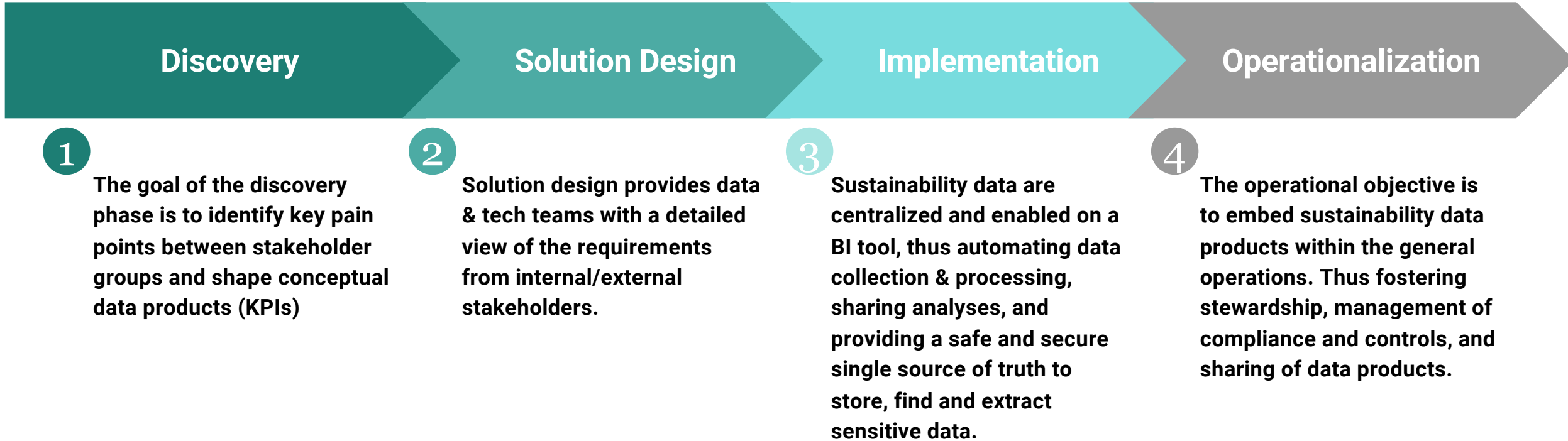
Each Sustainability Goal faces Data Challenges we can improve upon
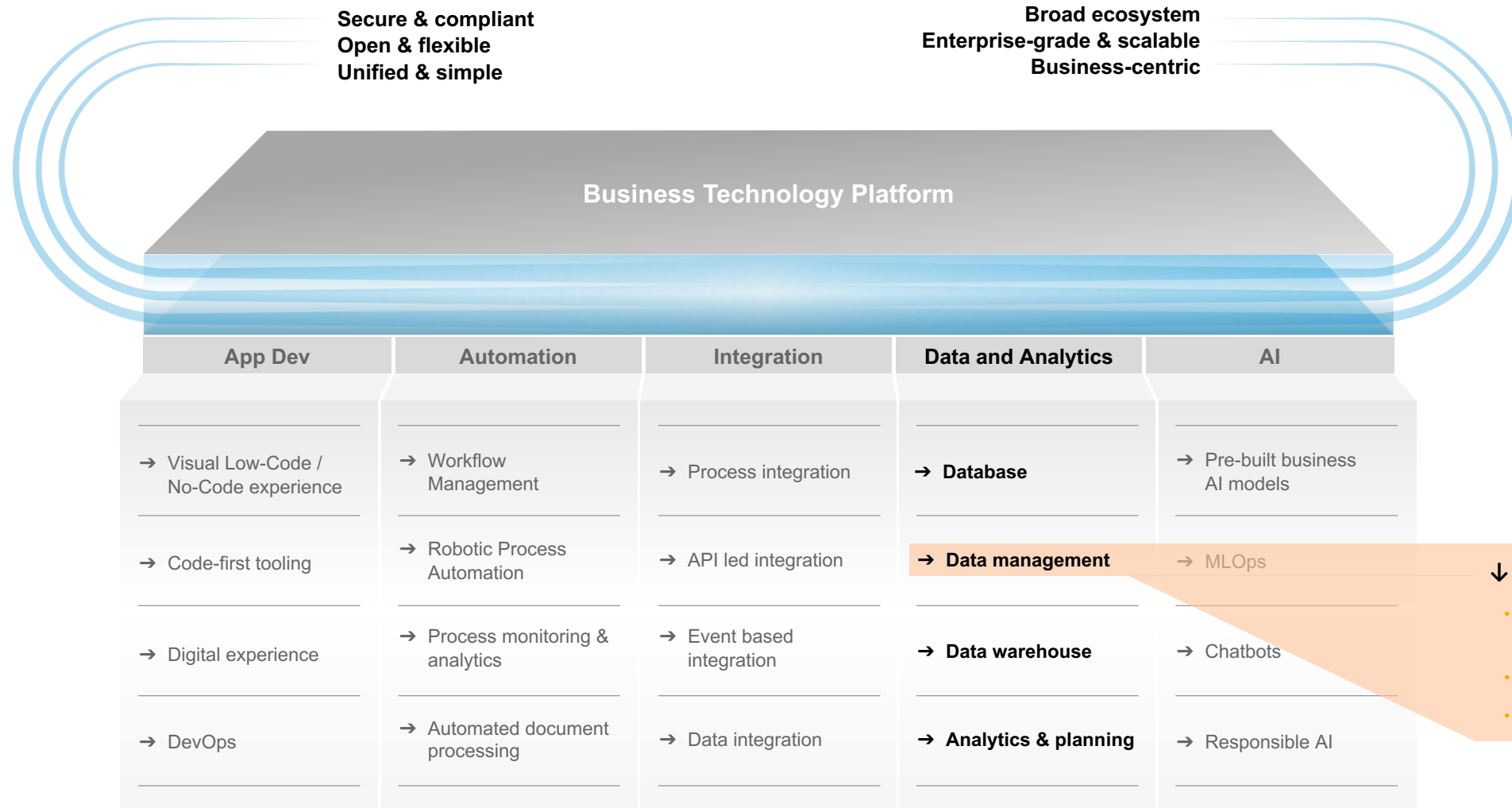## SDPI - Discovery

SDPI interviewed across **Expert Groups**

- Corporate Citizenship
- Sustainability Reporting
- Environmental Sustainability
- Circular & Sustainable Products
- Ethical Responsibility
- Life Cycle Assessment (LCA)
- Communications
- Investor Relations
- Wholesale Buyers
- Business Development

Data Challenges (pain points) were derived from **interviews** and mapped to **Sustainability Goals**

Products	Climate	Packaging & Waste	Human Rights
Inefficient process to share data among teams & customers	*Manual data collection and calculations prone to human errors*	*Lack of reliable data repository*	*Time-consuming and unclear process*

15

SDPI deploys data products in 4 phases

Discovery	Solution Design	Implementation	Operationalization

1

The goal of the discovery phase is to identify key pain points between stakeholder groups and shape conceptual data products (KPIs)

2

Solution design provides data & tech teams with a detailed view of the requirements from internal/external stakeholders.

3

Sustainability data are centralized and enabled on a BI tool, thus automating data collection & processing, sharing analyses, and providing a safe and secure single source of truth to store, find and extract sensitive data.

4

The operational objective is to embed sustainability data products within the general operations. Thus fostering stewardship, management of compliance and controls, and sharing of data products.

SAP Business Technology Platform
Capabilities

Secure & compliant
Open & flexible
Unified & simple

Broad ecosystem
Enterprise-grade & scalable
Business-centric

Business Technology Platform

App Dev	Automation	Integration	Data and Analytics	AI
→ Visual Low-Code / No-Code experience	→ Workflow Management	→ Process integration	→ **Database**	→ Pre-built business AI models
→ Code-first tooling	→ Robotic Process Automation	→ API led integration	→ **Data management**	→ MLOps
→ Digital experience	→ Process monitoring & analytics	→ Event based integration	→ **Data warehouse**	→ Chatbots
→ DevOps	→ Automated document processing	→ Data integration	→ **Analytics & planning**	→ Responsible AI

↓ Data management

- SAP Master Data Governance
- SAP Datasphere
- SAP Data Intelligence

Find out more:

SAP Data & Analytics on sap.com

SAP Data Management on sap.com

SAP Master Data Governance Community

Join EDM Council and our membership community of companies…

EDMCouncil

350+ Member Firms
Cross-industry, including Regulators
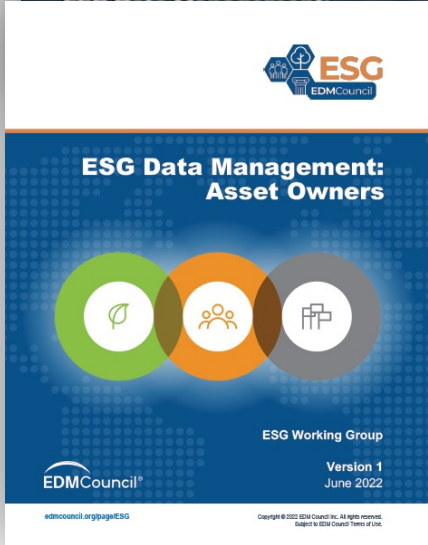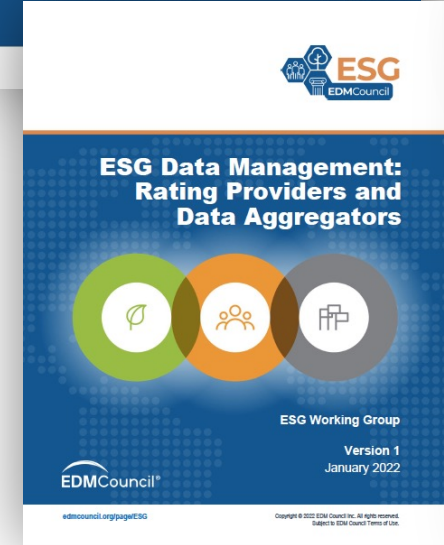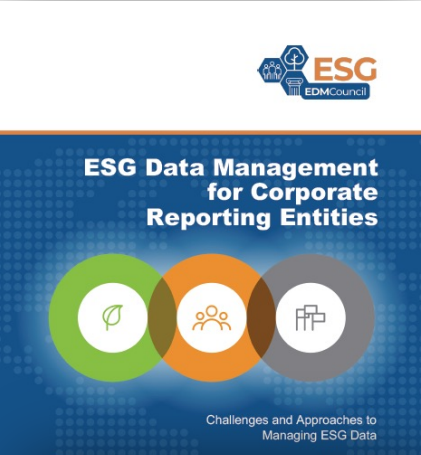
25,000+ Professionals

Worldwide
Americas, Europe, Africa, Asia, Australia

edmcouncil.org

EDM Council – ESG Data Workgroup Reports

Download ESG Data Management guidelines for:

Corporate Reporting Entities

Investment Product Creators

Ratings Providers and Data Aggregators

Asset Owners

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