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WHITE PAPER

Sustainable Transformation with Microsoft Azure: The ESG-Driven Cloud Strategy

Accelerating ESG-Driven,
Sustainable Cloud Transformation
on Microsoft Azure with Inetum

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Executive Summary

Sustainability is not just a policy—it is a new dimension of corporate performance. Under the EU Corporate Sustainability Reporting Directive (CSRD), companies must disclose environmental and social impact metrics as rigorously as financial ones. Microsoft Azure enables verifiable sustainability by providing emissions insights, energy-efficient infrastructure, and circular supply chain models.

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01

THE DUAL MANDATE: GROW SMARTER, OPERATE GREENER

European decision-makers face a dual mandate: achieve growth while meeting aggressive carbon reduction targets. Azure's hyperscale regions use 100% renewable energy and offer over 90% higher energy efficiency than traditional datacenters. Microsoft's roadmap commits to zero-carbon operations by 2030 and water-positive balance by 2035—goals that directly align with ESG scorecard requirements.

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02

TOOLS FOR MEASURABLE SUSTAINABILITY

Azure provides tangible tools for sustainability governance:

- Emissions Impact Dashboard quantifies carbon intensity per service.
- Sustainability Manager aggregates Scope 1–3 emissions into unified dashboards.
- Microsoft Cloud for Sustainability API integrates ESG data directly into corporate reporting sys tems.

Executives gain clear, auditable data for Board and investor reporting, eliminating estimation-based ESG tracking.

03

RESPONSIBLE AI AND DATA EFFICIENCY

ESG obligations now extend into AI ethics and data management. Azure's AI training optimization reduces compute emissions by up to 70% per model cycle. Data lifecycle automation minimizes unnecessary replication and storage sprawl—directly translating sustainability into cost reduction.

04

CIRCULAR HARDWARE AND LIFECYCLE EFFICIENCY

Azure's Circular Centers disassemble and reuse over 90% of datacenter server components, pushing toward zero waste. For enterprises running Azure Stack HCI locally, similar programs ensure hardware decommissioning follows sustainable standards, verified through Microsoft's Partner Sustainability Network.

05

INTEGRATING ESG INTO CORPORATE DECISION-MAKING

Decision-makers can embed sustainability into performance dashboards via Power BI ESG templates fed by Azure Sustainability APIs. This bridges the gap between IT operations and executive sustainability governance—creating visible accountability at the board level.

06

SOVEREIGNTY MEETS SUSTAINABILITY

Azure's dual compliance for sovereignty and sustainability makes it ideal for European contexts. Workloads remain locally governed under EU laws while operating on infrastructure optimized for minimal carbon footprint. It is now possible to be both sovereign and sustainable—without compromise.

07

THE ROAD TO A GREEN, RESILIENT ENTERPRISE

To capitalize on Azure's sustainability capabilities, organizations should:

- Measure baseline IT emissions using Azure Sustainability Manager.
- Include sustainability KPIs in cloud and supplier RFP criteria.
- Align cloud carbon efficiency with financial ROI reporting.

The synergy between sustainability, compliance, and profitability creates a future-ready governance model.

08 CONCLUSION

Sustainability is no longer peripheral—it defines corporate maturity. Azure equips European organizations with the tools, governance models, and partnerships to transition toward a measurable, transparent, and resilient green transformation. The cloud is now not just digital infrastructure—it is the infrastructure of sustainable growth.

About Inetum
Inetum is an agile IT services company that provides digital services and solutions to companies, institutions, and public organizations. With a strong presence in Europe and a global footprint, Inetum helps clients leverage technology to drive innovation, efficiency, and growth. As a Microsoft Azure partner, Inetum delivers cloud transformation, FinOps, and sustainability services tailored to industry-specific needs.

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