

# Technology with a heart: Human-centred design and successful ESG

The nature of unpredictable climates, supply chains and global economies is challenging businesses to adapt at a faster rate. Let’s look at the methodologies that help plan for the unpredictable:



## Human-centred design (HCD)

HCD solves business, technology or process problems through the lens of human experience.

Human-centred AI is creating positive outcomes for businesses, one study found that customer service agents could solve problems 14% faster when supported by AI assistants.<sup>1</sup>



## Human-centred sustainability (HCS)

HCS helps companies make sustainable tech investment decisions through the lens of human impact.

Tech that solves climate, resource and community challenges expands the positive impact. For example, 5G is connecting more people to digital services, using less energy than 4G networks and encouraging greater digital adoption.

## Human-centred sustainability in tech:



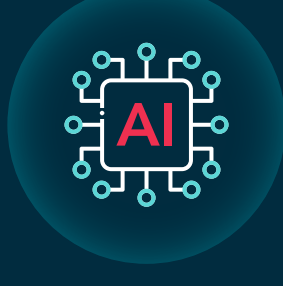
### Device Donation

Singtel’s device donation partnership puts unused devices in the hands of those who need it most. The project has also removed 27,000 KG of e-waste from landfill.<sup>2</sup>



### AI flood prediction

Google uses AI models to predict floods and issue alerts for people in the affected area. Alerts allow for critical infrastructure assets to be protected in time.<sup>3</sup>



### AI solutions to the SDGs

NCS facilitated event CatalystxAI invites students to solving the 17 UN SDGs using AI solutions.

Students build their skills in using technology to serve social purpose.



### Donate your Data

Optus’s project takes unused customer data and gives it to vulnerable communities. 95% of recipients reported satisfaction with the project creating a positive connection for Optus and its communities.



### Planetary Computer

Microsoft offers a multi-petabyte catalogue of global environmental data with intuitive APIs to scientists to monitor things like deforestation that risks human settlements.<sup>4</sup>



### STEM Upskilling

IBM’s P-TECH project helps more young people enter the STEM sectors.

The project creates digitally savvy users, customers and employees of the future.<sup>5</sup>

## The value of sustainability

Human-centred sustainability is not only bringing success to tech initiatives, it is also helping companies tap into the financial opportunities of being a fully-sustainable business.

⬆️ **18%**  
Growth

Participants of the UN Global Compact Network with a sustainable business commitment saw high growth.

⬆️ **3%**  
Growth

Non-participants did not experience the same high levels of growth.<sup>6</sup>

Inaction is no longer an option



People drive change and technology enables scale

At its heart, innovation is a human-driven activity. Deploying technology for the benefit of people and the planet we share will create value for generations to come.

Ready for tech-driven sustainability?

Contact us

### References

- <sup>1</sup> University of Technology Sydney, What is human-centred AI and why do you need it? [YouTube], 2024
- <sup>2</sup> Engineering Good, 2024
- <sup>3</sup> Google Research, Flood forecasting, 2024
- <sup>4</sup> Microsoft, A planetary computer for a sustainable future, 2024
- <sup>5</sup> P-TECH, 2024
- <sup>6</sup> Business Think, Link grows between ESG focus and financial outperformance, 2024
- <sup>7</sup> Climate Policy Initiative, The cost of inaction, 2024