



G-Cloud 15 Service Definition

Accenture Sustainable Experience and Brand

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accenture

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1.0 Scope of our services

In the race to net zero, governments will need to play a balancing act between setting out and enforcing consistent, binding targets across industries, while helping to create new markets and investing in breakthrough technologies to help achieve sustainability on a large scale.

Accenture is helping clients take decisive action on all three sustainability pillars – ESG – and seize the opportunity to reframe value with new inclusive and resilient development models.

Our goal is to support public service accelerate their green transition, deliver on their sustainability commitments and act as policy stewards to support industrial decarbonization towards the 2030/50 climate targets and SDGs. Accenture is uniquely placed to be an end-to-end partner, driving change that creates sustainable impact for both today and tomorrow.

This document describes the six sustainability offerings summarised below and should be read in conjunction with the associated G-Cloud 14 Services documentation. Each of these sustainability offerings is supported by an overarching Sustainability Strategy service.



Net-Zero Transitions

Transitioning to net-zero is increasingly a priority for all businesses. Entire industries are now urgently looking at how they can reinvent their end-to-end value chains for a sustainable future. With our partners, we're harnessing the power of technology and human ingenuity to help clients make carbon-informed decisions and more while driving social and economic benefits for all stakeholders.



Sustainable Value Chains

Organizations are facing a new wave of pressure and urgency to reimagine their value chains to optimize for triple bottom line impact. This requires a systemic transformation that embeds sustainability requirements into every stage of the value chain by design. Accenture provides the insights, tools and expertise to enable organizations to build more trusted, circular and net-zero value chains.



Sustainable Technology

At Accenture, we understand first-hand the vast promise of technology as well as the need to decouple the growth of emissions from growing technology adoption. We enable organizations to leverage technology to drive sustainability across the organization, operations, supply chains and ecosystem while making sure that technology is deployed and used in the most sustainable way.



Sustainability Measurement, Analytics and Performance

As citizens, employees, stakeholders and regulatory bodies increasingly demand businesses to become more sustainable, measuring and reporting ESG performance has become an imperative. Accenture helps clients embed sustainability data, decision-making and performance into everything they do to effectively measure business value and sustainable impact.



Sustainable Leadership and Organization

Organizations are increasingly pursuing more sustainable business models because it is the right thing to do. This shift also offers financial and competitive value to companies that make ESG and sustainability a priority at all levels of the organization. Accenture helps business leaders build sustainability into everything they do, creating intelligent organizations that are sustainable at their core.



Sustainable Customer Experiences and Brand

From the brands they admire to the products and services they actually choose, consumers are increasingly conscious of sustainability. But while many have the best intentions, they are not always likely to change their behaviors. Accenture helps leaders convert their customers' intentions into new behaviors by creating sustainable customer experiences while shifting perceptions about a brand's commitment to sustainability.

Figure 1: An overview of Accenture's Sustainability Services



Sustainability Strategy

Shaping our client's business strategies to create value and impact on sustainability in their core businesses across ESG issues

CEO Client Problem

- Undefined sustainability ambitions
- Unclear business case for sustainability
- Vague roadmap for sustainability

		Client problem	Capabilities
1	Net-Zero Transitions	CEO / C-Suite - Climate risk exposure - Delivery of net zero targets - Value destruction by new entrants	- Decarbonize industry & manufacturing - Decarbonize transport - Decarbonize buildings & infrastructure
2	Sustainable Value Chain	COO / CPO - Poor visibility of ESG impacts - Producer sustainability regulations - Increasing cost of waste incl. end of life	- Define & deliver holistic strategy - Drive transparency of ESG performance - Enable responsible sourcing & operations
3	Sustainable Technology	CIO / CTO - Growing IT carbon footprint - Tech as a sustainability enabler	- Decarbonize & enable circular IT infrastructure - Design & deliver green cloud migration & ops
4	Sustainability Measurement, Analytics and Performance	CFO - Investor pressure for disclosure - Need to steer ESG performance	- Diagnose ESG exposure & potential - Prioritize and define ESG topics, metrics, KPIs - Transform operating models
5	Sustainable Leadership and Organization	Board / CEO / CHRO 'Purpose' = new frontier for talent - Execution of sustainability goals impeded by culture and capability/talent and organization	- Enhance board effectiveness via ESG - Develop responsible leaders at all levels - Optimize operating models - Develop a purpose-driven strategy
6	Sustainable Customer Experience and Brand	CMO / CCO - Not capitalizing on sustainable brands growing 2x non-sustainable - Consumer demand for transparency	- Activate purpose-driven brands - Create behavior change in consumers & employees

Figure 2: Supporting capabilities within each of Accenture's Sustainability Services

2.0 Our Overall Approach

Accenture is committed to delivering 360° value to all our stakeholders.

The Accenture Sustainability Value Promise is to embed sustainability into everything we do, with everyone we work with, creating both business value and sustainable impact, enabled by technology and human ingenuity.

Together with our partners, we're helping to solve the biggest problems our clients and the world face to achieve the United Nations Sustainable Development Goals and tackle climate change.

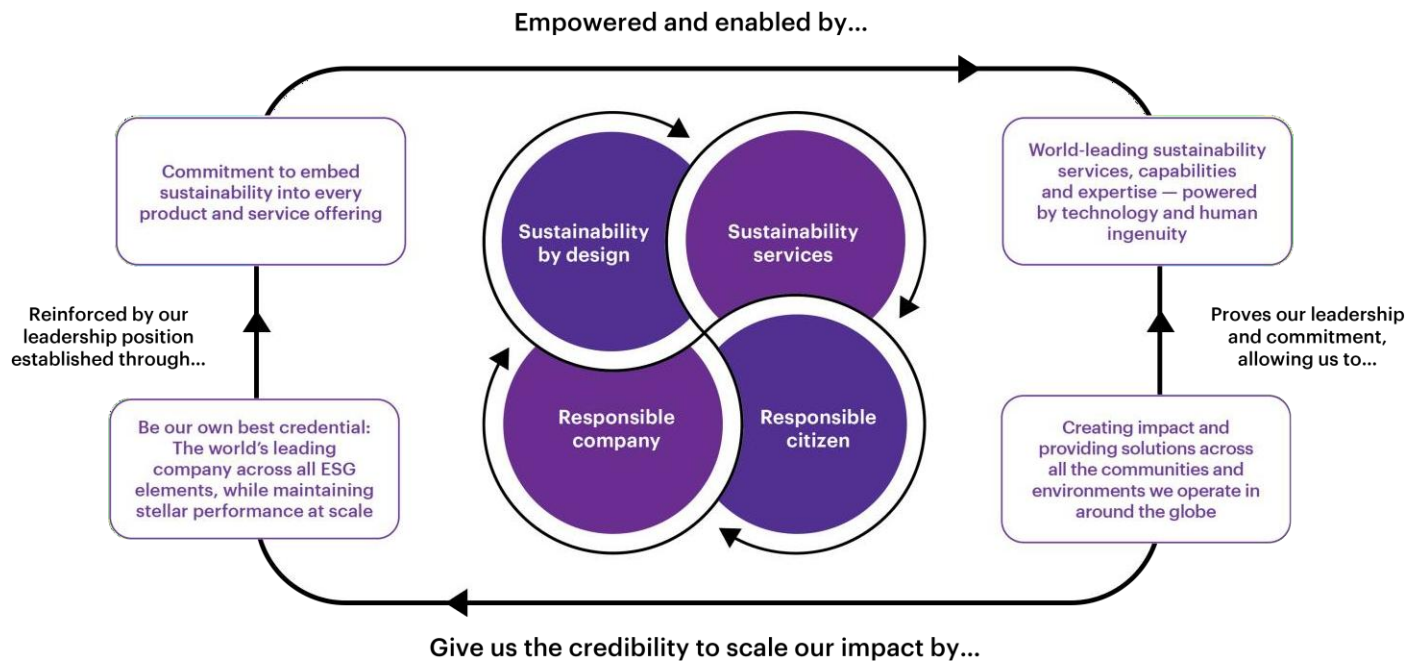


Figure 3: The Accenture Sustainability Value Promise

To help deliver on our commitments, we aim to create 360° Value for all our stakeholders.

- This goal reflects our growth strategy, our purpose, our core values, and our culture of shared success. We measure our success by how well we are achieving this goal.
 - We launched our [360° Value Reporting Experience](#)—a new way to share our progress on how we are creating this value.
 - This comprehensive digital tool brings together all our environmental, social and governance (ESG) and financial metrics, progress, and performance in one place, measuring how we are doing against our goals.

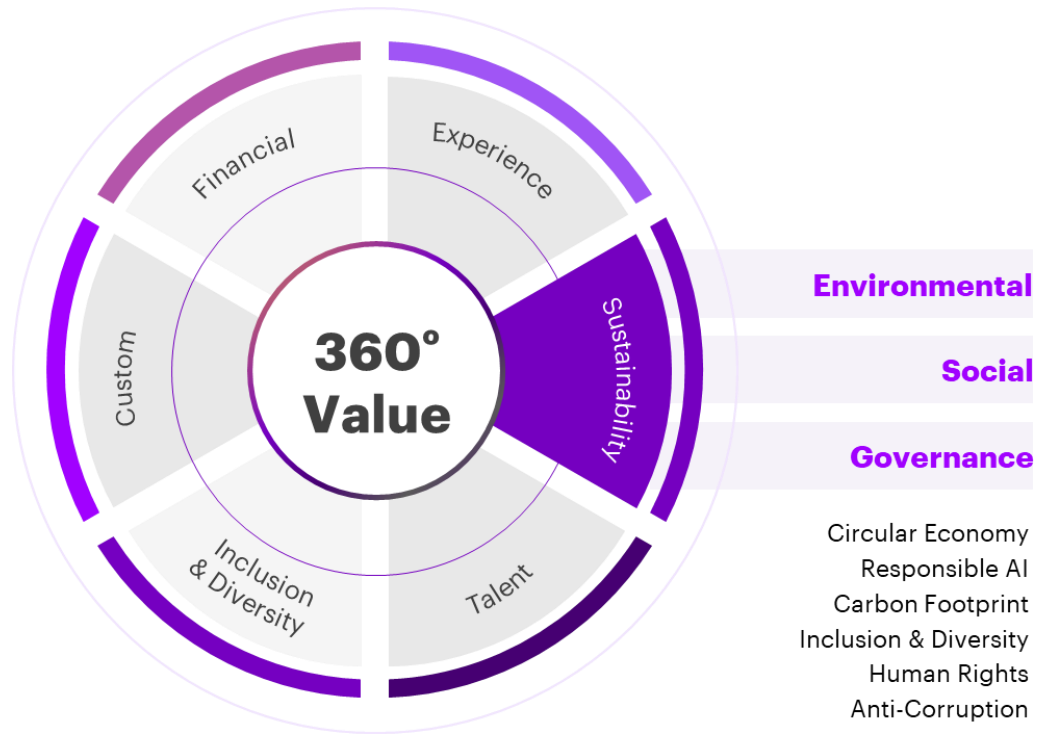


Figure 4: Accenture's 360° Value Reporting Experience – with a focus on ESG levers

3.0 Sustainable Citizen Experience

Today, citizens demand sustainability, but there is an intention-action gap that presents a unique opportunity for enterprises today to drive change and to convert citizen intentions into new citizen behaviours. Accenture combines deep insight and experience with technology to help clients shift from merely looking at citizen experience to becoming a business of experience, for a sustainable age.

Accenture centres the approach to sustainable customer experience around five key focus areas:

1. **Life-centred design** - Human-centred and circular design for Sustainability, unlocking:

- New products and services
- Reimagined business models and ecosystem collaboration

2. **Build for green innovation** - End-to-End creation of digital products enabling new consumption models:

- Prototyping, testing, piloting, launching, and scaling- includes circularity Partnership creation with tech innovators and public/private partners

3. **Branding and communications for sustainability** - Authentic purpose, brand, and vision communication anchored in:

- Behaviour change activation
- Transparent two-way communication (participative engagement)

4. **Sustainable content and marketing operations** - Holistically responsible content creation, optimising for key dimensions:

- Carbon-efficiency
- Inclusivity and accessibility to all users
- Mental Health impacts
- Consumer Education and empowerment

5. **Business of Sustainable Experience** - Driving sustainability into all aspects of the experiences the Business delivers, by promoting shared value creation cohesively across business front and backstage, with re-imagined Employee experiences, ways of working, incentives, and impact measurement.

4.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

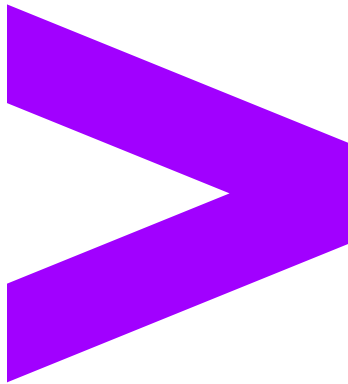
5.0 **Contacts**

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6.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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