

Hawai'i Cloud Innovation Summit 2023

Protecting People and the Planet

Data Privacy and Sustainability in IT



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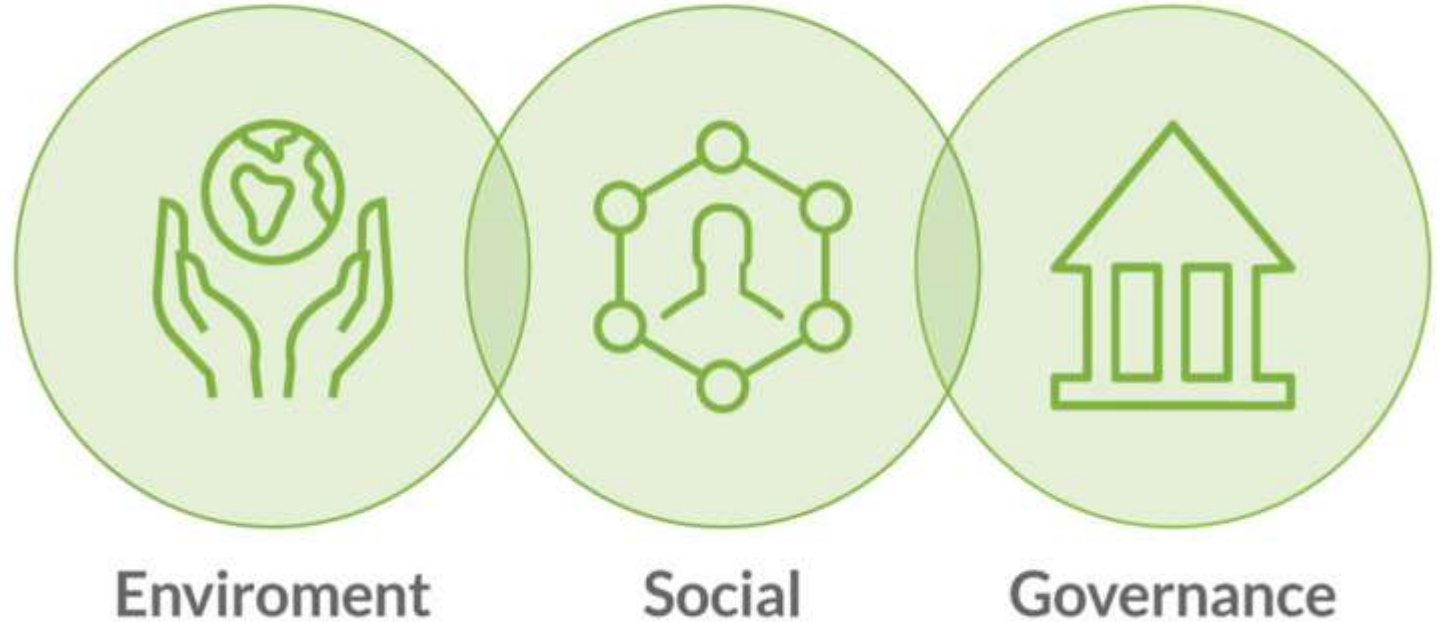
SustainableIT.org



What is Environment, Social and Governance (ESG)

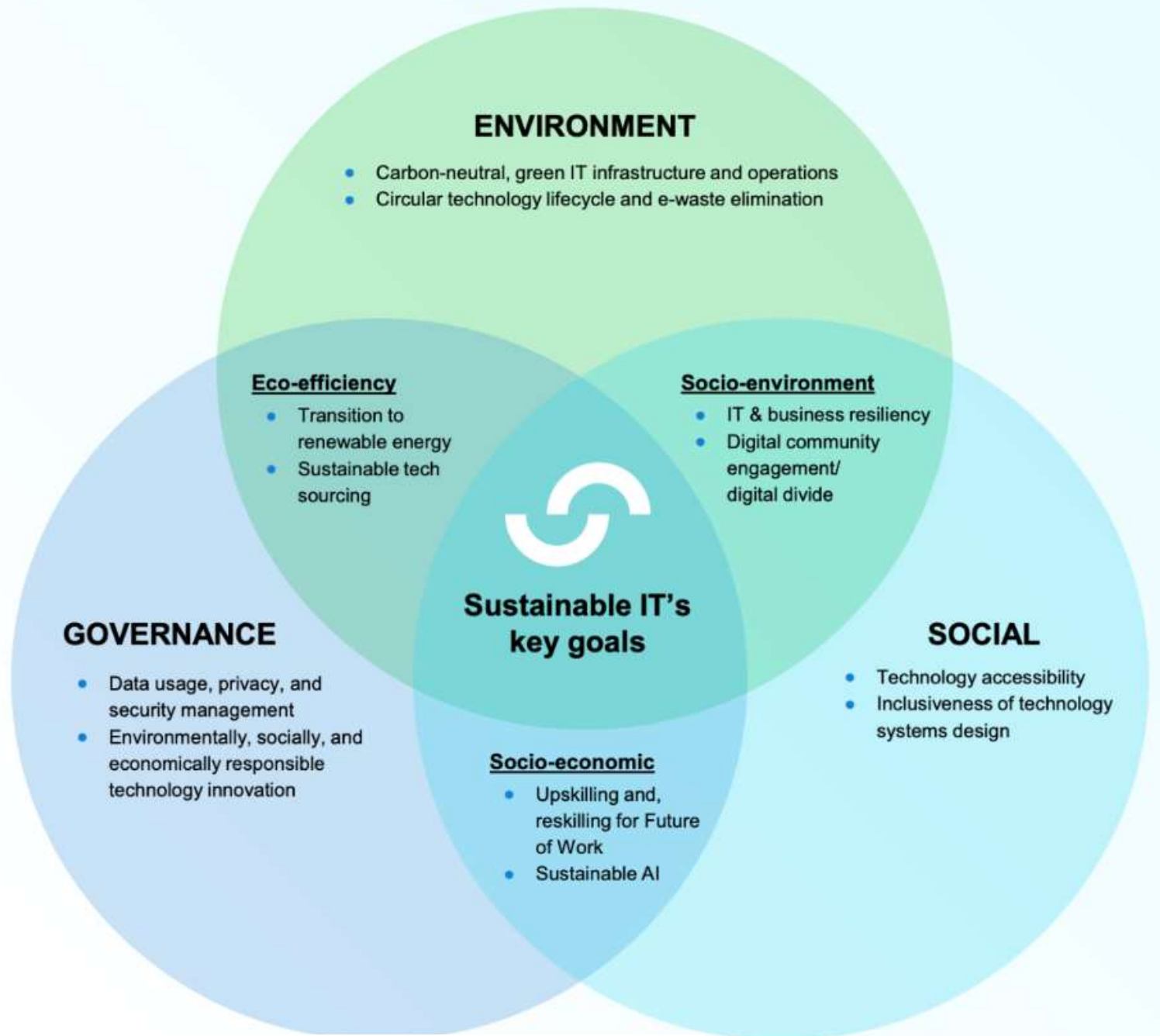
Environment, social and governance (ESG) investing is used to screen investments based on corporate policies and to encourage companies to act responsibly.

What is ESG?



What is IT Sustainability

The strategic leadership of enterprise technology to minimize negative and maximize positive impacts on the environment, society and governance (ESG). Key IT sustainability targets across the ESG pillars are shown at right.



Why CIOs Should Lead

IT can play a key role in developing strategic plans to meet sustainability goals, measuring performance, monitoring risks, and responding to disclosure requirements.

As Leaders of Digital Transformation, CIOs/CTOs Have Right Strategies, Tools and Relationships



Sustainability strategies already among IT's responsibilities

- Automation of labor-intensive processes
- Migration to cloud
- Consolidation, simplification, deactivation
- Hybrid/remote worker enablement
- Technology innovation process, facilities (e.g., lab) & partner connections



Data stewardship has traditionally been an IT role

- System usage and performance metrics
- Data sourcing, smart capture, integration and virtualization
- AI for smart data capture, decision support, anomaly detection



IT has the relevant relationships

- Digital business transformation – guiding enterprisewide infrastructure and process modernization and the attendant change leadership
- Monitoring, measuring, and compliance reporting
- Vendor performance assessment and certification (outsourcers, hyperscalers)
- Strategic relationships with every business unit/function (BRMs & Business Partners)



Who We Are

SustainableIT.org is a 501(c)(6) nonprofit organization (NPO) founded in March 2022, led by technology executives focused on advancing global sustainability through technology leadership.

Advancing Global Sustainability through Technology Leadership

Our mission is to unite the world's largest community of technology and sustainability leaders to define sustainability transformation programs, author best practices and frameworks, set standards and certifications for governance, provide education and training, and raise awareness for IT-centric ESG programs that make their organizations and the world sustainable for generations to come.

SustainableIT.org Global Role



Collaboration

Build local and regional communities for technology leaders to advance sustainability. Develop education and training programs for IT leadership and professionals for all three pillars of sustainability.



Advocacy

Promote sustainable digital transformation programs and advances in sustainability. Raise awareness through local, regional, and global awards, as well as social media, publications, and public relations.



Ecosystem

Identify sustainable digital transformation programs by industry. Research and define best practices, frameworks, and standards for all three pillars of sustainability (environmental, societal, and governance) which can be adopted by IT departments and organizations



Accountability

Set standards for metrics and reporting to enable transparency and accountability. Create certification programs for individuals and organizations with rights to use our sustainability emblem.

Getting Started: SustainableIT.org Standards

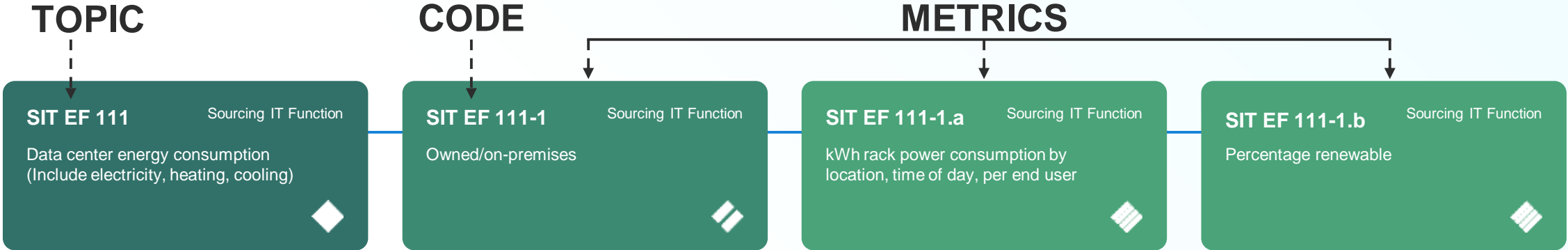


JUST RELEASED

The first-ever standards tailored to IT's impact on business sustainability

The SustainableIT.org Standards v1.0 are an industry-agnostic set of 240 ESG topics and metrics with which to document and report IT-specific sustainability impacts. Mapped where possible to existing global ESG reporting topics from SASB and GRI, this common lexicon will help IT leaders target, measure and disclose sustainability progress within their functions, enterprises, and industries.

[Learn more →](#)



IT's Environmental, Social and Governance Levers



IT Environmental sustainability



As-a-Service Infrastructure



Data Center & Cloud Computing



Sustainable Software Development

IT Social sustainability



Employee and tech partner Diversity, Equity and Inclusion



Investment and Training



Workforce Reskilling

IT Governance sustainability



Data Usage, Privacy, Security



Business Resiliency



Enterprise Risk Management

Sustainable Data Governance is a Critical IT Responsibility

IT Must Ensure Responsible, Secure Use of Data

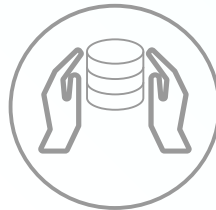
Key responsibilities for data governance



Data privacy protection – Data is collected, generated, analyzed and disseminated in ways that do not harm people and society.



Data security – Protecting data from harm, internal or external, intentional or unintentional.

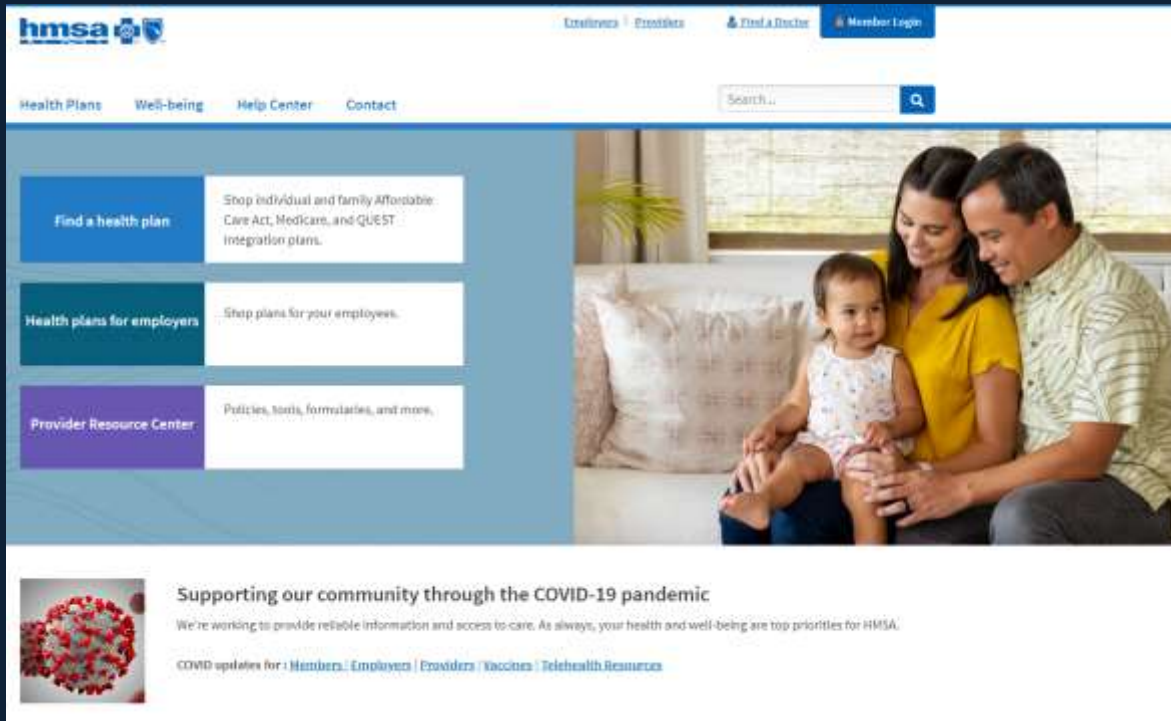


Data stewardship – Ensuring management and use of personal data is used responsibly, consistent with the expectations of those who are sharing it.



Hawaii Medical Service Association

Established in 1938, Hawaii Medical Service Association (HMSA) is the largest and most experienced provider of healthcare coverage in the state. Over half of Hawaii's population have chosen HMSA for their health care coverage.



Caring for the people of Hawaii is our promise and our privilege. Working together with employers, partners, and physicians and other health care providers, we promote wellness; develop reliable, affordable health plans; and support members with clear, thoughtful guidance.

HMSA is the most experienced health plan in the state, covering more than half of Hawaii's population. As a recognized leader, we embrace our responsibility to strengthen the health and well-being of our community.

Headquartered on Oahu with centers statewide to serve our members, HMSA is an independent licensee of the Blue Cross and Blue Shield Association.

HMSA for the Future - Health IT Guiding Principles



Affordability

Better, more affordable care is our promise to our community



Member Centricity

Embrace whole-person care and experience at every touchpoint



Access

Provide access to the right care, at the right time, in the right setting



Security

Support and follow best practices to ensure privacy and security of health information



Quality

Promote and pursue activities to achieve high quality, service, and care performance



Integrated Care Delivery

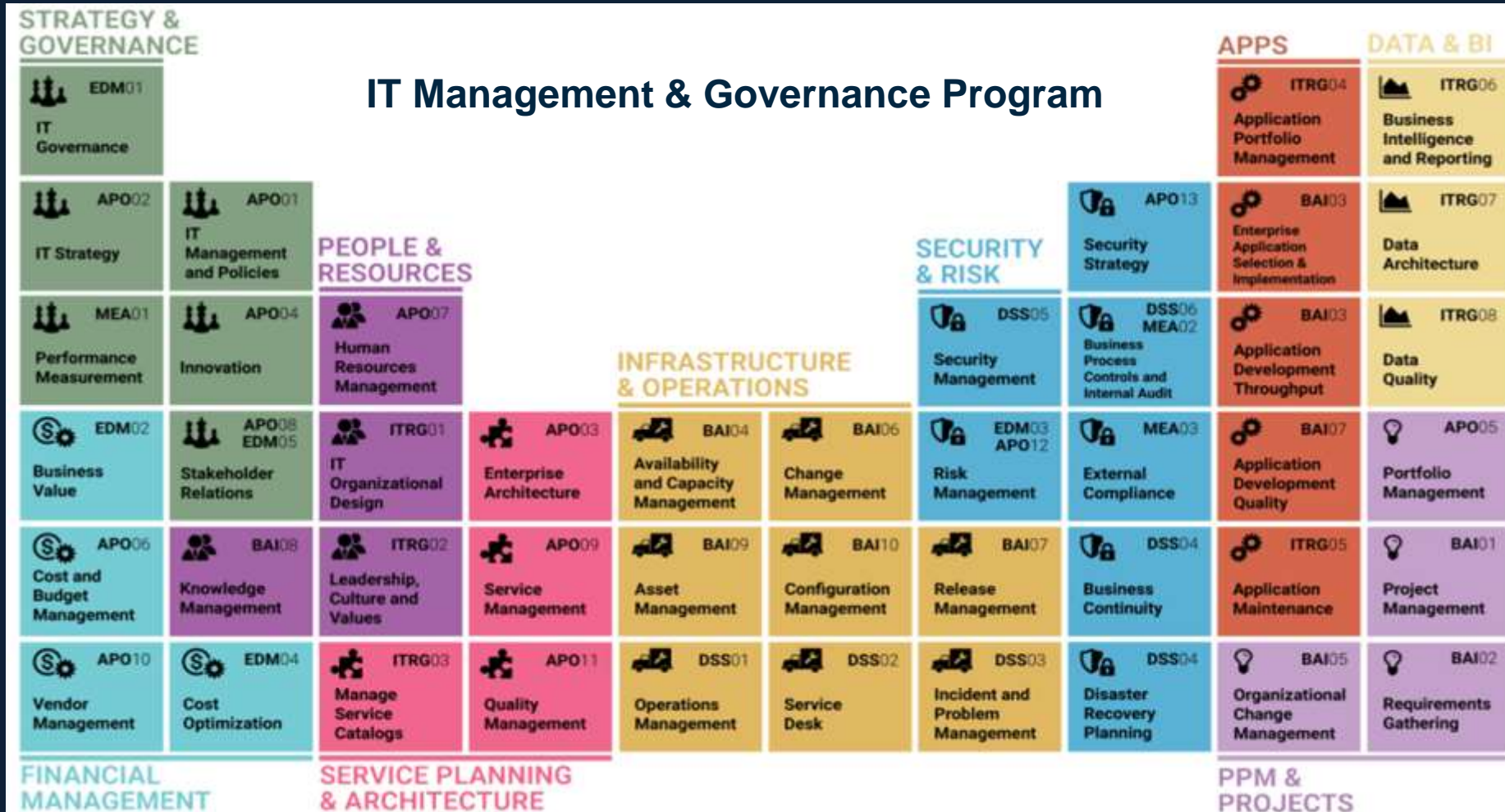
Create a sustainable community system that advances health and well-being goals by working in collaboration with partner stakeholders to make a greater impact

Governance and Sustainability is foundational in many of these Principals



HMSA - Governance, Protecting People and the Planet

The overall success of HMSA's IT department will depend on the strength of its underlying core processes, disciplined execution by the IT team, and continuous improvement. Improving the core IT processes, HMSA IT has adopted the IT Management and Governance framework developed by Info-Tech Research Group, which is a framework based on COBIT to help mature the organization's capabilities. **Governance and Sustainability is foundational in many of these Processes.**



Q&A

Please submit your **feedback**. Thank you!



<https://www.pulse.aws/survey/CA169WOO>

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Thank you!

