

What does cyber security have to do with sustainability?



"Sustainability for business is very, very critical...and the number one thing for business sustainability is cyber security"

Jason Chen, Acer CEO

Jason Chen's trending talk at COP28 pressed the equal importance of sustainability and cyber security for business planning.¹ Both reduce risk, preserve critical assets and secure business longevity.

With one study showing how all 17 of the UN's sustainable development goals are underpinned by cyber security, business leaders increasingly think holistically about their risk strategy.²

60% of CEOs with holistic cyber security are confident in their approach

To be effective, cyber resilience must think holistically and encompass non-technical risk reduction elements such as sustainability, talent, technology innovation and customers. This approach gives 60% of CEOs confidence in their cyber resilience compared to just 24% of peers with a technical-only view.³



The 4 ways cyber security enables sustainability

Protects critical infrastructure

Such as water and electricity utilities, and data centres.



Protects human life and personal security

Cyber attacks on healthcare facilities present an untenable risk to life and access to care.



Enables unrestricted digitalisation

Companies can add more connected devices to enable efficiencies such as CO₂ measurements.



Preserves data security

Recovering from an attack is costly, time-consuming and wasteful.



Strong cyber security and sustainability unlock business value

Strong ESG credentials build growth and profitability ahead of peers.⁴ Cyber security also provides resilience by offsetting the US\$4.45m average loss potential of cyber attacks.⁵



The tools to deploy for increased cyber resilience

Cyber security training

Training teams on recognising and suppressing attacks builds resilience for company assets and personal data protection.



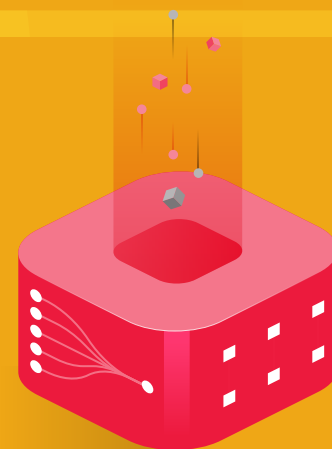
Cloud security

Hybrid cloud models invite multiple vendors into the security mix. Incorporating cloud security allows companies to be discerning about which sustainability-focused suppliers they choose.



SD-WAN

Increased digitalisation to enable sustainability, such as IoT sensors, widens the threat surface. SD-WAN provides intrinsic network security.



Cyber security is a critical element of ESG and one of the key criteria of the GRI and SASB reporting frameworks.⁶ Partnering with Singtel builds long-term growth and business sustainability.

Contact us

References

¹ Acer, 2023, Jason Chen - About sustainability...[YouTube]

² OCSC, 2022, Cybersecurity and sustainable development

³ Technology Decisions, 2023, How confident CEOs should look to take charge of cybersecurity

⁴ McKinsey, 2023, The triple play: Growth, profit, and sustainability

⁵ ERM, 2023, The rising role of cybersecurity in ESG and how companies are taking action

⁶ KPMG, 2023, Cybersecurity in ESG