

Software, Media & Communications

This sub-sector includes software development, digital services, media streaming, and communications, all of which drive significant energy consumption. Data centers power global cloud services, while consumer demand for streaming and digital services continues to grow.



Key Sustainability Challenges

- High Scope 3 emissions, particularly in hardware production and cloud-based services
- Energy-intensive data centers consuming up to 4% of global electricity
- E-waste and supply chain emissions creating additional sustainability concerns



Greenly's Role

Real-time Carbon Tracking
Integrates with SaaS platforms to monitor emissions.

Decarbonization for Digital Operations
Supports green coding, energy-efficient cloud solutions, and renewable energy sourcing.

EF name	EF value	LCA stage
Solar energy	0.5	Manufacturing
Hydropower	0.7	Waste
Wind	0.8	EOL

-35% cloud-related emissions
A software firm reduced cloud-related emissions by 35% through Greenly's automated tracking and optimization tools.

Unlock the Full Guide: Tech Industry & Sustainability

The tech sector's carbon footprint is growing—but with the right tools, companies can measure, manage, and reduce emissions effectively.

Discover key sustainability challenges across software, hardware, and IT services.

Learn how Greenly's automated carbon tracking and reduction strategies drive impact.

Explore real-world case studies showcasing measurable emissions reductions.

Ready to future-proof your company?

[Read the full guide now](#)