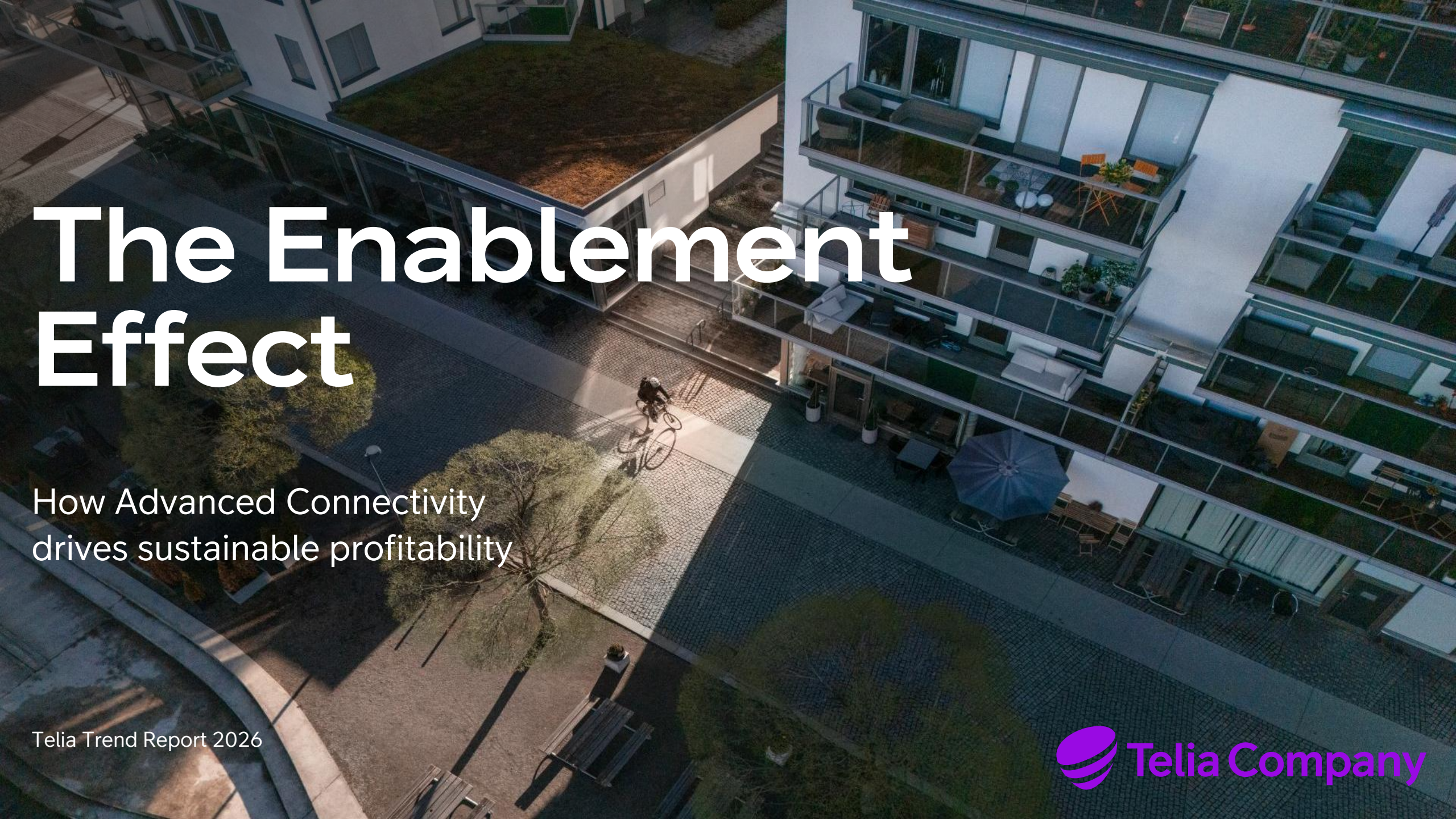


The Enablement Effect

How Advanced Connectivity drives sustainable profitability

Telia Trend Report 2026

Telia Company

“Digitalization and sustainability are no longer separate journeys. The organizations that understand how to merge the two will define the next decade.”

Johan Falk
CEO and Founder Exponential Roadmap Initiative



Contents

1. About this report
2. Setting the stage
3. Executive summary
4. The sustainability outlook
5. The four pillars of enablement
6. Conclusions

About this report

Organizations across both the private and public sectors are undergoing two major transformations at once: digitalization and sustainability. Together, these shifts are redefining customer expectations, business models, and the role of suppliers. In this landscape, there is a growing demand for partners who do more than deliver technology; partners who help enable resilient, sustainable, and value-creating operations.

Connectivity and digital infrastructure are essential foundations of modern society. Yet the sustainability value enabled by these capabilities is not always visible or fully realized. As a result, organizations risk missing opportunities to use digital solutions to reduce emissions, increase efficiency, and accelerate progress toward their sustainability goals.

This report aims to help close that gap. By highlighting the business impact of digital solutions and their sustainability effects, it clarifies how Telia helps organizations turn connectivity into measurable value. The report seeks to:

- **Demonstrate how Telia's solutions contribute** to tangible sustainability outcomes in customers' operations
- **Clarify the link** between digital infrastructure, data, and sustainable business performance
- **Highlight opportunity areas** where digitalization already delivers significant value, but where the impact has not always been clearly articulated
- **Showcase how Telia can support organizations** in accelerating both digital and sustainability ambitions

The insights in this report provide a foundation for understanding how digital connectivity can be a powerful driver of sustainable business transformation. They also illustrate Telia's role as a long-term partner, supporting organizations not only with networks and services, but with solutions that help them achieve their goals faster, more effectively, and more sustainably.

Report methodology

The study was conducted during Q3 and Q4 of 2025, using a mixed research methodology combining quantitative and qualitative data from multiple sources. In-depth interviews were held with renowned sustainability experts and with sustainability and business decision-makers from the following companies:

VOLVO

NESTE

Lerum

Swedbank

HANSEL
Lisäarvon tekijä

ERICSSON

Husqvarna

postnord

Kavli

SJ

Aurika

TRAFIKVERKET

fortum

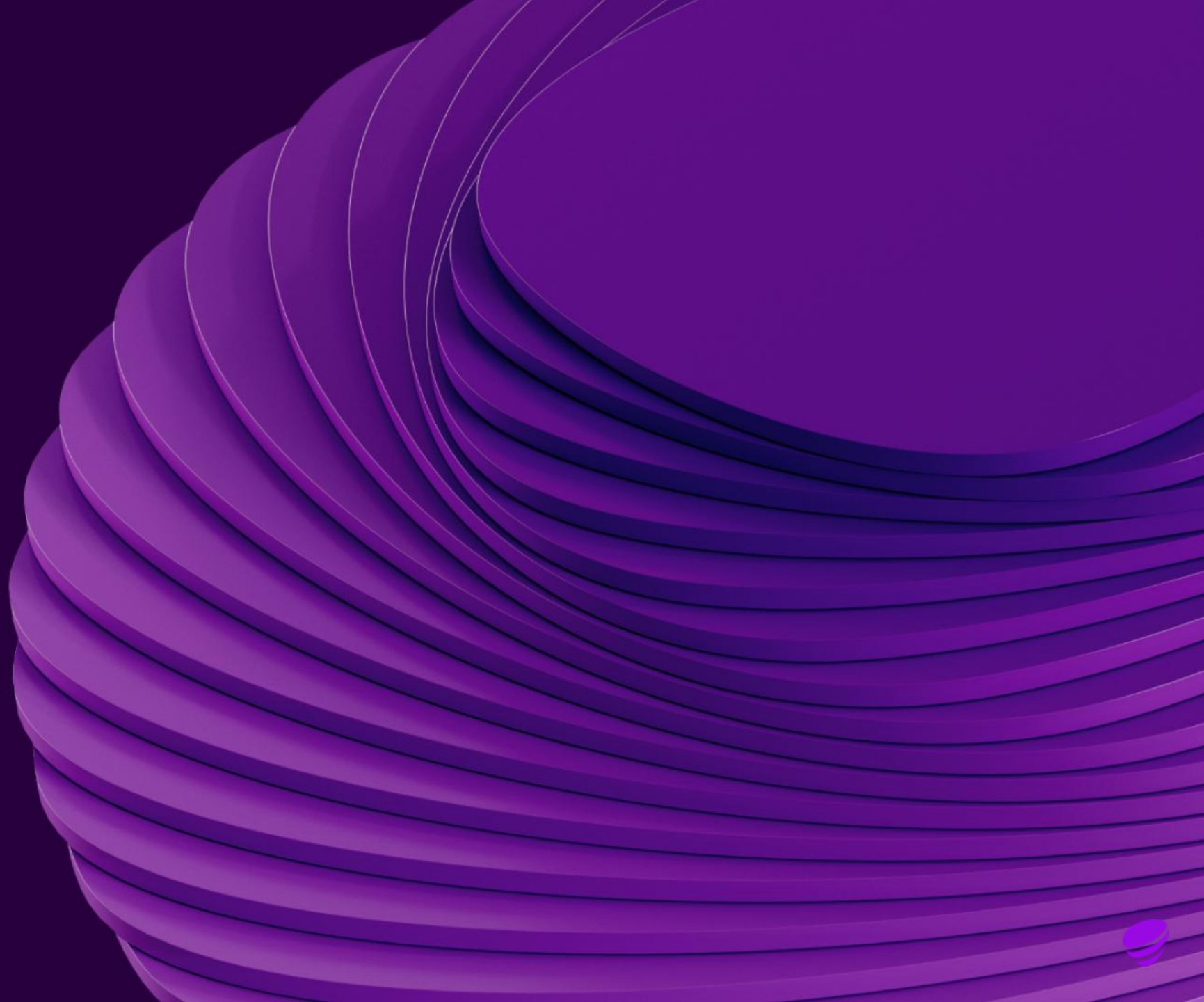
TOYOTA

Advanced Connectivity

Emerging technologies as 5G, AI, and IoT can work together to create greater impact. When 5G, AI and IoT are combined, they unlock potential far beyond what each can deliver on its own, enabling transformation towards more sustainable and profitable solutions.

02

Setting the stage





“The moment customers see real, granular data, sustainability stops being abstract and becomes operational.”

Per Broo

Head of Products B2B/B2O, Telia Company

6X

For each ton of CO_2 that Telia emits from its own operations, its solutions enable the reduction of 6.2 tons in other industries.

(ITU and WBA, World Benchmarking Alliance Greening digital companies report, 2023)

Introducing the enablement effect

A multiplier for positive impact

The ICT sector, including telcos, accounts for roughly 1.5% of global greenhouse gas (GHG) emissions. At the same time, according to estimates, the sector can potentially help reduce emissions across all other industries by up to 15% by 2030.

This dynamic is known as *the enablement effect*, a metric that compares the GHG emissions generated by the ICT sector with the emissions reductions that digital technologies enable in other sectors. These reductions arise when connectivity, data and automation are used to optimize processes, reduce energy use, avoid unnecessary travel, and improve resource efficiency across value chains.

Rather than focusing solely on the footprint of digital infrastructure itself, the enablement effect captures the system-level impact of ICT, highlighting how digital solutions act as force multipliers that accelerate emissions reductions far beyond the sector's own boundaries.

Advanced Connectivity

Visibility is the foundation of better decision-making. By connecting people, organizations and systems, Advanced Connectivity makes complexity manageable, enabling efficiency, resilience and continuous optimization.

The enablement effect is enhanced by the synergy of three cornerstone technologies; 5G, IoT and AI. If we view our society as a superorganism, we can use the following analogy:

5G serves as the central nervous system that allows data to move instantly and reliably.

IoT acts as a vast sensory network, collecting real-time data from the physical world.

AI forms the cognitive layer, transforming growing volumes of data into actionable insights and opportunity.

03

Executive summary



The report in a nutshell

Organizations are undergoing two interconnected shifts: digitalization and sustainability, reshaping business models, customer expectations, and the role of suppliers. As sustainability moves from ambition to accountability, organizations look for partners who deliver measurable value while accelerating climate and resilience outcomes.

Connectivity and digital infrastructure are foundational to this shift, yet their sustainability impact is often under-recognized. This report positions Advanced Connectivity as the driver of sustainable profit, enabling organizations to optimize energy use, reduce emissions, improve resilience, and create long-term value.

The ICT sector represents a small share of global emissions, but contributes to a significant enablement effect, with the potential to reduce emissions across other industries at scale. Through the combined power of 5G, IoT and AI, Telia enables organizations to sense, analyze, and act in real time.

As regulation and supply-chain complexity increase, transparency and reliable data are becoming strategic assets, driving consolidation of ICT partners and elevating sustainability performance as a key differentiator in procurement.

The report identifies four domains where Telia delivers immediate and future value through Advanced Connectivity:

1. **Climate footprint reduction** through real-time monitoring and optimization
2. **Circularity and low waste** enabled by asset visibility and closed-loop models
3. **Resilience and risk reduction** via predictive, connected infrastructure
4. **Societal and human wellbeing** through smarter, safer, and healthier environments

The conclusion is clear: digitalization and sustainability are now one journey. Organizations that integrate connectivity into daily operations will move faster from strategy to impact, with Telia acting as a long-term partner enabling measurable, resilient, and sustainable business growth.

04

The sustainability outlook



The 5 shifts reshaping sustainability today

Sustainability has moved from the margins to the core of business strategy. Today, companies face rising expectations from regulators, investors, customers, and employees. They are operating in an environment defined by complexity and rapid change.

Success requires more than setting ambitious targets; it demands execution, clarity, and a clear link between sustainability efforts and long-term value creation.

Against this backdrop, five defining themes are shaping the state of corporate sustainability today.

1. **Moving from ambition to action**
2. **Navigating the growing reporting complex**
3. **Transparency is becoming a strategic asset**
4. **Sustainability performance is becoming a key differentiator**
5. **Marrying sustainability with business value**

Moving from ambition to action

99%

of CEOs are staying the course on sustainability commitments

(United Nations Global Compact, UNGC, and Accenture CEO study, 2025)

The 2020s have been a half-decade of turbulence and unprecedented change. Technology evolves at a rapid speed, steering priorities and reshaping business ecosystems. AI is not only accelerating the speed of change, but it's also diverting attention and shaping ambitious commitments. While disruptions and geopolitical tensions push companies toward short-term thinking, pressure piles on, forcing leaders into constant trade-offs.

As uncertainty grows, companies are reassessing priorities, including sustainability. Telia's Digital Index 2025 shows AI skills development is now a top investment area across companies of all sizes. Like we concluded in last year's report 'Buckle up!', security has become existential. Large enterprises are placing IT, IoT and communications security as their second-highest planned investment for the next two years.

Strengthening digital resilience is essential, benefiting not just individual companies but also supply chains and society. Still, the climate crisis, while very real, isn't a matter of day-to-day survival for most businesses. Leaders face the paradox of short-term sustainability costs versus long-term value.

Still, the organizations we spoke to are sticking to their sustainability ambitions. Leading reports show sustainability remains a top priority, with investments in sustainability technologies continuing to rise.

The story is the same across industries: the sustainability landscape has matured. What once was about "doing the right thing" loudly is now about proving real impact. Progress must be measurable as scrutiny increases.



“Decisions about long-term investments are made difficult by uncertainties in the geopolitical landscape”

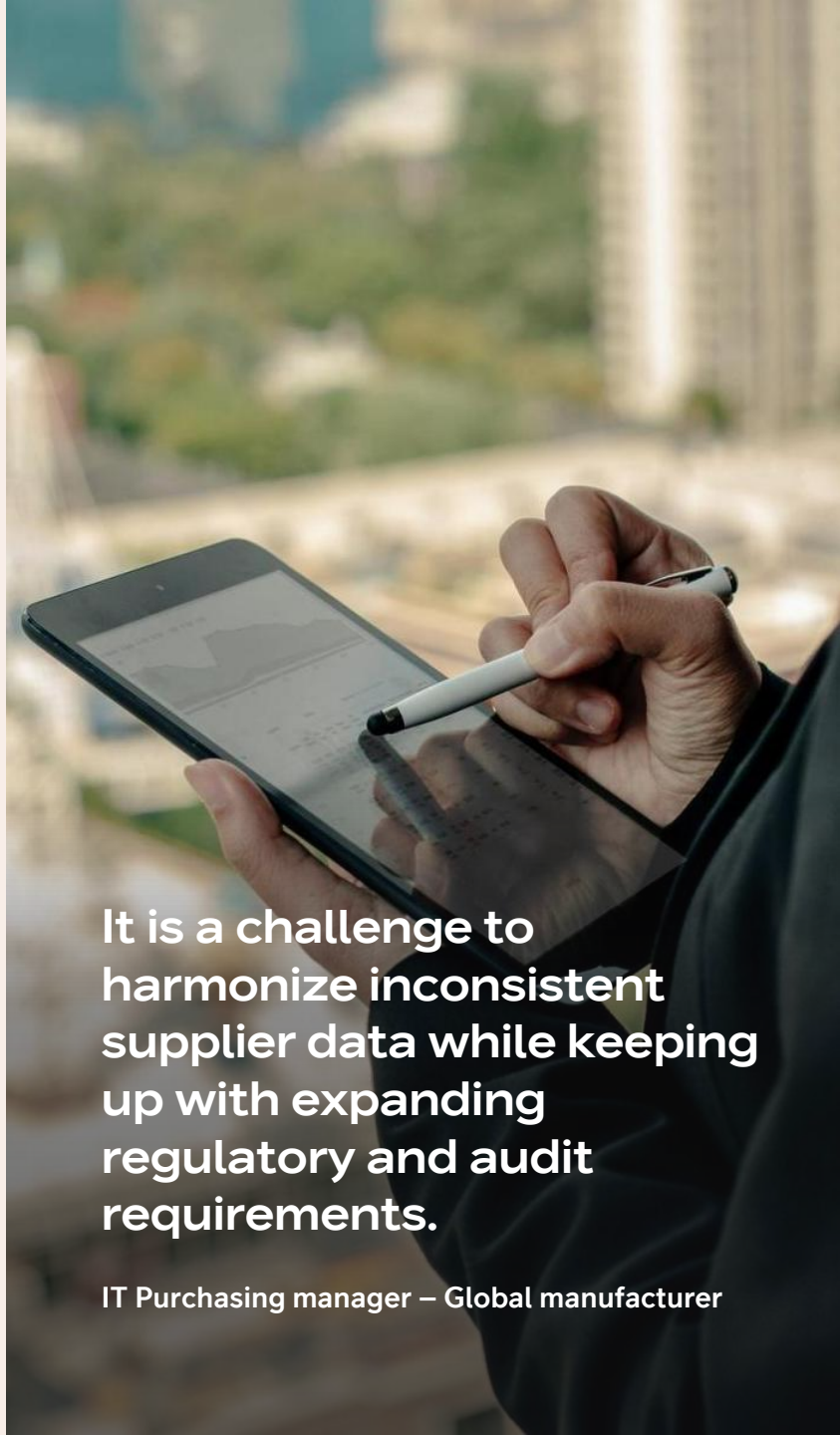
Karin Hallberg
Director Sustainability at Fortum

Navigating the growing reporting complex

The EU's expanding regulatory framework has set the tone in recent years: sustainability proof beats sustainability promises. With the Taxonomy and CSRD in force, large enterprises have put most of their time and efforts recent years on building the governance and data structures needed for reporting.

In this new regulatory context, most companies depend heavily on suppliers and customers for sustainability performance. Procurement becomes a climate tool, using assessments and risk evaluations through rating organizations like EcoVadis, CDP and similar. But complex value chains mean complex scope 3 emissions calculations - access to reliable data remains one of the largest pain point on the sustainability horizon.

The EU's Omnibus proposal, introduced in February 2025, delays CSRD reporting for some companies. The blurred lines of what is expected in terms of reporting have left many in somewhat of a limbo. Many choose to use the delay to strengthen their data infrastructure and risk processes alongside current initiatives. However, some organizations we spoke to see tendencies that some of their suppliers rather press the pause button and scale back initiatives.



It is a challenge to harmonize inconsistent supplier data while keeping up with expanding regulatory and audit requirements.

IT Purchasing manager – Global manufacturer

Transparency is becoming a strategic asset

Against this backdrop of regulatory push, complex value chains and delayed reporting requirements, one challenge remains constant: access to accurate, relevant, and reliable sustainability data. Companies across most sectors continue to struggle with collecting, validating and aggregating the data required for ESG and regulatory reporting, particularly for Scope 3 emissions.

Suppliers and partners can often be at different stages of data and sustainability maturity, requiring tailored measures and resource-demanding discussions to bring everyone along. For sustainability to move beyond a reporting exercise and deliver real impact, it must become measurable, traceable, and verifiable.

This is where digital infrastructure becomes critical; improved, interoperable data systems can automate large parts of today's manual reporting work, transforming sustainability data into a trusted, real-time asset. Such infrastructure not only enables compliance and transparency but also measurable emission reductions.

FUTURE OUTLOOK

1

Europe and the Nordics will operate in a data-driven sustainability landscape. CSRD and ESPR (eco design) reporting requirements and access to real-time sustainability data will make reporting more automated and transparent.

2

Procurement will be data-driven. Sustainability documentation in procurement will require automated lifecycle CO_2 footprints, traceability and circularity performance.

3

Optimization will be done based on measured impact, not assumptions. Real-time data and dynamic modelling will become tools for enabling better decision-making but also optimizing sustainability investments and performance over time.



"Sustainability is no longer about proclaiming ambitions. What matters now is execution, measurable results through data, and transparency."

Anna Augustson
Head of Group Sustainability, Telia Company

Sustainability performance is becoming a key differentiator

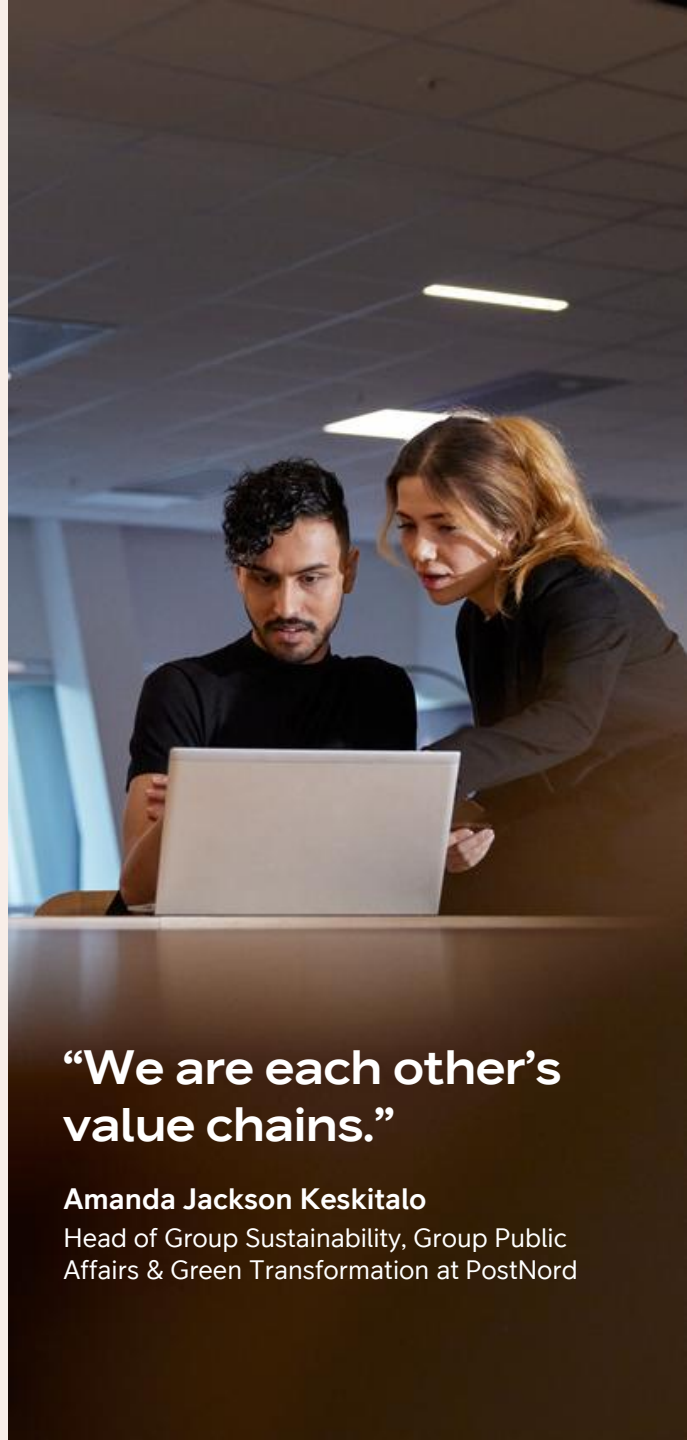
68%

of top-digital companies have one main provider for IT- and communications solutions.

(Telia Digital Index, 2025)

The “reporting complex” fuels another clear trend present among the organizations in our study: consolidation of IT and communications partners. As data gathering for reporting and compliance has become increasingly complex and time-consuming, many opt for simplifying the supply chain by reducing the number of partners. Telia’s Digital Index also shows that top digital companies increasingly rely on one main provider, signaling a preference for partners who can deliver more under one roof.

Moreover, sustainability metrics now play a growing role in supplier evaluation across public and private sectors. Many decision makers expect sustainability performance to become the deciding factor between otherwise equal providers in terms of price and quality, reducing risk and enabling innovation.



“We are each other’s value chains.”

Amanda Jackson Keskitalo
Head of Group Sustainability, Group Public Affairs & Green Transformation at PostNord



“Future proofing our business – that's how we talk about sustainability. It's about marrying the sustainability issues that are of high value with what drives business value”

Victoria Voss,
Head of Sustainability at Kavli Group

Marrying sustainability with business value

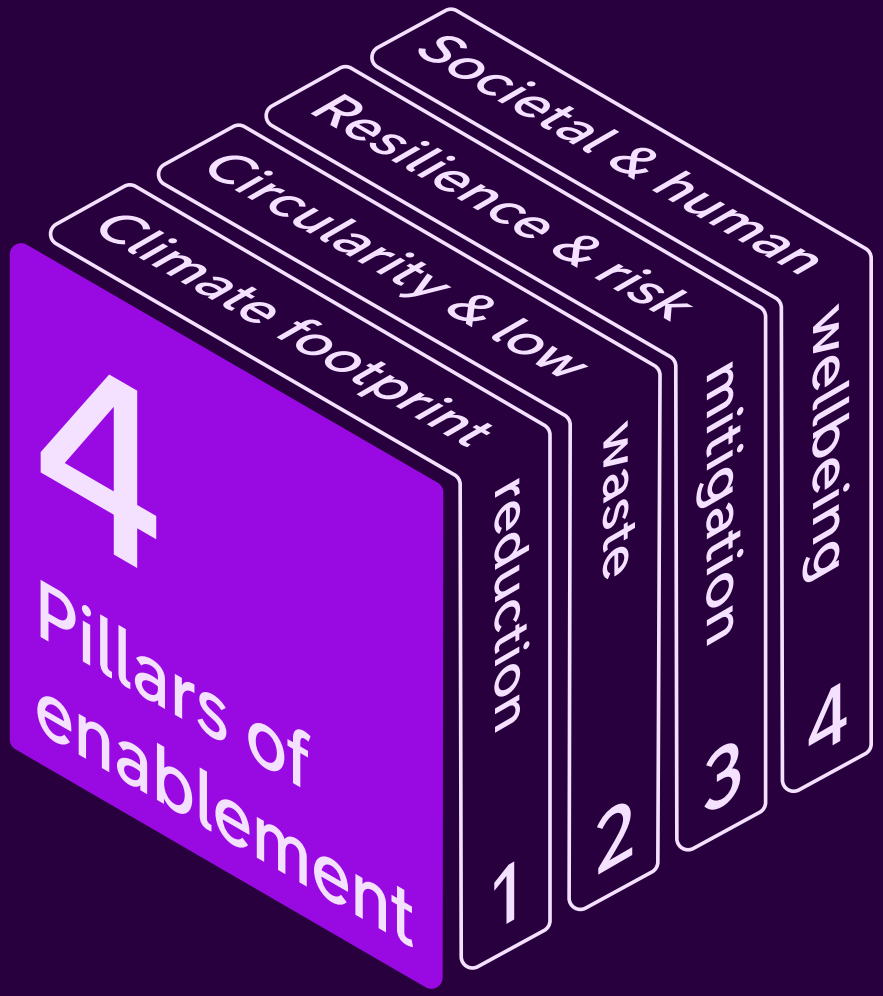
Most organizations have embedded sustainability into governance, strategy and data structures, with the ambition to move from mere target-setting to value creation. Still, many struggle to translate their strategy into everyday action. Many organizations are looking for ways to break down their sustainability strategies into goals and clear responsibilities.

Mature sustainability organizations have made sustainability a part of daily decision-making. Clearly linking sustainability and business goals, these organizations ensure that sustainability initiatives drive value rather than being regarded as side work. Sustainability becomes a driver of business value, accelerating innovation, reducing risk, and strengthening long-term profitability.

The 4 pillars of enablement

Four domains where Advanced Connectivity can help enable sustainable business

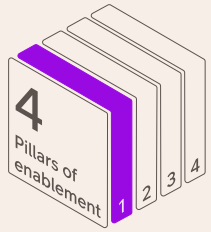




An enablement framework rooted in customer needs

Advanced Connectivity can help enable organizations to grow sustainably through four domains. For each of these four domains, we also present case studies that showcase how Telia has helped customers bring both business and sustainability outcomes:

1. **Climate footprint reduction:** Connectivity and IoT can enable organizations to reduce their climate footprints hands on by monitoring, automating, and optimizing energy-consuming systems.
2. **Circularity & low waste:** Advanced Connectivity can provide data on asset usage and lifetime but also enable sharing and “device-as-a-service” solutions to tackle sustainability challenges.
3. **Resilience & risk mitigation:** Advanced Connectivity can help organizations better prepare for change but also safeguard the critical digital infrastructure and networks that keep organizations and society running.
4. **Societal & human wellbeing:** Advanced Connectivity can turn the physical world into something we can care for and protect in real time - by better monitoring, optimizing and predicting how people and ecological systems behave and thrive.



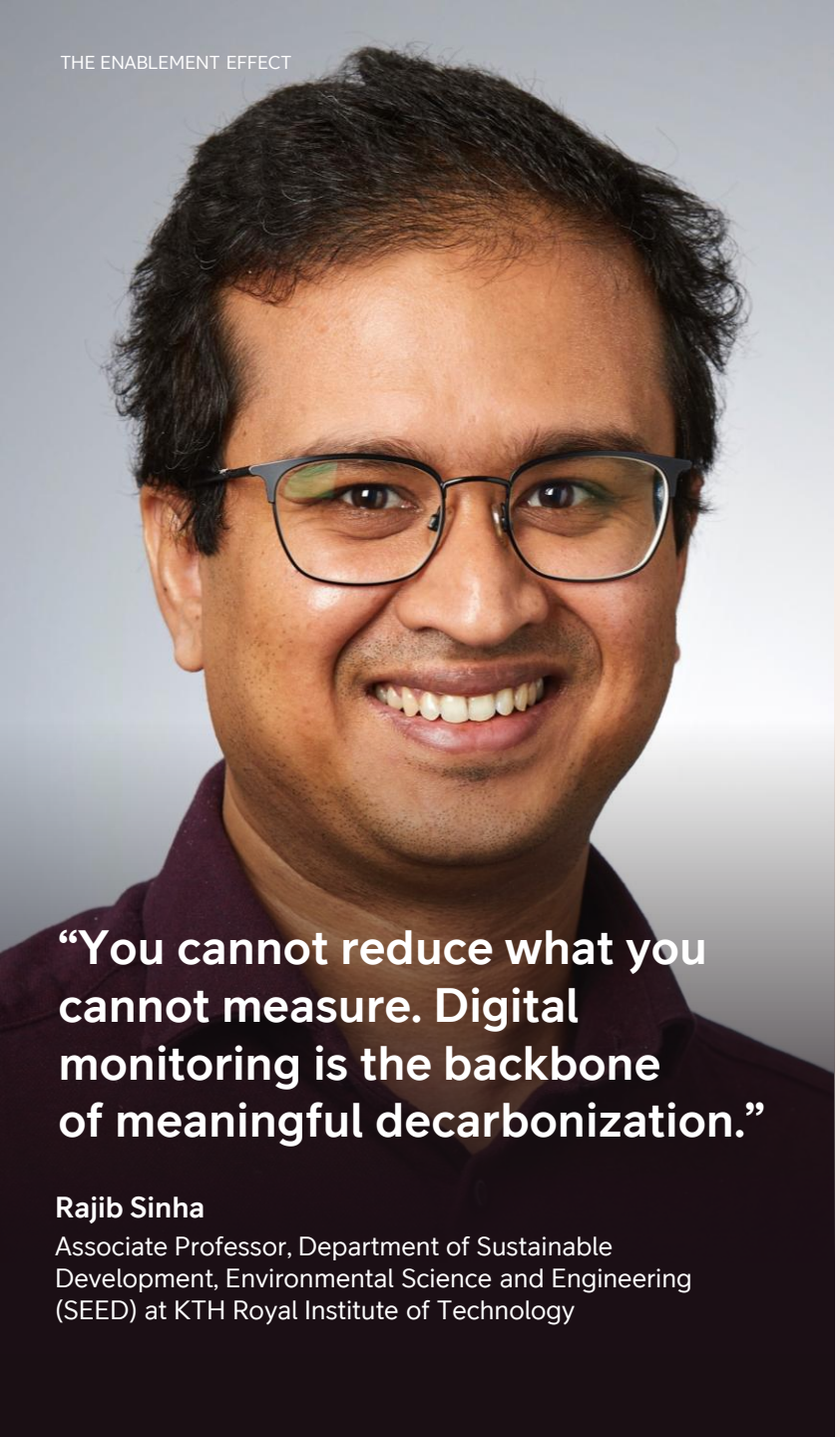
Climate footprint reduction

Most organizations struggle to reduce their environmental footprint, and the challenges they face are both many and often multifaceted. They lack data on where energy is most consumed and wasted, and how to avoid unnecessary peaks and inefficiencies.

Digitalization is one of the most effective levers for direct and measurable decreases in organizations' energy consumption and GHG emissions - "you can't manage what you can't measure."

By connecting assets and operations, organizations can monitor, automate, and optimize the physical systems that consume the most energy.



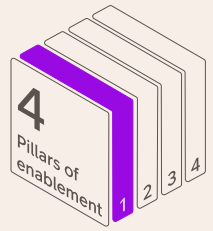


“You cannot reduce what you cannot measure. Digital monitoring is the backbone of meaningful decarbonization.”

Rajib Sinha
Associate Professor, Department of Sustainable Development, Environmental Science and Engineering (SEED) at KTH Royal Institute of Technology

FUTURE OUTLOOK

Towards real-time sensing and self-tuning systems



In the future, every large building or factory will operate like a self-optimizing, digital organism, continuously measuring and automating energy flows in real time, and using AI to predict energy needs days ahead. This will enable organizations to be more proactive, avoiding unnecessary visual inspection and manual intervention - in turn reducing both costs and work-related risks.

So called “digital twins”, dynamic, virtual replicas of physical objects, are already in use within a variety of fields - from cities, buildings and neighborhoods to aviation and transport.

In the future, digital twins will be in widespread use to provide real-time information about emissions hotspots to address. These act as “energy aware” systems that can give recommendations on actions to take.

Public transport will heat, cool and operate vehicles dynamically based on occupancy, weather, and energy prices. Fleets will continuously optimize routes based on real-time emissions intensity as well as energy cost, reducing operational costs and improving sustainability performance.

Opportunities for organizations

How organizations can approach climate footprint reduction.

1

Create organizational awareness
Gaining access to the right data is the first step to making the organization aware of crucial hot spots to improve.

2

Calibrate and predict
Predictive modelling can help the organization become more proactive, better estimating and aligning actual energy needs and usage.

3

Bring partners along
Create an ecosystem and invite partners to share data and collaborate around overall climate performance.



RIKSHEM

Smart building management for reduced energy consumption

Customer challenge:

Rikshem, one of Sweden's largest property owners, needed a more proactive way to manage and optimize energy consumption across its nationwide portfolio of 500 buildings and 30,000 apartments, while minimizing energy waste and improving indoor climate comfort for its residents.

> *By monitoring the indoor climate, we can identify and adjust discrepancies before they become problems, and we have saved a lot of energy - by fine tuning the temperature in out buildings*

Telia's solution:

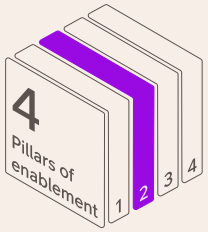
Telia connected Rikshem's properties to the open fiber network and installed IoT solutions to monitor temperature and humidity across 23,000 apartments. Data is collected continuously and integrated into the Telia IoT Platform, where Rikshem can monitor performance in real time and make proactive maintenance decisions. Open APIs allow Rikshem to also add more digital tools from Telia or other suppliers in the future.

Customer business value

- All collected real-time and historical data visualized in one platform enabling analytics for full building portfolio.
- Optimized energy consumption saving costs.
- Enhanced predictability of maintenance and heating patterns

Sustainability value

- Improved energy usage
- Lower CO_2 emissions due to reduced energy consumption
- Improved comfort levels for tenants



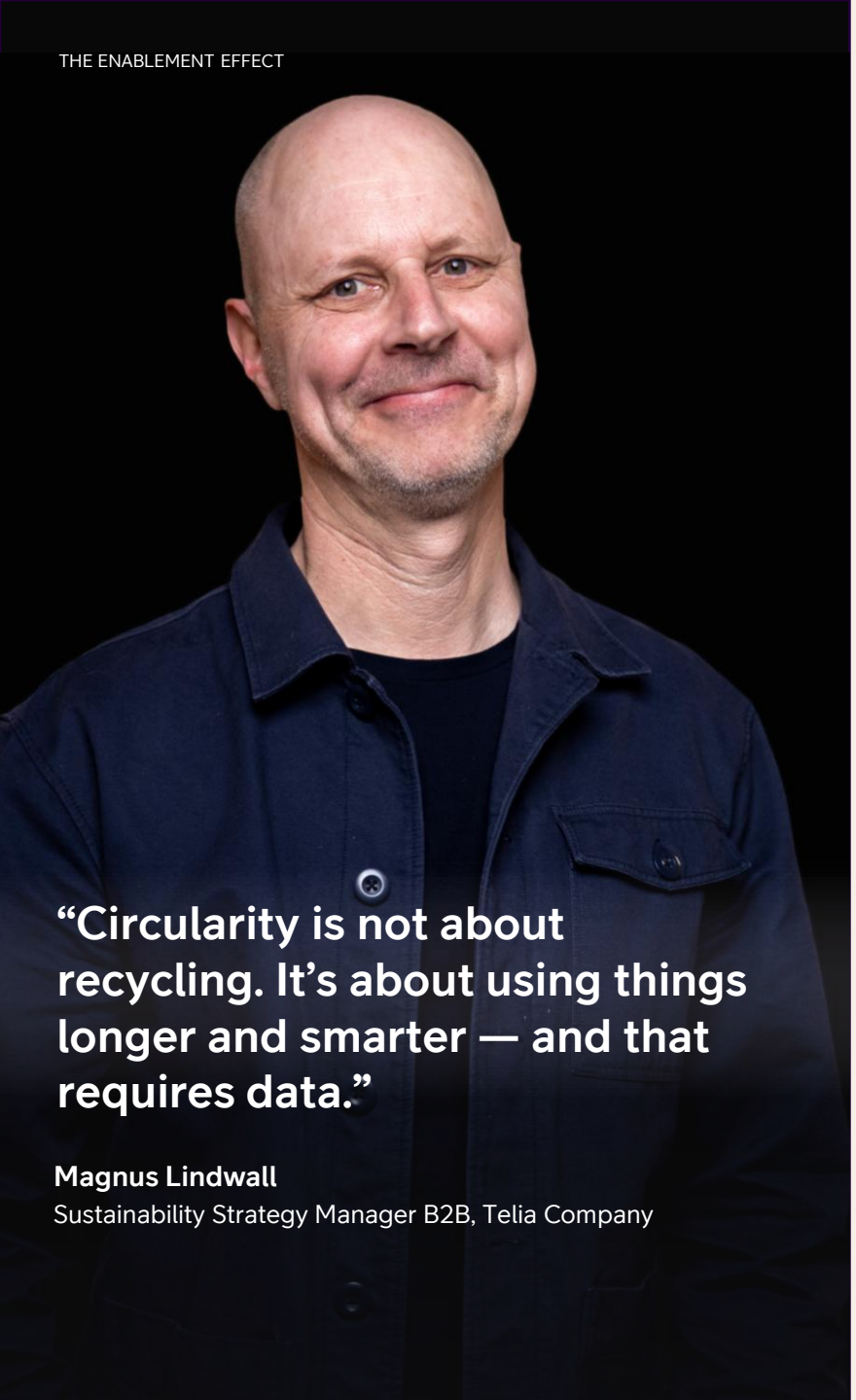
Circularity & low waste

Manufacturing of hardware and use of electronics are significant contributors to greenhouse gas emissions and climate change. Circularity is widely recognized as a key solution, but customers struggle to operationalize it. Hardware turnover and waste are high, but there is also a lack of visibility into asset lifetimes and utilization.

In hardware and electronics, circularity is often assumed to reduce emissions, but this is hard to prove in practice. Without transparency into lifetime, utilization, and rebound effects, customers struggle to verify whether circular models reduce embodied emissions.

Connectivity and IoT can enable circularity in practice, by providing the right kinds of data on asset usage and condition but also enable sharing and “device-as-a-service” solutions to tackle these challenges and hesitations.



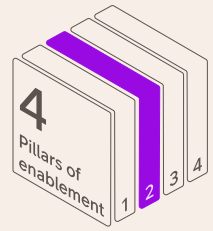


“Circularity is not about recycling. It’s about using things longer and smarter — and that requires data.”

Magnus Lindwall
Sustainability Strategy Manager B2B, Telia Company

FUTURE OUTLOOK

Circularity and traceability as the new norm



Extending lifetime and utilization of hardware and electronics will be a key focal point in the future. Studies show that extending the lifetime of a smartphone from 2.5 years to 5-7 years could help reduce lifecycle emissions by as much as 50 percent per device*.

Transparency and traceability will be key enablers in this shift. EU is making digital product passports (DPPs) mandatory for many industrial and consumer product groups. Most likely, these DPP’s will become the norm in the future, enabling full traceability of materials, repairs and owners, and creating a significant platform for circular services and reporting. Together, these shifts will make circular procurement standard.

Some companies we talked to not only set requirements on reparability and take-back programs already but also expect these requirement to become more rigorous in the future.

As a result, circular KPIs backed by data (eg. embodied CO_2 avoided or share of reused/refurbished hardware) will gain importance moving forward.

**Source*: *Wuppertal Institut*

Opportunities for organizations

How organizations can approach circularity and waste

1

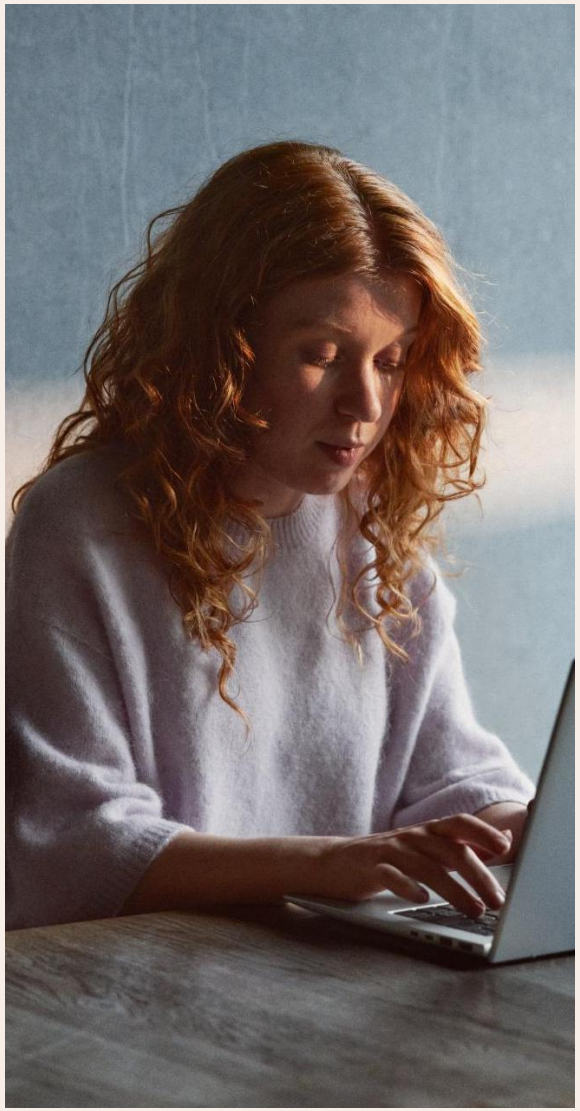
Challenge internal perceptions
Signals from our interviews suggest an increased employee acceptance to high-quality refurbished devices as an option to purchasing new devices.

2

Bring circularity into procurement
Putting demands on suppliers around circularity can be an effective lever to pull, also showcasing the organization “walks the talk”.

3

Improve usage and maintenance
Connected machines and devices can enable better usage and maintenance, reduce costs and extend device lifecycles.



TELIA FINLAND

Closing the loop on devices to cut emissions and costs

Customer challenge:

Many customers might be open to buying refurbished devices as a more sustainable and cost-saving alternative to buying new ones, but they lack access to high-quality devices. Currently, devices are often not handed in after they have been used. Instead, they end up as e-waste or idle inventory. This leads to emissions from unnecessary production of new devices but also makes it hard to find competitively priced refurbished devices.

2,000

tons GHG emissions were avoided by Telia providing refurbished phones to its customers.

Telia's solution:

Telia Finland implemented a closed-loop Device-as-a-Service model where devices are collected back from corporate customers at the end of the contract, refurbished internally and then resold as "Telia Recycled" devices for consumers.

This closed loop business model shows many success factors, including an efficient processing of many devices, with reduced refurbished device purchase costs compared to open-market alternatives, enabling competitive consumer pricing of refurbished phones. Through selling refurbished phones instead of new ones, Telia Company avoided the equivalent of more than 2,000 tons GHG emissions from the production of new devices.

B2B customer business value

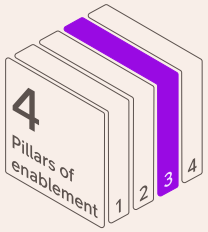
- Lower hardware cost
- More efficient device management
- Secure end-of-life handling

B2C customer business value

- Increased availability of high-quality refurbished devices

Sustainability value

- Devices are handled in a responsible circular manner (repair, reuse, and recycling) reducing environmental impact
- Lower lifecycle emissions by avoiding new device production

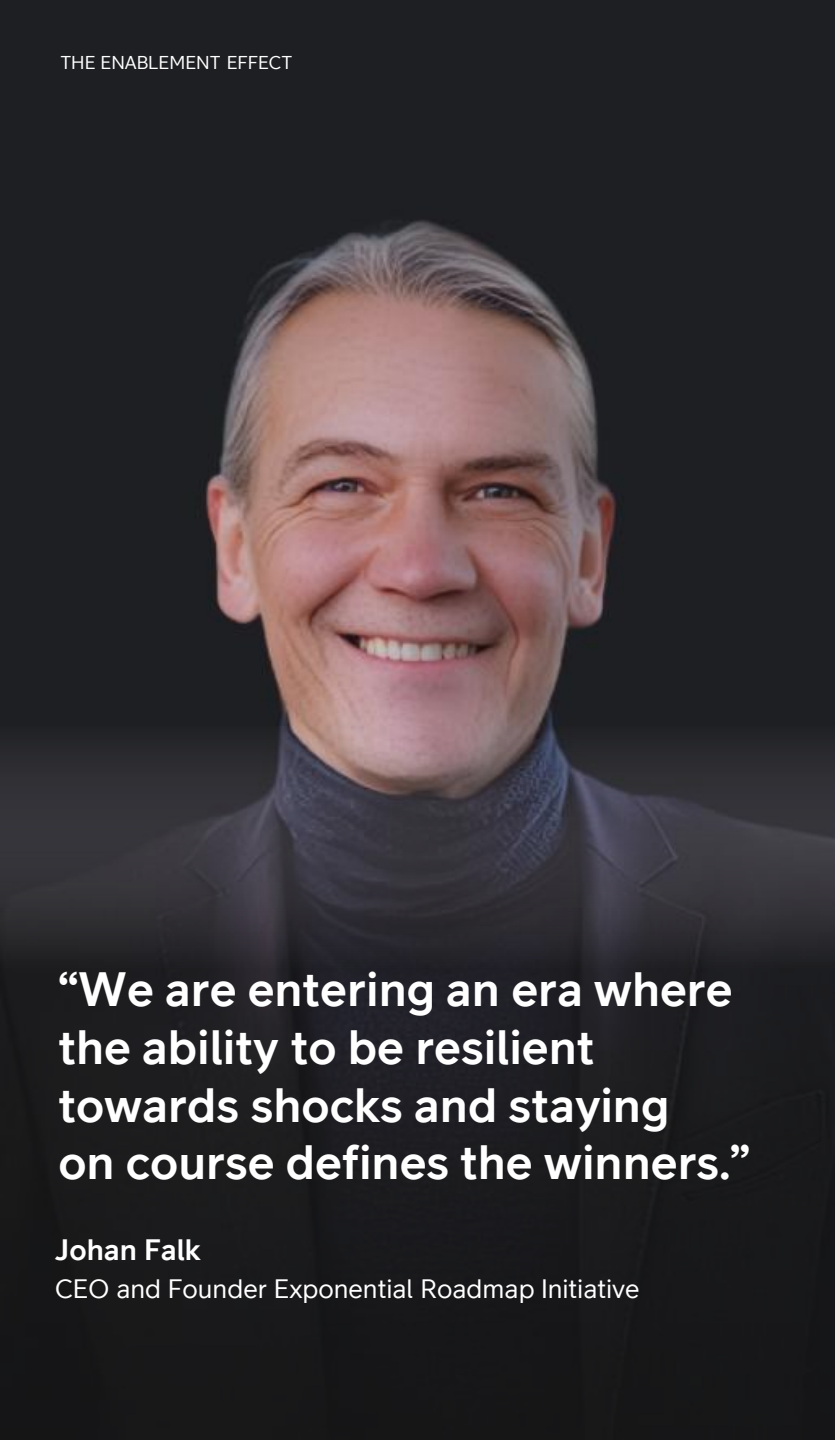


Resilience & risk mitigation

Telia's customers, both public organizations and enterprises, increasingly view "sustainability" as part of building resilience and business continuity, not only as climate impact and carbon reduction. Being able to monitor and predict future environmental risks can improve an organization's ability to remain operational in an ever-changing business reality.

Connectivity and IoT can help organizations better prepare for change but also safeguard the critical digital infrastructure and networks that keep society running.



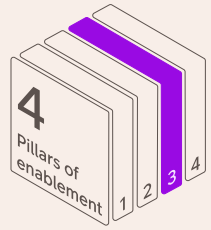


“We are entering an era where the ability to be resilient towards shocks and staying on course defines the winners.”

Johan Falk
CEO and Founder Exponential Roadmap Initiative

FUTURE OUTLOOK

From reacting to anticipating risk



In the future, resilience will be about an organizations ability to predict events that have large impact on their business and customers. Those who do this well will not only become less exposed to supply chain and operational shocks, also becoming more energy-efficient and less carbon-intensive.

Climate-risk dashboards will become standard, as organizations will need to better monitor and predict indoor air quality and humidity, energy grid stability and conditions of critical assets in real time. Buildings and factories self-monitor, self-heal and self-adjust without the need for human intervention. IoT systems identify risks before failure occurs. Fleets and factories will dynamically reroute based on surroundings, weather, traffic and environmental conditions.

The organizations that tightly connect sustainability performance with risk, security and business outcomes will be the most resilient to future shocks.

Opportunities for organizations

How organizations can approach resilience and risk reduction

1

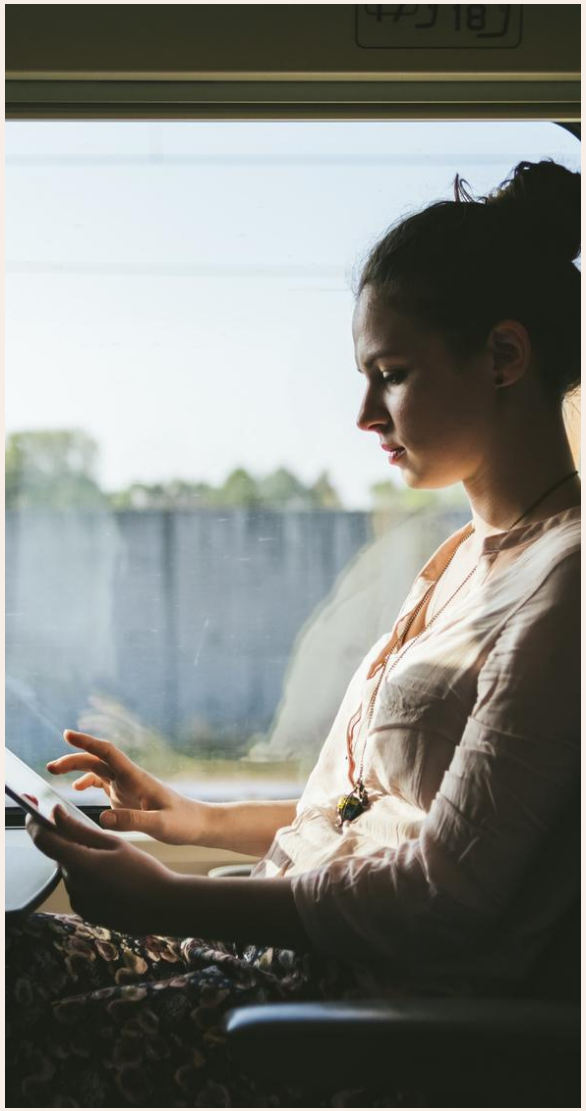
Predict future shock
An organization's ability to deflate incidents before they occur will shape competitiveness and resilience in a future marked by permanent VUCA.

2

Foster a resilient culture
Being able to better predict future shock and events can improve employees’ own resilience and sense of security but also boost creativity.

3

Security as competitive edge
Security will be key competitive advantage – companies that boost resilience will gain trust with partners in the ecosystem.



SJ

Promoting sustainable travel and societal resilience

Customer challenge:

Founded in 1856, SJ is a state-owned and market-leading train operator in Sweden. SJ connects Sweden, Norway, and the capitals of Scandinavia, offering sustainable travel. SJ's mission is to shift more people from cars and planes to trains - the most climate-efficient mode of long-distance travel. They needed a reliable communications partner to help them in their sustainability transition.

For a highly digitalized operation like SJ's, it's absolutely crucial to have a supplier that offer reliable connectivity and coverage across the whole the country.

Henri Caddeo
Chief Information Officer, SJ

Telia's solution:

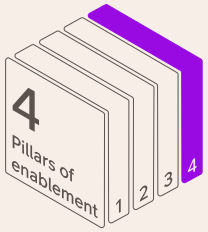
SJ selected Telia as its nationwide communications partner, providing a full-stack connectivity and IoT service layer across its entire network footprint. Telia will provide reliable connectivity, real-time IoT insights and robust crisis communication - improving train operations, strengthening competitiveness, and directly supporting Sweden's climate transition through increased rail travel.

Customer business value

- Stronger competitiveness vs. air and road options
- Potential for higher customer satisfaction and loyalty
- Access to fast and secure communications in crisis situations

Sustainability value

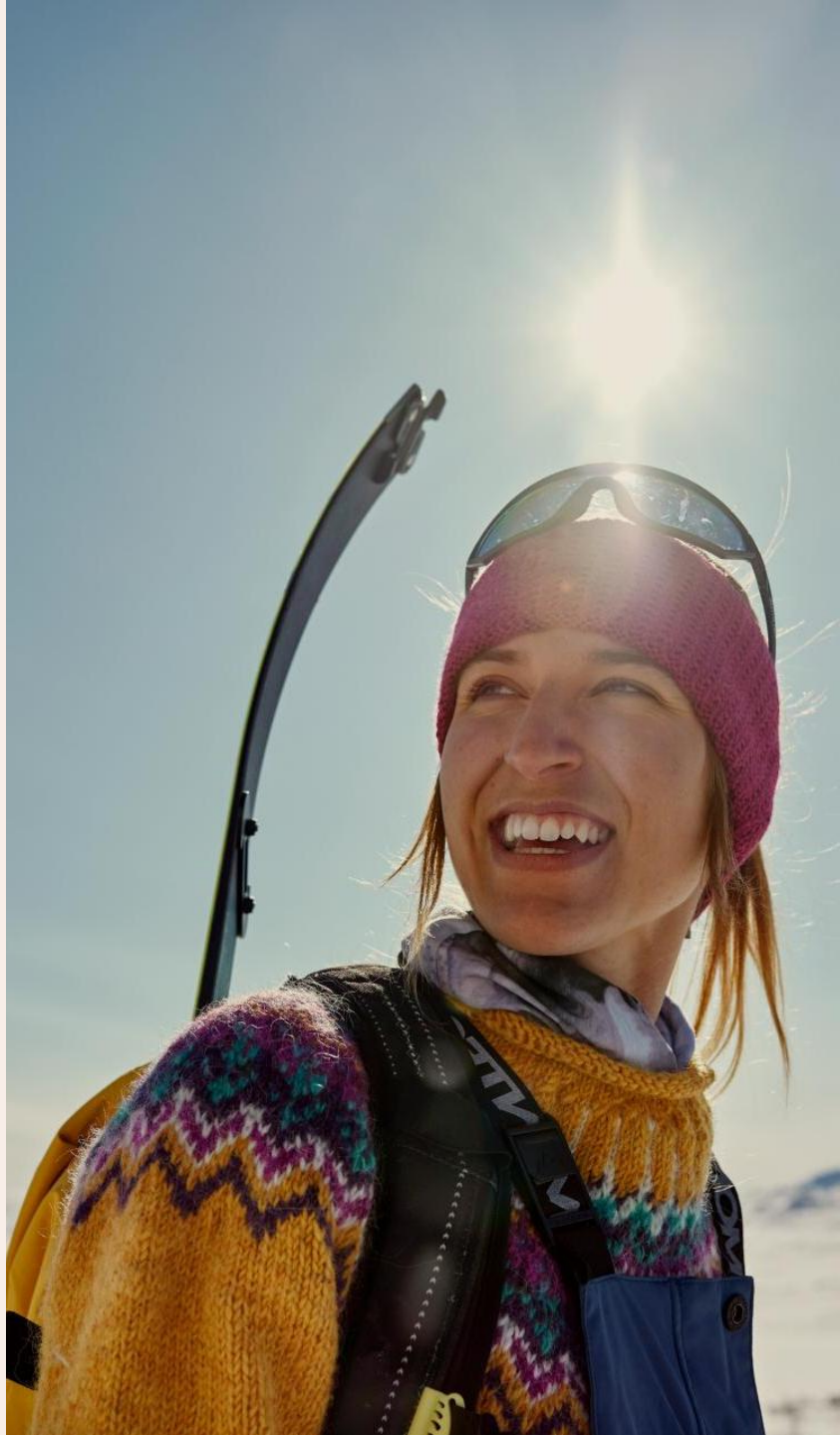
- Increased use of the lowest-emission transport mode
- Lower operational emissions through IoT-driven efficiency

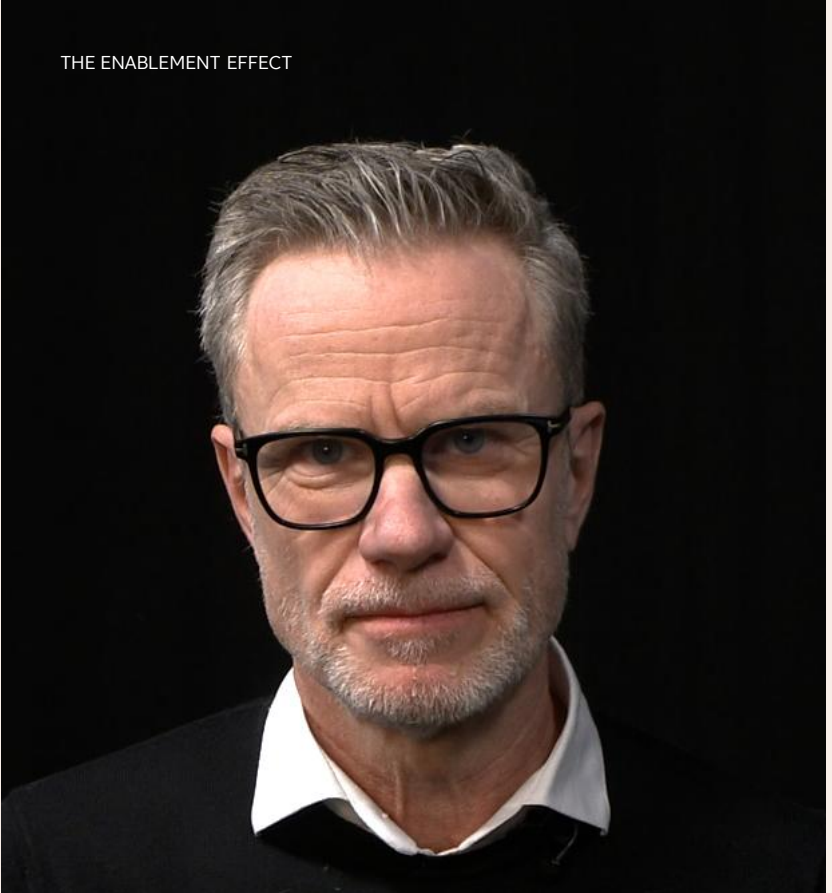


Societal & human wellbeing

Many customers are considering not only how they can reduce the emissions of their own operations, but also make a positive impact on society, nature and people.

Advanced Connectivity can help turn the physical world into something we can care for and protect in real time. By better monitoring, optimizing and predicting how people and ecological systems behave and thrive, Telia can help customers make an impact that is visible beyond purely the bottom line.



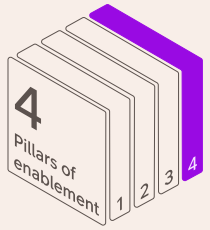


“IoT and mobility data empower cities and businesses to create smarter, safer, and healthier environments.”

Björn Hansen
Head of Advanced Mobility, Telia Company

FUTURE OUTLOOK

Toward a connected and sensing ecosystem



In the future, cities and societies will operate like connected and sensing systems. Sensors will monitor air-and water quality, noise, and pollution and alert to prevent incidents before they occur. Digital biodiversity sensors will be assigned to track wildlife, vegetation health and invasive species.

Buildings will be designed to protect human health and comfort. Homes, offices, hospitals and schools are intelligent entities that optimize sleep quality, circadian rhythms and cognitive performance. Political and commercial pressure will ensure that indoor environments are safe and healthy for all.

In this future, a “Vision Zero” will make fatal work incidents a thing of the past. Remote-controlled and autonomous vehicles, machines and premises will replace hazardous physical labor, radically reducing safety risks for personnel otherwise working in these environments.

This is a future where technology is not used for technology’s sake, but as means to radically improve ecological, human and societal wellbeing.

Opportunities for organizations

How organizations can approach wellbeing

1

Connect to your brand purpose
Prioritize the areas that align with your brand purpose, and where tangible and positive impact on societal and human wellbeing can be realized.

2

Build ecosystem partnerships
Take on a leadership role to build partnerships across the entire value chain for greater impact.

3

Strengthen culture and wellbeing
People support what they create. Focus on what motivates people in their daily work to lower the threshold.



REGION STOCKHOLM

Transforming emergency health care with 5G

Customer challenge:

For one of Sweden's largest emergency hospitals operating in Region Stockholm, a major pain point is the inability to find equipment or data when needed. This not only leads to inefficiencies, interruptions and unnecessary cost and emissions, but ultimately also staff stress.

New technology enables a more accessible and high-quality healthcare, but patient safety is key. This requires robust and secure communication solutions, and that's exactly what 5G technology is developed for.

Telia's solution:

The collaboration is transforming this hospital into a 5G-enabled smart healthcare environment, providing a digital foundation for future innovation.

By ensuring reliable, secure connectivity, Telia enables improved hospital efficiency, sustainability and wellbeing through reduced material waste and energy use, fewer unnecessary movements, improved working conditions and better patient safety.

Customer business value

- Higher staff productivity and shortened patient pathways
- Better emergency response
- Reduced costs from optimized use of equipment and spaces
- Platform for future AI applications such as predictive staffing and patient flow

Sustainability value

- Reduced unnecessary movement and fuel emissions
- Lowered material waste
- Better indoor climate and overall wellbeing for patients and staff
- Higher hospital efficiency leading to improved healthcare

Deep-dive
Exponential Roadmap Initiative



EXPONENTIAL ROADMAP

Emission reduction enabled by digitalization

Telia Company has joined forces with large multinationals like Apple, Ericsson, IKEA, BT Group and Unilever to push climate action across supply chains as part of the 1.5°C Supply Chain Leaders, a coalition within the Exponential Roadmap Initiative (ERI), where Telia has been involved from the start.

Founded in 2018, ERI brings together companies driving exponential climate action to halve emissions by 2030 while strengthening business performance. ERI supports action across five areas: reducing own emissions, reducing value-chain emissions, scaling climate solutions, mobilize finance and investment, and accelerating societal action.

A green transition roadmap

Johan Falk, entrepreneur and previously Senior Innovation Fellow at Stockholm Resilience Centre, co-founded ERI. A self-proclaimed “exponential evangelist,” he argues that climate solutions must scale as fast as IT innovations - as captured by *Moore’s Law.*

In 2017, Falk, together with Johan Rockström and Owen Gaffney, therefore introduced the “Carbon Law” with one sole purpose: halve global emissions every decade, starting from 2020. Initially dismissed as “an impossible narrative,” it has since gained global momentum as a simple, communicable target focused on achieving the first halving by 2030.

Digitalization and ICT are essential in accelerating the transition, Falk argues. The ICT industry have been pioneers in enabling reduction of emissions to this date - the industry, where telcos play a leading role, will be instrumental enablers going forward.

“Telcos has an enormous untapped and exciting potential to accelerate climate solutions through e.g. 5G Advanced.

The ICT industry has historically been a pioneer in reducing emissions while increasing capacity, largely due to "Moore's Law" and a culture of continuous innovation.”

Johan Falk

EXPONENTIAL ROADMAP

Positive developments

Despite the world being “five years behind” the Carbon Law trajectory, Falk sees major progress since the Paris Agreement. Solutions now exist not only for the first halving but also for the second halving across sectors. Fossil-free materials and energy-efficiency technologies are showing exponential growth, albeit from small starting points.

Renewables and electric vehicles are scaling “exceptionally fast”, beating predictions. Falk suggests Electrical Vehicles adoption could reach “close to 90%” not far from 2030. China’s acceleration in Electrical Vehicles and clean energy, paired with declining emissions in the US and Europe, indicates a coming “positive downward trajectory.”

Digitalization and AI will be instrumental to accelerating climate solutions and phasing out the fossil economy towards an earth-aligned economy, Falk says.

Challenges remain on the horizon

However, significant challenges remain. Fossil fuel subsidies distort markets, and parts of industry actively lobby against climate policies. Sudden policy shifts, like Sweden’s removal of the Electrical Vehicles bonus or reversals across Europe, create instability that is “very destructive” for businesses looking to plan long-term investments.

Leading companies are maintaining strong climate action, but others risk falling behind. Europe’s heavy industry, in particular, is strained by China’s long-term green transition strategy.

Long term, Falk sees no tension between sustainability and profitability; companies that are ahead in the transition tend to outperform financially.

"I do not see that there is a contradiction between a company winning in the transformation and becoming more profitable and increasing its growth in relation to climate, nature, and sustainability.”



Johan Falk

What drives success

Falk highlights three areas as essential going forward:

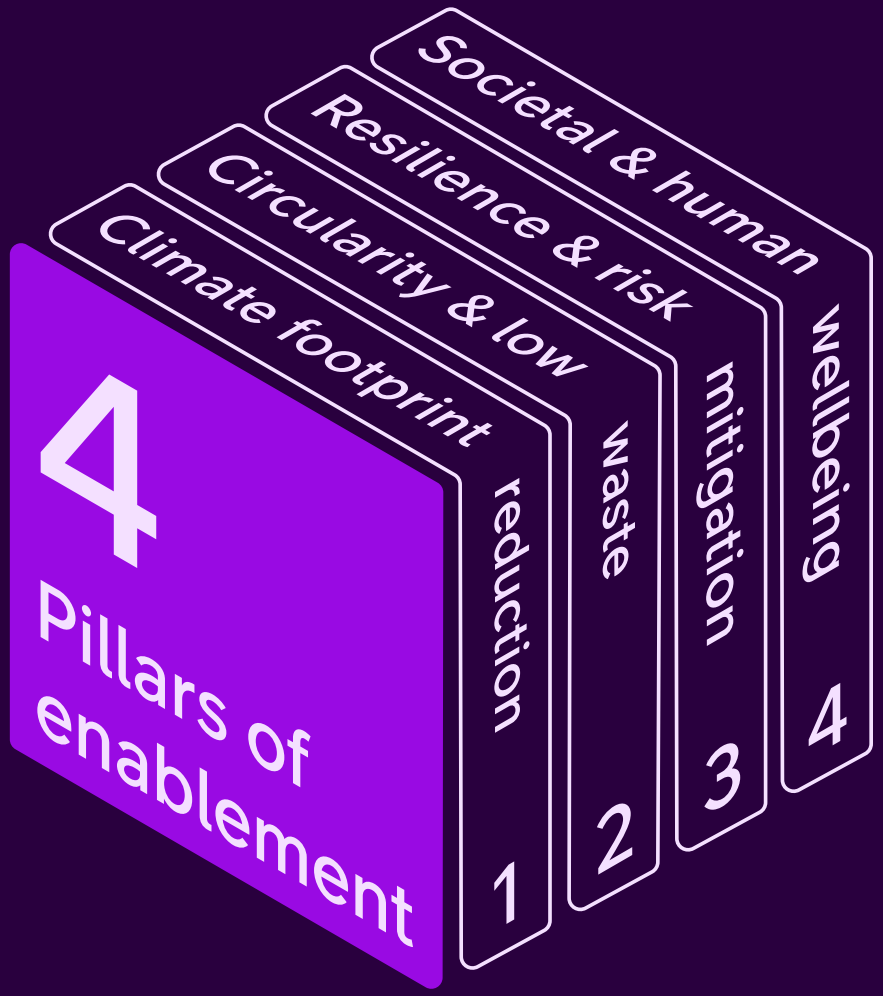
Transition Plans: Companies are increasingly required to deliver actionable plans, not just targets.

Innovation Integration: Success depends on deep integration of innovation and transformation of businesses, their value chain, and business models. He argues few companies have fully tapped this potential.

Pricing Mechanisms: Incentive structures like Electrical Vehicle “bonus-malus” systems help bridge early cost gaps. Without them, there will be a constant barrier in the question “who will bear the difference?”.

06

Conclusions



Enabling tomorrow's business winners

Organizations are entering an era where digitalization and sustainability are merged journeys, and those that bring these forces together will define the next decade. The sustainability landscape has matured, shifting focus from abstract goals to proving real, measurable impact in day-to-day operations. This maturity is driving a clear trend of companies consolidating ICT partners, with sustainability metrics expected to become the decisive factor in procurement.

We argue that **connectivity and digitalization are keys to driving sustainable profitability**. By embracing **the enablement effect**, a new era of resilient business practices is enabled. For every ton of CO_2 Telia emits, its solutions enable a reduction of 6.2 tons in other industries. This report shows how Telia acts as a strategic partner, enabling organizations to achieve their business and sustainability goals faster and more efficiently.

The era of abstract sustainability is over. Success now requires translating these insights from strategy into operational reality through deep integration of digitalization into every daily decision. Let's now unlock the full value of connectivity to drive measurable, sustainable business development.

Appendix

Contributors to the report

Participating organizations
Arla Foods, Aurika, Ericsson, Fortum, Hansel, Husqvarna, Kavli, Lerum Municipality, Neste, PostNord, SJ, Swedbank, Toyota Material Handling, The Swedish Transport Administration (Trafikverket), Volvo

Telia contributor	Role	Organization
Anna Augustson	Head of Group Sustainability	Telia
Björn Hansen	Head of Advanced Mobility B2B	Telia
Lena De Geer	Senior Group Sustainability Development Lead	Telia
Magnus Leonhardt	Head of Strategy & Innovation B2B	Telia
Magnus Lindwall	Sustainability Strategy Manager B2B	Telia
Marie Löwenthal	Business Development Manager B2B	Telia
Per Broo	Head of B2B/B2O Common Products	Telia
Ragnhild Franson Blom	Marketing Manager B2B	Telia

Project team	Role	Organization
Magnus Fahlgren	Brand Insight Manager	Telia
Emelie Westerfelt	Head of Group Brand and Insight	Telia

Authors	Role	Organization
Jenny Lycke	Project Lead & Agency Head of Foresight	Augur
Alexis Bolonassos	Agency Head of Strategy & Insight	Augur
Fredrik Öhrfelt	Agency CEO	Augur

References

Accenture (2024). *Destination Net Zero Report*

BCG and BCG X (2025). *BCG Climate Survey Report - How Companies are Tackling the Climate Challenge - and Creating Value*

Deloitte (2025). *2025 C-suite Sustainability Report*

Ericsson (2025). *CTO technology trends 2025 - Key trends driving the next wave of mobile technology*

Ericsson Mobility Report 2025

EY (2025). *EY CSRD Barometer 2025*

ITU & WBA, World Benchmarking Alliance (2023). *Greening digital companies report*

ITU & World Bank, "Measuring the Emissions & Energy Footprint of the ICT Sector" (2024)

Kantar (2025). *Sustainable Brand Growth*

Lynxeye (2025). *What matters - Lynxeye Purpose Index 2025*

MSCI ESG Research (2024). *Sustainability and climate trends to watch in 2024*

PwC (2025). *PwC 28th Annual CEO survey*

PwC (2025). *PwC Omnibus, https://www.pwc.se/omnibus*

Telia Group (2024). *Telia Annual Report 2025*

Telia Group (2025). *Telia Climate Transition Plan*

Telia Group (2025). *Telia Digital Index 2025*

UNCG-Accenture (2025). *Turning the Key - Unlocking the Next Era of Sustainability Leadership, UNCG-Accenture 2025 CEO Study*

World Economic Forum (2025). *WEF Chief Economists Outlook September 2025*

Wuppertal Institut (2024), *"Circularity as a service"*

Exponential Roadmap Initiative (2025). *https://exponentialroadmap.org/*

Methodology

In this report, we outline the future of corporate sustainability. The study was conducted during Q3 and Q4 of 2025, using a mixed research methodology combining quantitative and qualitative data from multiple sources:

- **15 in-depth interviews** with sustainability and business decision makers (Procurement Specialists, CIOs and CTOs, Sustainability Directors) at large enterprises and public organizations across various industries, in Telia's key markets in the Nordics and Baltics.
- **Participating organizations** (in alphabetical order): *Arla Foods, Aurika, Ericsson, Fortum, Hansel, Husqvarna, Kavli, Lerum Municipality, Neste, PostNord, SJ, Swedbank, Toyota Material Handling, The Swedish Transport Administration (Trafikverket), Volvo*
- **8 in-depth interviews** with renowned sustainability experts, as well as experts and specialists at Telia Group and Telia Sweden.
- **Data and insights** from leading industry reports and articles on sustainability and digital transformation.
- **Data from Telia's Digital Index 2025** sampling input from circa 1200 organizations of all sizes.

The project was conducted in collaboration with Augur, a leading foresight and strategy agency in the Nordics.

Consulted experts

A special thank you to the following experts, who provided valuable, in-depth perspectives and insights to the creation of this report.



Johan Falk
CEO and Founder Exponential Roadmap Initiative



Rajib Sinha
Associate Professor, Department of Sustainable Development, Environmental Science and Engineering (SEED) at KTH



Magnus Leonhardt
Head of Strategy & Innovation B2B Telia



Per Broo
Head of B2B/B2O Common Products Telia



Ragnhild Franson Blom
Marketing Manager, B2B Telia



Annette Anjou
SVP HR and Sustainability at RISE, Research Institutes of Sweden



Anna Augustson
Head of Group Sustainability Telia



Magnus Lindwall
Sustainability Strategy Manager B2B, Telia



Björn Hansen
Head of Advanced Mobility Telia



Marie Löwenthal
Business Development Manager B2B Telia