

Bridging the gap:  
**Overcoming barriers to  
achieving a Net Positive  
business**





Achieving a Net Positive status represents a transformative shift in how businesses approach sustainability. More than simply looking to minimize environmental and social footprints, Net Positive initiatives aim to actively create long-term benefits for society and the environment.

However, the journey toward Net Positive is fraught with challenges as the pressure mounts for organizations to prioritize sustainability alongside operational efficiency. The need to bridge the gap between ambition and action has never been greater. But with innovative technologies and a commitment to collaboration, organizations can align environmental, societal, and business priorities to achieve meaningful progress.

Fujitsu's Net Positive Agenda, developed and researched by Economist Impact, explores how companies can minimize their social and environmental footprint. All while simultaneously generating a positive impact that contributes to broader sustainability and well-being initiatives, as well as a Net Positive society. In this article, we explore the barriers that industries such as mobility, energy, and utilities – alongside public sector bodies – face when it comes to Net Positivity, examining the role of a holistic approach in overcoming them.

## Defining Net Positive:

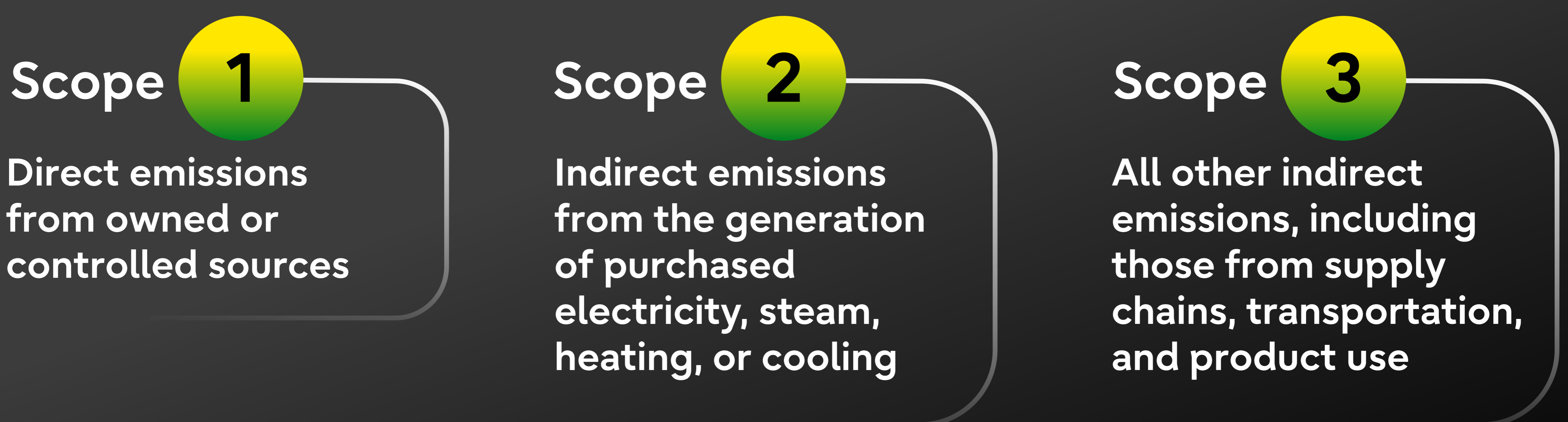
**A business approach where companies not only aim to reduce their social and environmental footprint, but also actively create positive impacts that contribute to long-term sustainability and the well-being of people and the planet.**

# Section 1 - The current barriers to achieving Net Positive

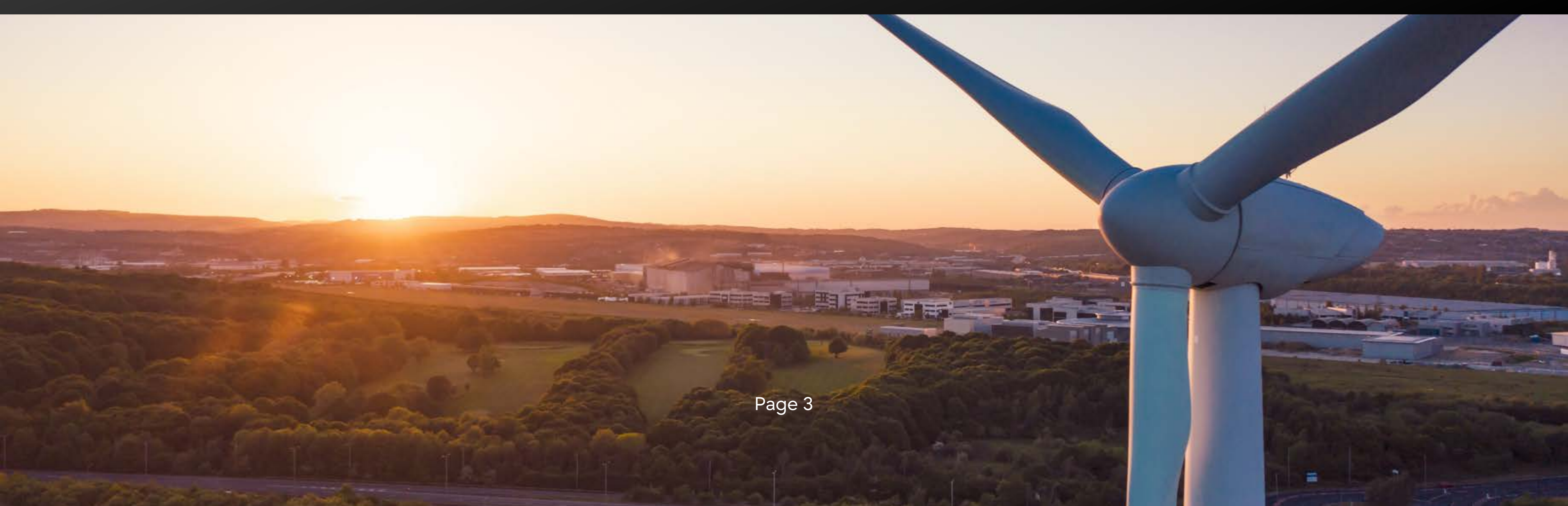
## Supply chain inefficiencies

Across all industries, many organizations claim to face persistent barriers in achieving their social and environmental sustainability goals, with over half stating the main barriers as supply chain issues and balancing conflicting business and sustainability targets. Here, transparency remains a major challenge.

Whilst most (92%) organizations openly disclose both their Scope 1 and Scope 2 emissions, only 57% disclose emissions across at least some categories of their Scope 3 emissions. Here, just [4% disclose their emissions](#) across most material categories of Scope 3 emissions. This makes understanding the full spectrum of emissions crucial, as Scope 3 covers indirect emissions from upstream and downstream activities—often the largest contributor to a company's carbon footprint.

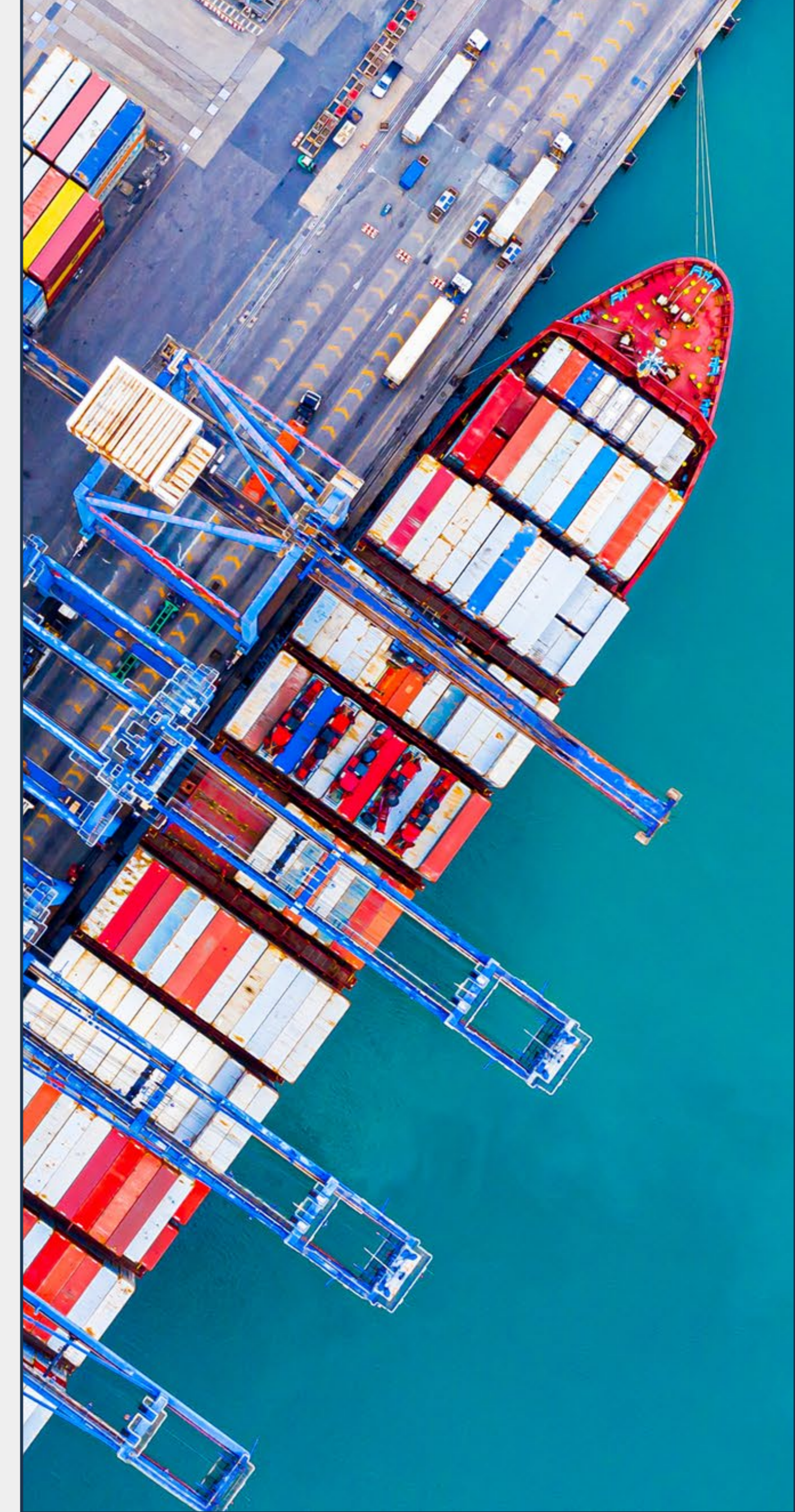


Source: [Carbon Trust](#)



While often overlooked, measuring Scope 3 emissions is essential for organizations and public bodies aiming to advance their decarbonization and sustainability goals. Since most greenhouse gas (GHG) emissions and cost-saving opportunities lie outside their direct operations, addressing Scope 3 emissions unlocks significant benefits.

It helps organizations identify emission hotspots across their value chain, prioritize reduction strategies, and evaluate supplier sustainability performance. By focusing on informing smarter decisions in procurement, product development, and logistics, organizations can drive meaningful emission reductions. Additionally, this approach encourages product innovation and engages employees in reducing their own emissions, fostering a more sustainable future.



## Conflict between sustainability goals and other business priorities

Over half of the companies interviewed report a conflict between sustainability goals and other business priorities. This false dichotomy—that sustainability and profitability are mutually exclusive—limits progress. On the contrary, aligning the two can deliver tangible benefits. For instance, operational efficiency reduces waste, which not only lowers environmental impacts but also enhances profit margins.

Despite these barriers, many organizations reflect on the benefits of adopting a Net Positive approach, including

**67%** believing they can generate cost-savings through efficiency

Companies and public sector bodies must recognize that a Net Positive approach is not about trade-offs; it's about integration. By demonstrating the financial and societal value of sustainable practices, organizations can build internal buy-in and dismantle outdated perceptions.

## Lack of regulatory guidance or conflicting regulatory requirements

Organizations aiming to achieve Net Positive results are increasingly encountering significant barriers due to gaps and inconsistencies in regulatory guidance. In many jurisdictions, the absence of clear and comprehensive frameworks leaves businesses without a unified standard for measuring and reporting their environmental, social, and economic impacts.

**47%**

of organizations claim they are facing barriers caused by a lack of regulatory guidance or differing regulatory needs.

Without well-defined benchmarks or incentives, organizations struggle to prioritize impactful initiatives, often defaulting to fragmented or short-term strategies that may fail to deliver meaningful progress.

Compounding these challenges are conflicting regulatory requirements across different regions or sectors, which create additional complexity for organizations operating in multiple jurisdictions. These conflicting mandates can divert resources away from innovative solutions or transformative sustainability initiatives.

Add in further hurdles such as organizational resistance to change, limited sustainability budgets, and a lack of commitment from industry peers, and organizations have a litany of barriers to overcome. These factors not only impact end goals, but prohibit the profound role organizations can play in shaping the world around them—one where industries not only minimize harm but become active forces for good, sowing benefits for the environment, communities, and future generations.

## Section 2 - The case for a holistic Net Positive approach

The misconception that Net Positive is an “either-or” decision between sustainability and profitability has stalled progress. In reality, a holistic approach to Net Positive initiatives generates long-term benefits that extend beyond environmental sustainability to include societal resilience and operational efficiency.



**Adopting a Net Positive strategy equips organizations to:**

Build societal resilience by addressing critical challenges such as climate change and resource scarcity.

Enhance operational efficiency through waste reduction and better resource management.

Strengthen regulatory compliance and mitigate risks associated with environmental degradation.

Fostering collaboration across governments, businesses, and citizens is key to shaping a resilient, flourishing society. Innovative and trustworthy technologies can solve societal challenges and unlock new opportunities for sustainable growth. By aligning financial goals with environmental and societal needs, organizations can create a future where people and the planet thrive in unison.

# Section 3 – Bridging the gap with Fujitsu Uvance Trusted Society

Fujitsu has long championed the principles of Net Positive, leveraging scalable, technology-driven solutions to help organizations overcome barriers to sustainability. By integrating sustainability goals with operational efficiency, Fujitsu supports businesses in advancing their Net Positive journey to fully align with profitability targets.



## Supply chain transparency and optimization

Fujitsu Unified Logistics solutions improve visibility and planning across supply chains, reducing inefficiencies and greenhouse gas emissions. By enabling better tracking and disclosure of Scope 3 emissions, these solutions create accountable and sustainable supply chains. However, many organizations are still in the early stages of adapting to this new way of operating, with 63% saying they are only just beginning to integrate social and environmental targets with financial metrics.

This lack of mentality shift reinforces the perception that there are tensions between sustainability goals and financial ones. Just [4% of businesses weight financial, environmental and social performance equally](#), but the Net Positive Index indicates that companies can prioritize all organizational areas – including the entire supply chain - and still be competitive.

## Workforce and resource optimization

Workforce shortages and budgetary constraints often limit organizations' abilities to advance sustainability. Fujitsu addresses these challenges with its Connected Front-line Worker solutions that incorporate process automation and video analytics, such as:



### Unified Emergency Dispatch

A next-gen Computer Aided Dispatch system revolutionizing emergency response for police, firefighters, paramedics, and road crews using real-time analysis to optimize resources and cut response times.



### Video Behavior Analytics

A proactive AI-driven security tool that boosts public safety and efficiency by detecting and alerting behaviors in real time.



### Asset Analyzer

An AI-powered planning and diagnostic tool that identifies infrastructure issues from images, reducing hazardous inspections and improving worker safety. It also eases the strain on understaffed teams amid labor shortages.

These tools enable proactive resource allocation, incident management, and cost optimization, allowing organizations to balance financial and societal priorities effectively.

## Sustainability, hand in hand with profitability

Our belief is that the organizations that can successfully leverage technology for sustainability purposes are more likely to meet financial targets. For example, could an organization enhance fuel-efficient routing to reduce emissions? Or enable real-time operational adjustments to help reduce costs while achieving sustainability goals?

Across industries, companies that are employing technology and other tools to support their sustainability efforts are more likely to be tracking ahead on revenue and profit goals. But to fully realize the Net Positive approach, key questions should be asked. Will the new technology require more energy and therefore increase costs? How will old technology be repurposed or recycled in a sustainable way? Will the technology reduce the number of staff required? All of this needs to be considered, yet [45% companies](#) still lack the formal processes to assess any potential negative impacts of a new technology, highlighting the need for integrated frameworks that balance innovation with ethical considerations.

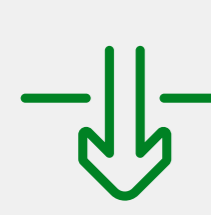


# Section 4 – Customer success stories


## Driving sustainability and efficiency: HPA transforms harbor traffic with Fujitsu Digital Annealer

The impact of Fujitsu solutions is best illustrated through real-world success stories. Consider the Hamburg Port Authority (HPA), which faced significant supply chain challenges due to congestion and inefficiencies.


By applying Fujitsu's quantum-inspired Digital Annealer technology to traffic data, HPA achieved remarkable improvements:

 **Up to 15%** reduction in travel time for vehicles

 **Increased capacity** to handle trucks within the port's confined space

 **Lower CO<sub>2</sub> emissions** from trucks and cars

 **Reduced traffic congestion** in the harbor area

 **Faster turnaround** for container ships, **enhancing the flow of goods**

This partnership underscores how technology can drive measurable outcomes, enhancing both sustainability and operational efficiency. Such success stories also demonstrate the potential for organizations to generate a clear return on investment, fostering greater internal support for Net Positive initiatives.

## Reducing emissions by improving traffic flow with AI analysis

Montréal is deploying a Fujitsu intelligent city AI solution to analyze the flow of traffic through 2,500 traffic lights, helping the city take quick and decisive action to proactively reduce traffic-related issues before they occur. The result is smoother traffic flow, less congestion, and reduced air pollution. It also helps the city plan service maintenance routes for snowplows and other vehicles more effectively during extreme weather events.

Our partnership with the city of Montréal highlights the power of technology to deliver tangible results, not just limited to operational performance, but for long-term sustainability benefits. Examples such as this demonstrate that by collaborating with partners, organizations can start to build momentum for more sustainable projects, and scale up their approach for further Net Positive initiatives.



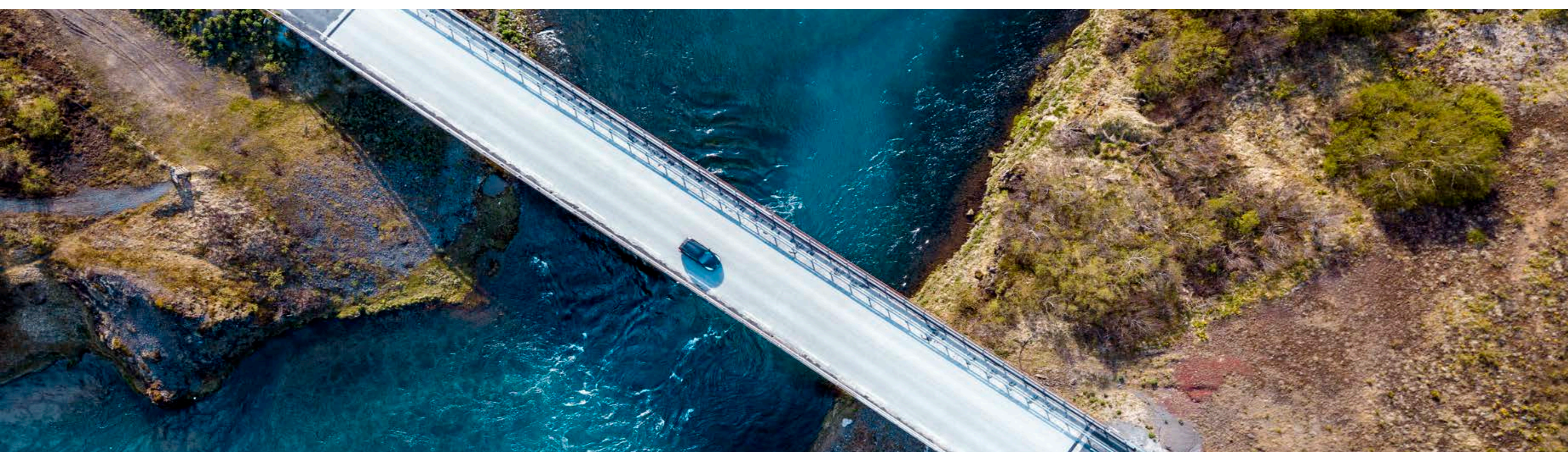
# Conclusion - Advancing the Net Positive agenda

To bridge the gap between ambition and action, organizations must overcome barriers such as supply chain inefficiencies, internal resistance, and limited budgets. By adopting a holistic approach, businesses can realize the benefits of Net Positive initiatives, including cost savings, reduced climate risk, and improved regulatory compliance.

Fujitsu Uvance Trusted Society is at the forefront of shaping an environment-first, resilient world where people can live in peace and prosperity. By implementing innovative and trustworthy technologies, Fujitsu is addressing societal challenges in collaboration with governments, businesses, citizens, and global partners. From enhancing logistics across land, sea, and air to supporting cities in becoming more prosperous and sustainable through collaboration and automation, Fujitsu is transforming infrastructure to create flexible, sustainable urban environments.

Through its leadership in sustainable technology solutions, Fujitsu exemplifies how innovation can align environmental, societal, and business goals. By developing cutting-edge technology to improve efficiency and security, we are enabling organizations to seamlessly navigate sustainability challenges while fostering harmony between the economy, the environment, and society.

**The call to action is clear: embrace the potential of technology to advance the vision of a Net Positive world. With aligned priorities, scalable solutions, and a commitment to collaboration, businesses can turn sustainability challenges into opportunities for growth, resilience, and long-term well-being. Together, we can pave the way to a flourishing, safe, and sustainable future for all.**





## Ready to become a Net Positive business?

**Assess your progress:** Benchmark your organization against industry peers with our quick assessment tool.



**Get expert help:** Contact us to discuss your Net Positive journey with Fujitsu Uvance Trusted Society.

