



Ubisoft partners with CGI to take their ambitious Green IT strategy to the next level

With the goal of achieving carbon neutrality by 2030, Ubisoft, one of the world's leading video game publishers and distributors, chose CGI as their strategic partner to assess the maturity of their current Green IT program and identify areas of opportunity to bring their Green IT strategy to the next level.

What is Green IT? Green IT plays an essential role in minimizing the impact of digital technology on the world's climate and biodiversity by reducing carbon emissions and consumption of energy, water, and raw materials at each stage of the product or service lifecycle.

Challenge - Positioning a Green IT strategy

During the Climate Action Summit in September 2019, Ubisoft launched the [Playing for the Planet Alliance](#) with other video game companies to move the industry forward.

The alliance was facilitated by the United Nations Environment Program (UNEP). In 2020, Ubisoft implemented a long-term carbon footprint reduction plan for 2030 ([Ubisoft 2022-23 Annual Report](#)), committing to do their part in limiting global warming to 1.5° Celsius by reducing carbon emissions. This plan has been validated by the Science-Based Targets initiative (SBTi).

Considering that IT activities are at the core of Ubisoft's operations and account for 17% of their 2022 emissions, Ubisoft is looking to pioneer the adoption of sustainable technologies. Green IT success requires ongoing commitment. With 21,000 employees across 45 studios globally, Ubisoft is engaging stakeholders, working collaboratively, and monitoring existing programs.

The company seeks to continue to increase and harmonize their studios' Green IT initiatives to create emission reduction opportunities and boost their overall impact.

To reassure them on their ongoing initiatives and provide advice on how to go further and reduce emissions, Ubisoft trusted CGI to assess the maturity of their Green IT strategy.



The environmental impact of IT is increasing and energy consumption from digital technologies is rising six times faster than the rest of the economy. By 2025, digital technology is expected to account for over 8% of greenhouse gas emissions worldwide.

*Digital Governance Council
Canada*

How we helped - Assessing Ubisoft's Green IT maturity

Over 8 weeks, CGI worked with Ubisoft's Digital Sustainability Program Manager and Accessibility Program Manager to analyze the maturity level and evaluate key components of the organization's Green IT initiatives based on a framework developed by our [Digital Innovation Center](#) (SHAPSHA) in France.

CGI's approach consisted in assessing environmental initiatives relating to digital services and equipment as well as digital accessibility, with the objective to increase overall visibility of sustainable IT practices within the organization.

Three workshops were held by CGI's [business consulting](#) experts to collect data and grasp an overall understanding of the environment.

Subsequently, an analysis of this data was performed to provide clearer comprehension of the components and facets of the Green IT initiatives currently in place:

1. Strategy and governance: How is Green IT integrated into the organization's company strategy and governance? What are the policies in place?
2. Communication and training: What is the level of Green IT awareness? What types of training and communication assets are in place for sharing best practices internally and externally?
3. Digital equipment lifecycle: What initiatives are in place to reduce the carbon footprint of IT devices (computers, phones, printers, etc.)?
4. Digital services lifecycle: Do initiatives exist to reduce the carbon footprint of infrastructure, data centers, and networks and to integrate eco-design principles into the development of new services?

The [green IT](#) maturity assessment is based on best practices from the [Sustainable IT Label](#), a certification for organizations that are committed to responsible, ethical, and inclusive IT. This certification was [obtained by CGI France in 2022](#).



More than 17 recommendations were made. Priority was placed on ways to reduce costs and mitigate environmental and social impacts, including recommendations regarding lifecycle assessment, available certifications, policies and standards, data governance, and eco-design of digital services.

Business outcomes- Focusing resources on strategic Green IT initiatives

CGI's approach to assessing environmental initiatives relating to digital services and equipment as well as digital accessibility increased the overall visibility of Ubisoft's sustainable IT practices.

After only two and a half years of implementing Green IT initiatives across the organization, CGI's Green IT assessment revealed that Ubisoft has a relatively mature Green IT strategy, with a score of 68%, based on implemented best practices.

The maturity assessment also enabled Ubisoft to take a step back and evaluate their Green IT strategy's strengths and areas of improvement. Ubisoft now has a clearer picture of how to reinforce their Green IT initiatives and priorities according to the capabilities of their different studios and business lines.

The strategies identified to do this include assessment of potential leverage effect, implementation effort, and avoided impact (greenhouse gas emission, pollution, health, natural resources), which can facilitate prioritization and decision-making.

Cost reduction opportunities were also identified to improve equipment use and extend equipment lifespan.

About Ubisoft



Ubisoft, a world-renowned creator of immersive entertainment experiences, offers a diverse portfolio of games including Assassin's Creed®, Brawlhalla®, and Far Cry®.

Through Ubisoft Connect, players enjoy enhanced gaming experiences, rewards, and cross-platform connectivity. Ubisoft+ provides access to over 100 games and DLC. In the 2022–23 fiscal year, Ubisoft achieved net bookings of €1.74 billion.

To learn more, please visit: www.ubisoftgroup.com.

“What CGI provided is not only a tangible framework, but also key insights on how to implement several recommendations. CGI's expertise and experience in sustainability, change management, data and IT enabled us to confirm how to accelerate progress towards our goal to reduce the environmental impact of our IT functions.”

Sophie Barteau, Digital
Sustainability Program Manager -
Ubisoft

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information about our Business Consulting services, visit cgi.com.