

The future of work: Where technology and sustainability converge

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Recently, IBM launched its sustainability hub at the IBM Western Canada Client Innovation Centre (CIC) in Calgary, in partnership with Invest Alberta, Calgary Economic Development, and Opportunity Calgary Investment Fund (OCIF). This exciting milestone marked a significant step forward in our journey to harness the power of technology to drive sustainable innovation.

As we navigate the complexities of the modern world, it's clear that two factors are poised to shape the future of work: technology and sustainability. The rapid advancement of artificial intelligence (AI) is transforming industries and creating new opportunities, while the urgent need to address environmental and social challenges is driving innovation in sustainability.

At the heart of this intersection lies the importance of skills development. As AI continues to augment human capabilities, workers must adapt and develop skills that complement this technology. This is particularly crucial in the context of sustainability, where the need for green skills is growing exponentially. IBM's [SkillsBuild](#) program is a shining example, offering free education and training in areas like AI, sustainability, and data analysis.

But what does mean in practice? The potential of generative AI to drive innovation and efficiency is vast. By developing foundation models that can be fine-tuned for specific tasks, companies can improve accuracy, reduce costs, and optimize their operations. In the realm of asset management, for instance, generative AI can help predict and prevent equipment failures, reducing downtime and increasing productivity.

Meanwhile, the intersection of technology and sustainability is giving rise to new solutions that address some of the world's most pressing challenges. From using geospatial data to estimate carbon emissions to developing AI-powered systems that

detect wildfires and floods, innovation is happening at an unprecedented pace. IBM's partnerships with organizations driving progress in these areas, demonstrating the power of collaboration and technological advancement.

What does the future hold?

As we look to 2025 and beyond, it's clear that the demand for skills in areas like AI, sustainability, and data analysis will only continue to grow. Companies must prioritize upskilling and reskilling their workforces to remain competitive, while individuals must take ownership of their own learning journeys.

The launch of our sustainability hub at the IBM CIC in Calgary is a testament to our commitment to driving positive change through innovation. By bringing together experts from industry, academia, and government, we can create a vibrant ecosystem that fosters collaboration, creativity, and growth.

Ultimately, the future of work is not just about technology or sustainability – it's about the intersection of the two. By harnessing the power of innovation to drive positive change, we can create a more sustainable, equitable, and prosperous world for all.

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