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KPMG in Singapore Introduces Strategic Guide to Boost Digital Talent and Inspire Green Innovation

January 24, 2025 | News | By Hithaishi C Bhaskar

The guide outlines four key focus areas to help businesses succeed in integrating digital and green priorities



(Left to Right): Francis Lee, Executive Director, SCS ; Mr Benjamin Soh, Sustainable Tech SIG, Committee Member ; Ms Ang Guat Ling, Sustainable Tech SIG, Committee Member ; Mr Kenneth Ng, Vice-Chairman, Sustainable Tech SIG, Committee ; Joey Tan, Chairman, Sustainable Tech SIG, Committee ; Lim Bee Kwan, Vice-President, SCS Executive Council ;Sam Liew, President, SCS Executive Council ; Dr Janil Puthucheary, Senior Minister of State, Ministry of Digital Development and Information of Singapore ; Lee Sze Yeng, Managing Partner, KPMG in Singapore ; Lyon Poh, Partner, Head of Corporate Transformation, KPMG in Singapore ; James Wilson, Partner, Technology Consulting ; Nicki Doble, Principal Advisor, Corporate Transformation, KPMG in Singapore ; Dr. Deven Chhaya, Partner, Infrastructure Advisory, KPMG in Singapore

KPMG in Singapore (KPMG) has launched a strategic guide, Advancing Digital Sustainable Talent for the Future, to support local businesses in developing digital talent while embedding sustainability into their operations. Created with contributions from the Infocomm Media Development Authority of Singapore (IMDA) and the Singapore Computer Society (SCS) Sustainable Tech SIG, the guide is closely aligned with national priorities such as the Forward Singapore exercise and the Singapore Green Plan 2030.

The guide highlights how many businesses already possess essential digital talent – such as AI specialists, software developers, and network engineers – and offers actionable strategies to upskill them for evolving technological demands. It also advocates for businesses to adopt 'Green by Design' principles, where sustainability is built into core operations and workforce strategies from the start, rather than being treated as an afterthought.

This guide seeks to equip businesses with insights to plan ahead, offering observations of the current landscape, guidance on incorporating sustainability into business strategies, and actionable recommendations to address digital and green priorities. It supports Singapore’s vision of fostering a skilled workforce ready to leverage AI to drive sustainable innovation and long-term economic resilience.

Lyon Poh, Partner and Head of Corporate Transformation at KPMG in Singapore, remarked, “The green transition is a strategic inflection point for Singapore businesses. To succeed, companies must embed sustainability into their core strategies, not as an afterthought, but as a foundation for innovation and growth. By remapping the mindsets and skillsets of

their existing workforce, leveraging digital talent to drive green innovation, and aligning with national frameworks such as the Green Plan 2030, businesses can transform challenges into opportunities. Practical steps include investing in energy-efficient technologies, redesigning operations for circularity, and collaborating across sectors to scale impactful solutions. Singapore's strong policy environment and tech-capable workforce uniquely position it to lead in this space, creating economic value while ensuring long-term resilience. Businesses that act decisively now will not only secure a competitive edge but also contribute meaningfully to Singapore's sustainable growth story."

Joey Tan, Chairman, SCS Sustainable Tech SIG, said: "For a successful sustainability transformation, practitioners need to combine specialised knowledge with multidisciplinary skill sets. Green skills, including those related to green software, are essential for building a sustainable future and supporting Singapore's transition to a resource-efficient society."

Strategic Guide Overview – Driving Green Transformation
The guide outlines four key focus areas to help businesses succeed in integrating digital and green priorities:
â¦Â• Landscape Analysis
Examines Singapore's digital and green initiatives while addressing global commitments like the Paris Agreement and Sustainable Development Goals. Identifies workforce gaps and proposes tailored solutions to improve alignment between talent development and sustainability strategies.

â¦Â• "Green by Design" Principles
Inspired by Singapore's "Secure by Design" framework, these principles advocate embedding eco-conscious practices early in procurement, systems development, and operations, ensuring sustainability underpins all processes.

â¦Â• Digital Talent Roadmap
Offers a clear framework for businesses to upskill existing digital roles with emerging green competencies. For example, software engineers can optimise algorithms for energy efficiency, while network specialists can architect sustainable systems. This roadmap is designed to support Singapore's Skills Frameworks.

â¦Â• Recommendations for Businesses
Practical steps include fostering a culture of green innovation to seek competitive advantage, advancing cross-sector collaborations to scale sustainable solutions and aligning processes with national initiatives like the Singapore Green Plan 2030.

Strategic Imperatives for Businesses
To seize the opportunities presented by the green economy and AI, Singapore businesses must act boldly. Key imperatives include:

â¦Â• Embedding Sustainability Across Functions
Integrate sustainability as a guiding principle across all departments to seek performance improvement opportunities instead of treating it as mere compliance.

â¦Â• Investing in Green Innovation
Commit resources to sustainable R&D and foster a culture of eco-friendly problem-solving at every level.

â¦Â• Uplifting and Leveraging Talent
Fully utilise current talent by embedding green mindsets and skillsets into digital roles, ensuring employees have the expertise to lead in this transformation.

â¦Â• Leading with Purpose
Purpose-driven organisations that align profitability with societal responsibility will differentiate themselves in this unprecedented economic shift.

A Wider Economic and Social Vision
The green economy has far-reaching implications. Its benefits include:
â¦Â• Economic Evolution
Industries such as renewable energy, green logistics, and low-carbon technologies are expected to expand, creating opportunities for market growth and adaptation.
â¦Â• Global Competitiveness
Nations and businesses adopting innovative sustainability practices will lead in setting benchmarks for global operations.
â¦Â• Social Equity
A green transition opens up new pathways of inclusivity, enabling diverse talents to play a role in shaping the global economy.

A Call to Action

The guide emphasises that the challenges posed by the green transition offer unprecedented opportunities for growth and leadership. By upskilling workforces, embedding Green by Design methodologies, and leveraging existing digital capabilities, businesses can remain competitive and contribute meaningfully to national and global sustainability goals.

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