

SUSTAINABLE WORK IN A HYBRID WORLD: CHALLENGES AND OPPORTUNITIES FOR INNOVATION

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Abstract

Background: Hybrid work has rapidly become the dominant global work model, reshaping organisational practices and sustainability priorities.

Purpose: This keynote examines the environmental, technological, and human implications of hybrid work, highlighting both its benefits and emerging challenges. While reduced commuting and lower office occupancy contribute to lower emissions, rising home energy usage and the growing carbon footprint of digital technologies create new sustainability pressures.

Methodology: The presentation explores innovative solutions—such as AI-driven energy optimisation, smart buildings, low-carbon digital applications, and immersive collaboration tools—that can enhance both productivity and environmental performance.

Finding: It also emphasises the need for equitable digital access, strong employee well-being policies, and strategic alignment with ESG and UN Sustainable Development Goals.

Limitation: By presenting real-world insights and forward-looking trends, the keynote outlines how organisations can embed sustainability into hybrid work policies and leverage innovation to build resilient, inclusive, and environmentally responsible workplaces.

Originality: The session invites participants to reflect on the transformative role hybrid work will play in shaping a more sustainable - centric and human future.