From Sustainability to Business Value: Finance as a Catalyst

The US Sustainability Debate is Changing

Businesses no longer perceive sustainability strategies as a ‘nice to have’ — they understand today it is a ‘must have’.

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Integrate sustainability across the organization:

Give sustainability advocates more say in strategic direction, and set enterprise-wide objectives

Make the benefits tangible: Embed new ways of measuring and reporting the return on sustainability-led investments

Engage the finance function: Harness finance's commercial and technical expertise to elevate sustainability strategy in the business

65% of US firms in our study are more mature — they already have an enterprise-wide sustainability strategy in place

51% of US firms in our study believe their commitment to sustainability has helped them win new business over the last 2 years

87% of US firms in our study have reported a revenue increase of 1% over the last 12 months vs 68% of other firms

With the support of the finance function, firms can translate sustainability strategies into business value. To do so, they will need:

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