Sustainability's ROI and business value

5 strategies to show proof

SWEEP

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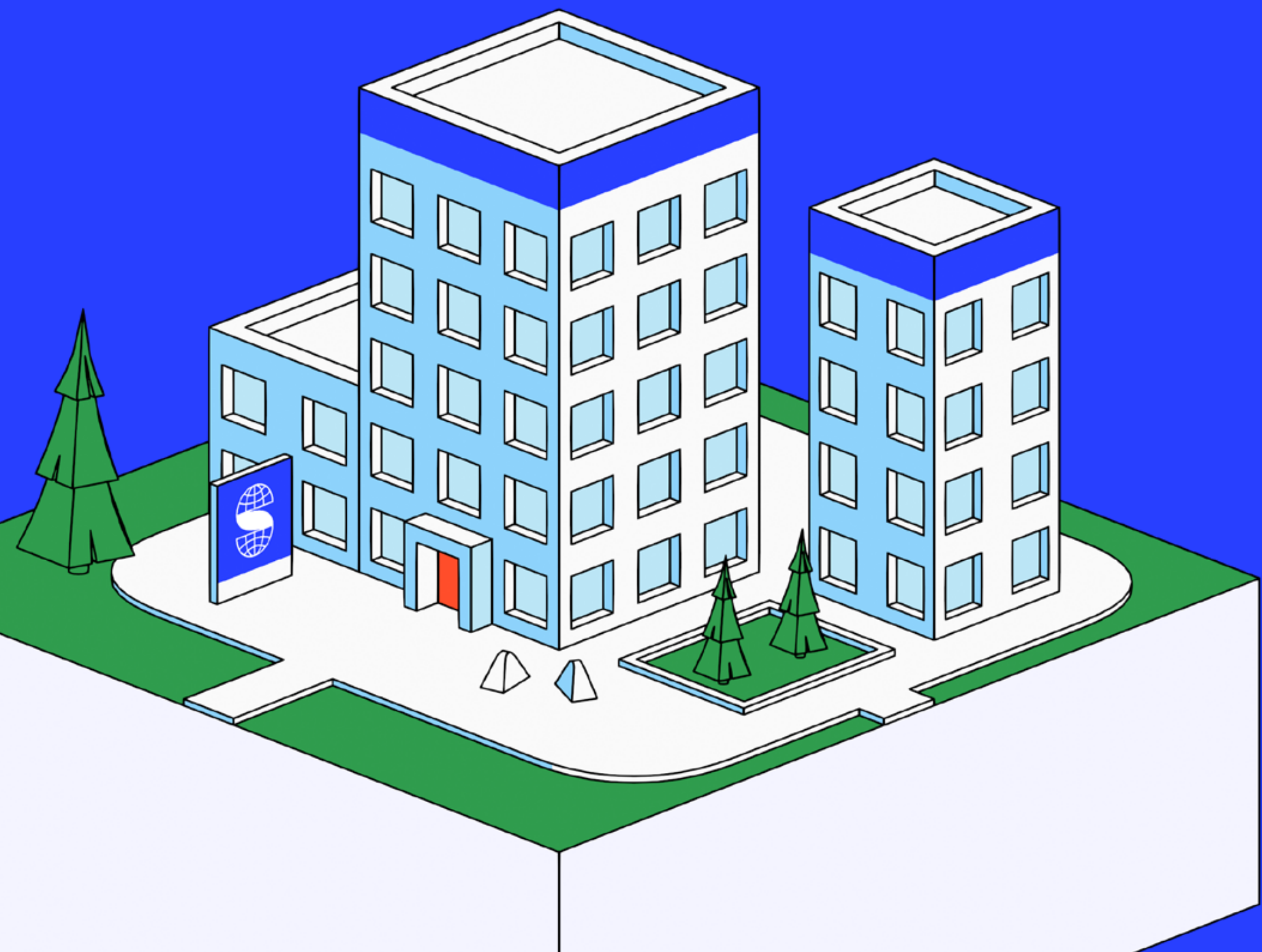

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Sweep is fully deployed on Amazon Web Services (AWS) and available in AWS Marketplace.

With automated data collection, AI-powered analytics, auditable reporting, and seamless integrations—all built on AWS—Sweep helps accelerate your sustainability and ESG goals with measurable ROI.

Buying through AWS Marketplace lets you:

- ✓ Retire AWS Private Pricing Agreement (PPA) commitments
- ✓ Streamline procurement and consolidate billing
- ✓ Simplify compliance and governance

Learn more: www.sweep.net

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Introduction

As Europe revisits the CSRD through the Omnibus Package and the U.S. faces ongoing economic and regulatory uncertainty, the pressure is on for companies to prove that sustainability delivers real business value.

Sustainability may be losing ground politically—but for business leaders, it's mission-critical. The challenge now is proving that your climate strategy isn't just about compliance. It's about **cutting costs, building resilience, and driving long-term growth.**

Because at its core, sustainability is about making your business future-proof. That's the message you need to take to your leadership team—to show that your work directly supports the company's financial health.

To help you do that, we've outlined **five practical tactics** you can start using today to protect your sustainability budget—and make the ROI of your strategy impossible to ignore.

Let's dive in,

Rachel Delacour
CEO and co-founder,
Sweep

01 Show that sustainability = business performance

New data from Capgemini shows that sustainability investments are delivering measurable business value across key performance areas. Companies that embed sustainability into their operations are not only reducing exposure to regulatory and supply chain risks—they're also seeing tangible upside.

According to the report, more than half of executives say sustainability initiatives have led to increased revenue, improved brand reputation, and stronger investor interest. From energy efficiency to responsible sourcing, these efforts are enhancing operational resilience while opening up new growth opportunities.

Sustainability boosts sales

- ✓ 82% of executives say sustainability has a direct, positive impact on sales.
- ✓ It's their **#1 reason** for investing in sustainability — ahead of cost savings and regulatory pressure.

The main takeaway:

When done right, sustainability delivers clear business value. Use the numbers to tell a story your CFO can't ignore.

Sustainability strengthens your brand and investor appeal

- ✓ 81% have seen increased investor interest
- ✓ 76% report stronger brand reputation
- ✓ 68% say it helped them attract or retain customers

Sustainability drives real financial returns

According to Capgemini, embedding sustainability across the value chain can lead to **4–6% revenue growth** and a **2–4 point EBITDA improvement.**

How to prove it

- ✓ Identify sales or tenders won thanks to your sustainability commitments (e.g. ESG bonus points in a tender process)
- ✓ Gather testimonials from investors or clients that highlight the value of your sustainability efforts
- ✓ Use brand awareness, employer branding, or customer satisfaction KPIs, and show how they've improved following CSR campaigns or actions
- ✓ Showcase new business opportunities (e.g., sustainable products, circular economy initiatives) and their actual or potential revenue impact

Tools:

- **CRM or sales tracking tools**
- **Customer or brand perception surveys**
- **ESG ratings (CDP, EcoVadis)**

How Sweep helps:

- ✓ Unifies your ESG data into a single, reliable source of truth
- ✓ Maps your entire value chain, capturing emissions across all scopes
- ✓ Monitors performance in real time with intuitive, customizable dashboards built for decision-makers
- ✓ Delivers 238% ROI in 3 years, as assessedby Verdantix—turning ESG data into measurable business value

"What was once seen as a reputational play is now a tangible driver of income and shareholder value. The ROI equation has evolved—today, environmental sustainability is directly tied to financial outcomes."

Julien Denormandie
Former French Minister and Chief Impact Officer, Sweep

Sweep can help →

02 Highlight the risks and hidden costs of inaction

From supply chain disruptions to mounting regulatory pressure, the risks of ignoring sustainability are no longer distant threats—they're already hitting business bottom lines. Climate-related events are causing increasingly frequent and severe disruptions to logistics and production, leaving companies exposed to delays, shortages, and rising costs.

At the same time, regulatory environments are tightening across markets, with fines and compliance failures becoming more common and more costly. Businesses that fail to adapt are finding themselves outpaced by competitors who are actively managing these risks through ESG strategies. The financial consequences of inaction can be significant, affecting not only operational performance but also long-term resilience, investor confidence, and brand reputation.

Sustainability protects your brand and market share

Falling behind on sustainability incurs real business costs. Capgemini's recent report found that:

- ✓ **54%** of companies lost market share to rivals that could evidence more ESG action
- ✓ **44%** suffered reputational damage
- ✓ **68%** say sustainability helps attract and retain customers

The main takeaway:

Sustainability is a risk imperative. Ignoring it exposes your business to costly disruption, lost market share, and regulatory fallout.

Sustainability reduces regulatory and financial risk

Ignore ESG, and the penalties stack up:

- ✓ **27%** have already faced regulatory fines
- ✓ Up to **25% EBITDA loss** by 2050 from climate-related risks

Sustainability strengthens supply chain resilience

Climate disruption is already hitting the bottom line:

- ✓ **3 out of 4** European shippers experienced climate-caused supply chain disruption in 2024
- ✓ **58% of all companies** surveyed have experienced supply chain disruptions due to climate-related events.

How to prove it

✓ Demonstrate with data how certain actions (e.g., supplier due diligence, energy sobriety plans) have helped mitigate specific risks.

✓ Align your sustainability strategy with the company's risk map (e.g., water dependency, reputational risk, high-risk suppliers).

✓ Build a matrix that links key business risks with existing sustainability actions.

✓ Document actual cases of reputational crises, or supply chain disruptions related to ESG risks (within your company or your sector).

Tools:

- **Non-financial reporting tools (e.g., double materiality analysis)**
- **Life cycle assessments, supplier audits**
- **Collaboration with risk or compliance teams**

How Sweep helps:

✓ Uncovers blind spots in your ESG data to eliminate hidden vulnerabilities

✓ Quantifies financial exposure from high-emissions areas across your value chain

✓ Builds resilience with transparent, audit-ready reporting that stands up to scrutiny

"The cost of inaction is staggering for companies: Businesses unprepared for climate impacts could lose up to 25% of EBITDA by 2050 due to physical risks according to a report from the World Economic Forum and the BCG. It's time to act now."

David Carlin
Founder of the United Nations Environment Programme Finance Initiative (UNEP FI)

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03 Explain that regulation is not going away

Sustainability regulations aren't going away—if anything, they're evolving and expanding. While some frameworks like the CSRD have faced implementation delays, this shouldn't be mistaken for a slowdown in expectations. If anything, the pressure on businesses is intensifying—from investors demanding transparency, to partners and clients requiring ESG data, to regulators preparing for broader rollouts.

Proactive compliance now offers a competitive edge: it allows companies to build the internal knowledge, systems, and strategies they'll need to stay ahead. Rather than scrambling to meet shifting rules, businesses that invest early can respond with confidence, reduce risk, and unlock strategic value. In a fragmented, fast-moving regulatory landscape, readiness is resilience—and data is your most powerful asset.

The future of CSRD

The European Union's Corporate Sustainability Reporting Directive (CSRD) is here to stay, albeit with some delays and adjustments from the original version.

What's changed:

- ✓ **Delay approved:** Reporting for "Wave 2 and 3" companies (originally due in 2026–2027) postponed by **two years**
- ✓ **Scope narrowed:** Only large companies with **1,000+ employees** and significant turnover or balance sheets now required to report

Fewer companies may be required to comply with the CSRD—for now. Expectations from stakeholders however, won't ease, and the companies that prepare now will lead late.

The main takeaway:

Regulation is tightening. The companies that prepare now will stay compliant—they'll move faster, build trust, and lead the market.

ISSB and global rules

Beyond Europe, sustainability regulation is accelerating. ISSB-aligned standards are being adopted worldwide. The states of California and New York are leading the way in the U.S. with mandatory climate disclosures. Even if your organization is not yet directly subject to regulations, the chances are your customers or investors are—and that means there's pressure on you to comply.

Voluntary reporting

Voluntary reporting is a strategic move. Use this time to educate your teams, map your exposure, and build strong data systems.

Reliable ESG data isn't just valuable for compliance—it helps identify risks, guide investment, and future-proof decision-making.

How to prove it

- ✓ Identify which mandatory regulations which already apply to your company—or are likely to within the next 1–3 years
- ✓ Set internal deadlines for compliance and assign clear accountability
- ✓ Compare the cost of planned vs. reactive compliance—factoring in resources, legal risk, and reputational damage
- ✓ Use real case studies from your industry to show the consequences of non-compliance (e.g. fines, lost contracts, investor pushback)

Tools:

- **Regulatory horizon scanning and compliance trackers**
- **ESG risk maps**
- **Legal or industry benchmarks**
- **Internal audits or readiness assessments**

How Sweep helps:

- ✓ Built-in frameworks (CSRD, ISSB, GRI) simplify compliance
- ✓ Structured, traceable ESG data keeps you audit-ready
- ✓ Flexible by design, to evolve in line with regulations

“Regulation hasn’t gone away, it’s just getting smarter. While the headlines talk about deregulation, the reality is clear: CSRD is still there, SDS is taking shape in the UK, and states like California and New York are setting the pace in the US. Companies that wait will pay twice—once in fines, and again in catch-up costs.”

Julien Denormandie
Former French Minister and Chief Impact Officer, Sweep

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04 Demonstrate that sustainability = cost savings

Sustainability initiatives don't just benefit the planet—they deliver measurable cost savings that can significantly improve your bottom line. From switching to energy-efficient technologies to redesigning packaging and optimizing supply chains, many green investments pay for themselves faster than expected.

Energy upgrades, for example, can lead to immediate reductions in utility bills, while smarter packaging solutions lower transportation and storage costs by reducing weight and waste. More broadly, sustainable supply chain practices improve efficiency, cut delays, and reduce risk exposure—especially as climate-related disruptions increase.

Energy-efficient tech cuts costs

Upgrading to energy-efficient technology reduces gas and electricity consumption and slashes utility bills. This lowers operating costs while shrinking your carbon footprint.

The main takeaway:

Investing in sustainability drives significant cost savings and operational efficiency that directly benefit your bottom line.

Sustainable packaging saves money

Optimizing packaging design and materials can reduce transportation and storage costs by **up to 40%.** These savings come from using lighter materials, improving stackability, and reducing waste.

Eco-friendly supply chains boost efficiency and resilience

Sustainability in supply chain operations increases efficiency across the whole chain and cuts hidden costs such as delays or disruptions. Half of executives surveyed by Capgemini say sustainable practices have both increased their revenue while reducingcosts.

How to prove it

✓ Quantify the savings achieved through sustainability projects: energy, transport, waste, and resource optimization

✓ Highlight investments with a quick payback (e.g., energy efficiency upgrades, low-carbon fleet)

✓ Compare costs before and after implementation (invoices, consumption volumes, etc.)

Tools:

- **Energy/resource consumption dashboards**
- **Operational cost tracking**
- **ROI analyses**

How Sweep helps:

✓ Pinpoints high-emission, high-cost activities in your value chain

✓ Highlights efficiency opportunities in logistics, materials, and energy use

✓ Quantifies potential savings tied to operational improvements

“Sustainability is good for the planet, and for the bottom line. Cutting waste, reducing energy use and streamlining operations all lead to one thing: measurable savings.”

Rachel Delacour
CEO and co-founder,
Sweep

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05 Show that sustainability is good for innovation

Beyond risk management, sustainability acts as a powerful driver of creativity, pushing businesses to find smarter, more effective ways of working. It opens the door to product innovation, fresh thinking in design and delivery, and entirely new business models.

By aligning environmental goals with business strategy, companies unlock new sources of value—developing solutions that are not only more sustainable, but also more competitive, adaptable, and future-ready.

Sustainability accelerates innovation

69% of businesses report that sustainability has sped up innovation in products and operations. It pushes ompanies to rethink processes and develop cutting-edge, low-carbon solutions.

Sustainability drives new business models

Investing in sustainability leads to clean technologies and fresh ways of creating value, increasing both resilience and adaptability in a changing market.

How to prove it

✓ Identify innovative projects that stem from your sustainability strategy (eco-designed products, new services, new business models)

✓ Highlight partnerships (startups, NGOs, labs) initiated through impact-driven projects

✓ Present some sustainability initiatives as “low-risk innovation labs” for prototyping, testing, and agility

Tools:

- **Portfolio of sustainability/innovation projects**
- **Client or internal testimonials**
- **Experimentation or product development indicators**

How Sweep helps:

- ✓ Supports collaboration across teams to find creative solutions
- ✓ Enables data-driven innovation in operations and product design
- ✓ Helps companies shift to more future-ready, resilient business models

Reliable data is a must-have to prove the value of your actions

To demonstrate the value of your sustainability actions, you need to work with data that is measurable, reliable, and verifiable. This data is the key ingredient which will help you convince internal stakeholders.

“With rising regulations and changing customer demands, companies must rethink how they operate. Sustainability is a powerful tool which unlocks new efficiencies, products, and business models.”

François Gemenne
Lead author of the latest IPCC report and member of Sweep’s Advisory Board

Sweep can help →

Sweep helps you make your sustainability strategy business-driven

With our AI-supported platform, you can:

- ✓ Save hours of work by centralizing all your ESG data in one place
- ✓ Map your value chain to accurately calculate your organization’s emissions, including Scope 3
- ✓ Identify emissions hotspots and associated costs to minimize risk
- ✓ Use real-time dashboards to make faster, smarter decisions

A tool built for ROI

According to a **2024 Verdantix study**, companies using Sweep achieve:

238% ROI:

a significant return on investment within just 3 years

€1.23M in benefits:

over 3 years: a proven financial performance driver for Sweep users

€864k NPV:

a profitable investment over 3 years

Fast payback:

reach break-even in just nine months with Sweep’s data management capabilitues

"You can't manage what you can't measure accurately. Reliable data is the essential intelligence that allows you to prove the value of your actions and make truly informed decisions for a lower-carbon future."

Rachel Delacour
CEO and co-founder,
Sweep

SWEEP

The leading sustainability data management platform.

sweep.net

Book a demo →