

THE BUSINESS CASE FOR SUSTAINABILITY:

Value Creation Through Sustainability Programs

In 2020, one out of every three dollars under professional management was invested based on sustainable investing principles - a 42% increase from two years prior (US SIF, 2020). As more investors look to put their money into firms with stronger sustainability performance, more capital will naturally be available to firms demonstrating a clear environmental strategy. Early-stage companies are uniquely positioned to build sustainability into their business models when it's most cost-efficient to do so and the benefits can start accruing earlier. When earlier-stage companies mature and later exit they will face a stricter regulatory climate and wider public scrutiny, but with a strong, environmentally responsible position built into their business model they are expected to drive higher valuation premiums than companies that did not proactively prepare (Janus Henderson, 2022). CarbonBetter helps companies navigate these strategic environmental decisions.

Environmental Responsibility Adds Value in Three Key Ways

1. Revenue Growth

Seize growth opportunities. Attract & retain more customers with sustainable operations & products. Enhance differentiation & enter new markets with premium pricing.

2. Cost Reduction

Lower cost of capital, lower & cleaner energy consumption, reduce water intake, reduce waste & identify off-takers, attract & retain talent with a sustainability focus.

3. Risk Reduction

Proactive regulatory compliance, exceeding stakeholder & customer expectations, goodwill from local & national governments, and reduced risk of litigation.

CarbonBetter helps businesses create value through the integration of sustainability strategies during any life cycle stage. Our team has decades of experience in the development, implementation, management, and communication of sustainability efforts that accelerate revenue generation, enhance profitability, and reduce risk. We act as your on-demand sustainability consulting team, expertly navigating key decisions in measuring, reporting, and offsetting your carbon footprint.

CarbonBetter à la Carte Services

Sustainability
Strategic Planning &
Benchmarking

Impacts Assessment
& Sustainability
Reporting

Decarbonization
Playbook
Development &
Implementation

Carbon Offset
Credit Sourcing

Impact Verification &
Storytelling

About CarbonBetter

CarbonBetter is a privately held firm specializing in sustainability and decarbonization services, clean energy and carbon offset project consulting, and energy logistics. We're a creative and diverse team tackling the complex climate challenges that are changing our world by helping organizations transition to a net-zero future—accelerating the societal shifts that will save our planet. We're proud to be the largest certified minority-owned business in Austin, Texas. Learn more at www.carbonbetter.com/about/.