Greenhouse Gas Reporting: Sustainability for Competitive Advantage

Thanks for joining our webinar about greenhouse gas reporting and using sustainability to drive business! Below are additional resources about sustainability, ESG, and competitive advantage.

Competitive Advantage of Sustainability

Regulation Compliance
- Failure to not only track and report emissions, but decarbonize could risk up to 20% in economic profit by 2030 for companies

Increase Revenue & Growth
- Unilever – recorded 69% faster growth with sustainable brands

Access Financing
- 92% of EU institutional investors are willing to pay 10% more for a company with positive ESG record
- 85% of CxOs say they have increased investment in sustainability in 2024, up from 75% in 2023 according to Deloitte’s 2024 CxO sustainability report
- 90% of FTSE 100 and 74% of UK manufacturers include ESG in tenders

Reduce Costs
- ESG can help tackle operating expenses including costs for raw materials and water, and can impact operating profits by as much as 60%

Additional Resources

- The C-Suite Guide to Carbon Accounting ROI
- How will climate transition planning empower you to shape the future?
- ESG reporting: From compliance to competitive advantage
- Sustainable Signals | Morgan Stanley
- Five ways that ESG creates value (mckinsey.com).
- Measuring up: Achieving resilience through ESG
- From compliance to competitive advantage | Accenture
- Five ways that ESG creates value (mckinsey.com).

About Grintraq

Grintraq is an early-stage startup and Armenia's first sustainability reporting platform helping businesses track, report, and reduce their environmental impact. Grintraq was founded through TUMO Labs' GreenTech Incubation and Pre-Acceleration programs and is a part of the Climatebase Fellowship for startup founders.

Learn more about Grintraq | Book a demo with our CEO