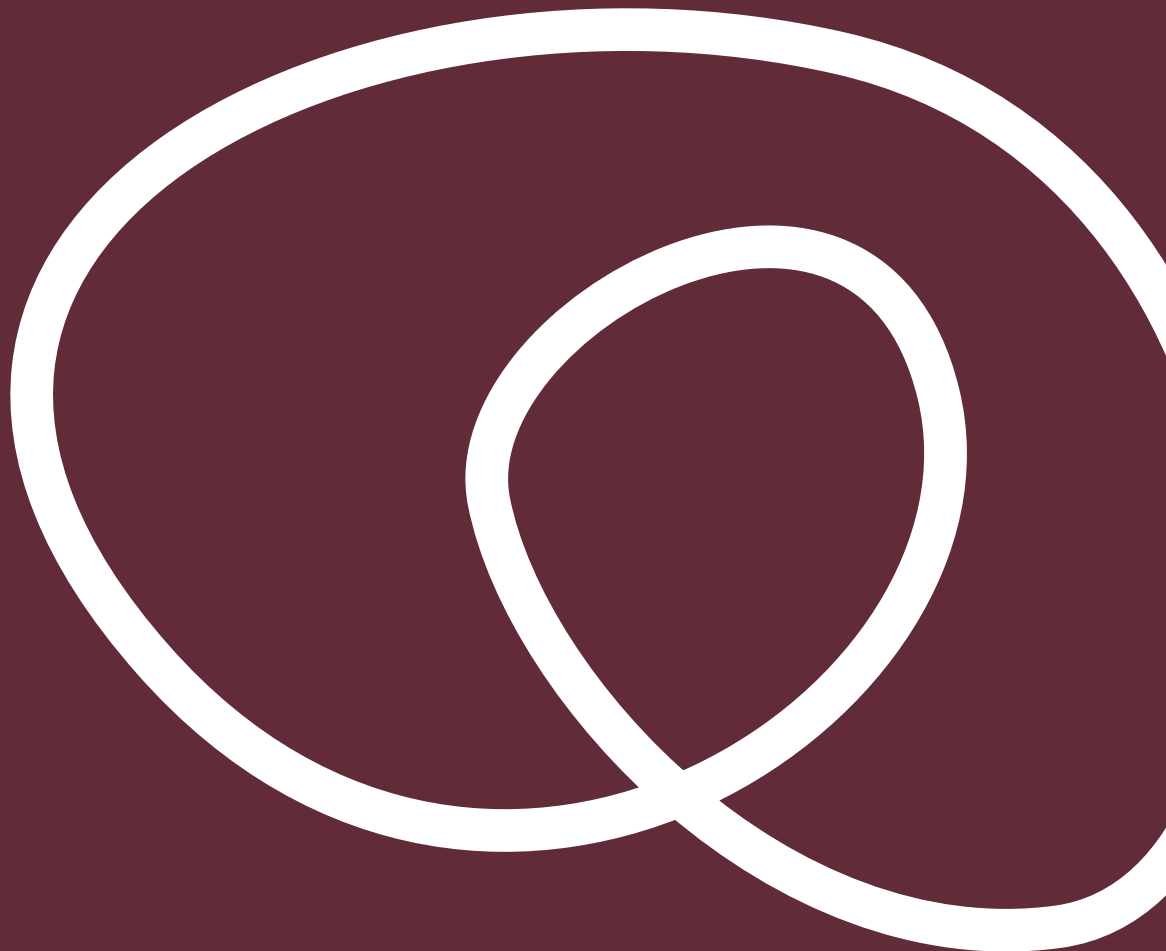
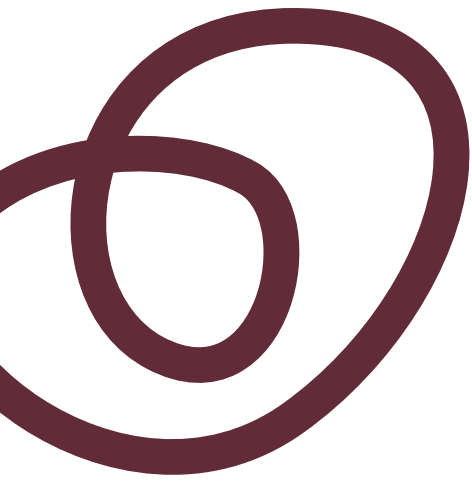




Winning for people, planet and profit: six pillars for science based success

September 2023





At Unibloom, we believe that it's not only possible to build a business that benefits people and planet - these days, it's an imperative. Investors, the media, civil society, customers and consumers have never been more demanding. Companies who wish to succeed must be transparent in their actions on sustainability and deliver on publicly committed to targets¹.

But we also know that it's not easy. There are many paths but no fixed road map to net zero. New technologies are appearing all the time. It's hard to know what to invest in now to make the biggest difference, and hard to predict where the gaps are in your strategy or plan for different scenarios.

Sustainability initiatives can feel disconnected from the rest of the business; just another line on the CFO's budget to be shrunk when times get tough, rather than an integral part of the business' overall success. Some sustainability teams are reduced simply to reactive reporting, rather than being equipped and empowered to proactively drive the business forward on its triple bottom line.

What we are hearing from ambitious sustainability teams

Our research shows that more than 67% of sustainability leads and business people still use spreadsheets as their main tool for impact calculation, planning and analysis. Spreadsheets are not the best tool for collaboration: they're often hard to understand by anyone but the owner, they're open to human error and they don't provide insights or demonstrate progress towards targets. They languish in someone's personal work folder, keeping vital information siloed. More than 80% of sustainability teams are not using any specialist tools for risk analysis, scenario building or to help the business to understand progress towards targets.

When data and insights are thin on the ground, it's no wonder sustainability managers struggle to persuade decision makers to allocate the right amount of capital and resources. Climate Action 100+'s investor-led analysis of 166 focus companies showed that as of October 2022, 95% had not aligned their capital investments with their sustainability goals.



95%

**of long term
sustainability goals
lack sufficient funding**

Six pillars for science based success

01

Think strategy first – not tactics

Many businesses setting out on their transition to a more sustainable future are tempted to start with some short-term social or environmental activities such as volunteering or office recycling. Without a clear strategy that drives towards measurable goals and metrics, it's hard to see if and how these activities are contributing to making progress on the bigger picture of sustainability or not.

The first step is to create a headline social and environmental objective, your 'north star', and integrate it into core commercial objectives and company values. Integrating it into the company objectives helps to make clear how profit and purpose run alongside each other, and how both contribute to company success. The north star should be owned across the organisation, not just by the sustainability team. Each department should understand their role in achieving the north star, and your strategy should make clear who is accountable along the way.

It's then helpful to understand what data you need to collect to show short, medium and long term progress against your 'north star'. These metrics should be measurable and understood across teams. Your KPIs are what teams then put their energies into, so make sure they're as targeted and as specific as they can be.



Unibloom's platform allows teams across the company to view progress towards these intermediate targets and allocates clear accountability for each.

02

Make sure you're measuring the right thing - and make it rigorous

Your sustainability metrics should be aligned to your strategy, and help to keep you on course to reach your north star. They should also be rigorous and verifiable by an external third party in order to stand up to scrutiny.

Current industry best practice is to set targets in line with keeping global warming below 1.5°C with the [Science Based Targets initiative \(SBTi\)](#). These are externally defined and validated, and require companies to make transparent transition plans. Looking to the [UN Development Goals](#) can also help to contextualise your sustainability and social impact goals.

It's not enough to check your progress against these targets in annual reports, when the data is 18 to 24 months old. They need to live in every business decision. Scenario planning and understanding the impact of day to day business operations is vital to staying on track and keeping to your targets. Interim targets can help, but having data and projections readily available is the only way to accelerate your transition plans.



Unibloom's platform is an example of automatically aggregating your targets across environmental, social and commercial goals. It visualises your realtime data to help you track progress everyday, giving every goal an owner with clear and transparent lines of accountability.

03

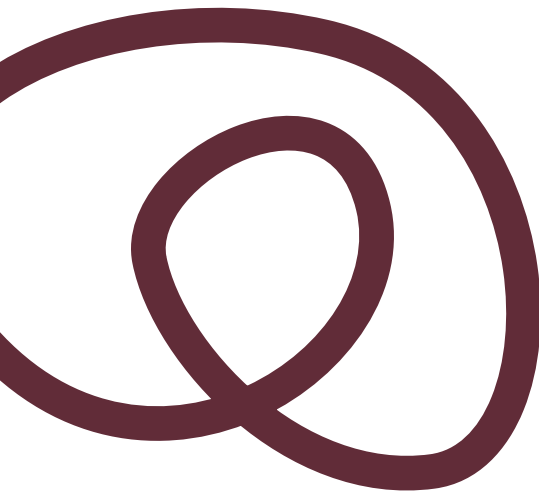
Take a holistic approach

It's very easy to make decisions in silos. One team makes marketing decisions, another team makes sourcing decisions, another makes packaging decisions. Meanwhile, sustainability teams sit in the middle trying to influence all of these decisions so that the business can meet its sustainability goals. It's easy for a sustainability team to be reactive; a box-ticking exercise for other teams to consult them on decisions that have already been made.



Unibloom takes a different approach. We pull all of the relevant data together - carbon emissions, water and waste, profit and loss, cost differentials, projections and external benchmarks - so that everyone can see exactly what the impact of their decisions will be on the triple bottom line.

This helps sustainability teams to proactively collaborate with other teams to ensure decisions are made with the best possible insights. Considering each plan, each strategy, each decision from all angles helps to integrate sustainability into the daily running of the business. Looking at the same information helps teams to communicate and work together towards shared goals. Get your teams together to review the data regularly, and make sure everyone understands their role and their teams' contributions to the overall targets.



04

Get the financial and digital resources you need - and get your leadership on board

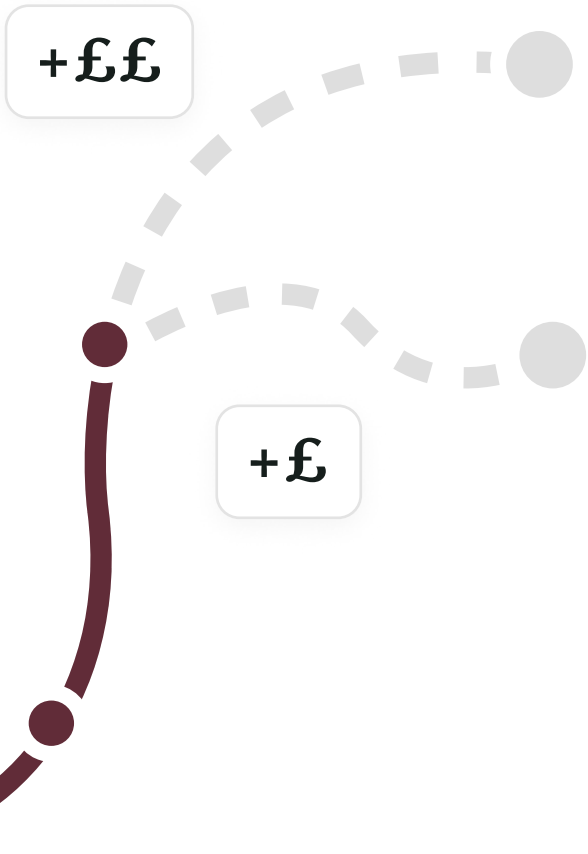
Your senior leadership might be very ambitious on sustainability, and made the commitment publicly to your science based targets. But translating that ambition into action can be tough. Sustainability teams can struggle to get the budgets that they need for crucial investments, and when profits are squeezed it can be easy to de-prioritise sustainability work.

According to a report by EY, sustainability is cited as one of the top long term priorities for CFOs, but one of the first things to be cut to improve short-term performance. Of 18,000 companies analysed by the global environmental disclosure platform CDP, only 0.4% disclosed credible action plans towards their targets and only 5% provided forward-looking financial plans to support their transition to achieve net zero.

Making sure that your CFO is as invested in sustainability as your CEO is crucial. Equipping sustainability teams with the language to talk about their work in business terms, as well as demonstrating the business impact of sustainable transitions, will be crucial to ensuring their long term success.



Unibloom's innovative and easy to view platform allows CFOs to see the exact impact on costs and profits of each sustainability initiative. Visualising the trajectories towards your sustainability targets will also help to identify where the gaps are. It makes clear where more capital investment is needed, and why.



05

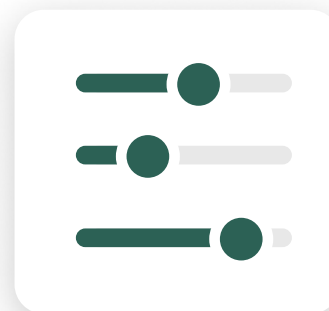
Prioritise the right issue at the right time

There are so many different components to your product's sustainability - water, plastic, carbon emissions, waste. If you also have social and governance metrics to track - for example, B Corp status or Fairtrade sourcing - then it can get extremely confusing to know which to prioritise when. It can also be hard to persuade leaders to commit to issues that don't feel urgent: you're looking at long term evaluations and regulations that to another colleague can feel far off and intangible; they're looking at this quarter's numbers and targets that require immediate, short term decisions.

It's important to consider the impact of business decisions on all of these metrics, rather than create siloed initiatives to address each one. Make sure your teams understand each goal and metric and how their work impacts on each of them. Make them accountable.



Unibloom's platform pulls together all of your metrics and targets, so you can see how each business decision affects your progress towards your SBTis, your internal targets and your public commitments. Visualising the long term impact of decisions made today, helps to create the right sense of urgency in your teams. The flexibility in scenario planning also allows you to adjust your milestone indicators to account for changes in business goals, while keeping you on track for your sustainability targets.



Make sure you have insights, not just information

Information is great - but data that doesn't get translated into something meaningful has no impact. Often sustainability data hides in spreadsheets held by different teams, only to be brought together by the annual impact report - which can come too late for many of the business decisions made across the year. It can be hard to make sense of sustainability data if you're not a sustainability expert, meaning that all your hard work monitoring and gathering data doesn't have the impact it deserves.

This also means that a large portion of sustainability teams' time is taken up relaying and explaining the information to different teams. Sales representatives, brand managers, investor relations teams all need to understand the businesses' sustainability goals and progress towards them. This takes the sustainability team's time away from vital tasks like strategy, innovation and problem solving.

By pulling together real time data across different metrics and presenting it alongside operational data including profit and costs, your information takes on new meaning and can be usefully incorporated into daily business decisions. Cross functional colleagues are able to access insights and data that informs their work in a meaningful way. Realtime data allows you to pivot and respond with agility where necessary, taking into account the changes in technology, production or markets.



Unibloom's integrated commercial, environmental and social platform calculates impact and makes projections. It helps your business with risk analysis and scenario planning, enabling your teams to have meaningful conversations based on rigorous and accurate data. The result is your business can make better decisions faster for people and the planet - as well as profit.

What's next?

To learn more and get some insight for your business, book a free session with **Unibloom's** experts: anna.sandgren@unibloom.world or calendly.com/anna-sandgren

About us

Unibloom is a mission-driven B2B software company helping businesses reach their sustainability targets and accelerate business performance faster, better and cheaper.

Our platform calculates and aggregates project & product level data with strategy and targets to provide insights and predictive scenarios that help teams make better decisions to reduce emissions, natural resources and cost reductions. It allows the organisation to come together and understand the whole picture, improving resource allocation, business performance and social impact.



Who we are

Unibloom's CEO & Co-founder, Anna Sandgren, spent more than 16 years in leadership roles at B Corps and high profile FMCG brands, helping to build businesses that deliver for people and planet, as well as profit. She and Unibloom's CTO & Co-founder Vineet Ahuja - who brings more than ten years of experience from a cutting edge data-driven fintech company, Bloomberg - conducted desk research and spoke to more than 120 sustainability managers and operational leads to dig even deeper into this problem.

Combining the insights from their research with their extensive experience, they aim to inspire business leaders and sustainability teams to accelerate their transition plans **through digitalisation and forward looking data driven insights** and become truly sustainable, and at the same time optimise capital allocations and cost savings.



Anna Sandgren, CEO



Vineet Ahuja, CTO



Further information:

Uniblooms Google Survey 010523, 27 respondents, 27 mid & large size companies IKEA, Stora Enso, Unilever, Ben & Jerry's, Volvo, Mathem, Matmos et al across functions of R&D marketing, sales, sustainability managers - [Corporate Plans aligned with Net Zero \(google.com\)](#)

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<https://www.weforum.org/agenda/2022/11/food-consumer-goods-supply-chains-decarbonization/>

[WWF-Whats-in-Store-for-our-Planet-the-Impact-of-UKShopping-Baskets-on-Climate-and-Nature-2022-v1.pdf](#)

<https://www.fieldfisher.com/en/insights/light-green-and-dark-green-funds-under-the-sfd>

[The 8 Responsibilities of Chief Sustainability Officers \(hbr.org\)](#)

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