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



**At Unibloom, we believe that it's not only possible to build a business that benefits people, planet & animals - 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 targets<sup>1</sup>.**

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 nor cost and growth impact. They languish in someone's personal work folder, keeping vital information in silo. **More than 80% of sustainability teams are not using any specialist tools for risk analysis, scenario building, project evaluation or to help the business to understand progress towards targets and trade-offs between emissions, climate resources and cost. Most teams work very linear and have not implemented a circular business model yet which create risks about future impact.**

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 & real projects to hit targets

# 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.





02

## Make sure you're acting and prioritising the right things

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.

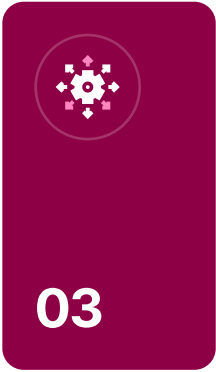
Current industry best practice is to set targets in line with keeping global warming below 1.5°C with the Science Based Targets initiative (SBTi). These are externally defined and validated, and require companies to make transparent transition plans. Looking to the UN Development Goals can also help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



## Align All Teams

Inspire & engage your teams to model and implement crucial climate projects to meet SBTi, water, waste, and circular requirements effectively.



## 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.



## Strategic decision making

Make data-driven choices with automated impact assessments that visualise project scenarios, cost implications and potential risks.

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 or/and Net Zero. 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.

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+£

**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.



## Optimise Investments

Identify the most impactful projects with cost-benefit analysis, prioritising resource allocation for maximum climate & financial impact.



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.







06

## 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 & carbon reporting - 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.



## Unibloom

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.



## Track progress and achieve targets

Promote accountability, empowering teams to impact climate strategy like SBTi commitments. Easily track progress and individual contributions for better decision-making on sustainability goals.



# Book a call

To learn more and get some insights for your business, book a free session with **Unibloom's** experts: [anna.sandgren@unibloom.world](mailto:anna.sandgren@unibloom.world) or [calendly.com/anna-sandgren](https://calendly.com/anna-sandgren) (<https://unibloom.world>)



«Unibloom’s platform identifies a significant gap that we currently face between target setting, planning for target execution and investments needed».



**Ida Ljungkvist**

Sustainability Director, Nordics biggest chicken producer (£980 M revenue, NASDAQ-listed)

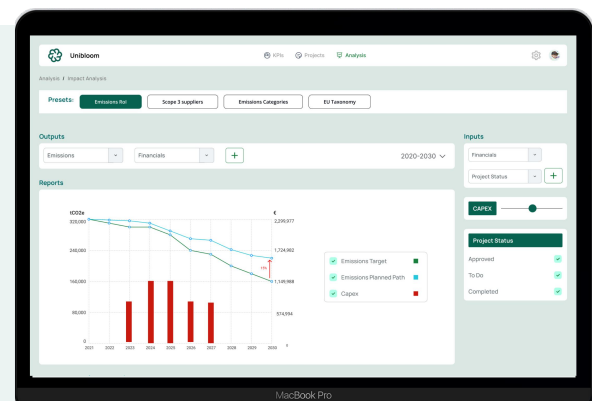
## Why Unibloom

Unibloom is the first mission-driven forward-looking climate software solution bringing operations, sustainability teams & decision makers together, to predict & optimise climate projects towards highest financial & climate returns, to meet future regulations & commitments, and empower non-climate technical people to simulate scenarios & make decisions in minutes. not years!

Spread sheets, presentations & emails to chase data & convince people are error prone, slow & complex. It is hard to optimise and judge right trade-offs. Decision with gut feeling is most common today. The founders know what it takes to stop, or create, decisions towards higher impact.



Unibloom’s platform enable sustainability teams in consumer goods companies to engage & collaborate with operations in a holistic view, calculate & analyse investments & cost savings, and simulate future looking projects, in real time, for each department.



# Who we are

**At Unibloom**, we're not just another climate tech startup in London. **We're a passionate team that's already making waves**, working with Nasdaq-listed large & medium size food & consumer goods companies in the Nordics, UK & US.

Our founders, Anna Sandgren (CEO) and Vineet Ahuja (CTO), bring a combined 30 years of expertise from industry giants like Unilever (where Anna lead BCorp brands Ben & Jerry's and Seventh Generation) and Bloomberg (where Vineet led derivatives, modelling & software development).

We are all about impact, action and deliverables; within just 9 months, Unibloom's platform helped companies shift £7.2 M in CAPEX, saved 1.5 M in OPEX & reduced 72k tCO2e with over 150 projects and 9 different departments in one place.

At the heart of Unibloom lies a mission to empower organisations to take science-based climate action in the most financially optimal way. We're firm believers in the power of data & fast collaboration to drive meaningful change. Our innovative platform calculates the impact of corporate projects, guiding organisations towards a sustainable future-fit business model.

**But what truly sets us apart?** Unibloom is more than just a tool; it's a pioneering solution. We're the first to offer a science-based, predictive, and automated collaboration tool that balances emissions, resources, and financials. With a focus on cross-functional ownership, we're streamlining the transition to sustainability, making it faster, better, and cheaper.



**Anna Sandgren**

CEO



**Vineet Ahuja**

CTO

# Sources

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