



50+ Ways to Drive Sustainability

Climate leadership for employees

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Companies are run by employees. So is climate action!

You can make your company [more successful](#) by driving sustainability from the inside. Learn how you can start today!



1. Build a motor to drive change

1. Start a Green Team in your company. Here is a summary on [how to design the process](#) and structures, here are nine recommendations on [how to set up content and messaging](#) to implement climate initiatives in your company from the bottom up.

2. Aim high: Ask for ambitious climate targets to be set by your management, and make sure these targets are accompanied by an action plan. Perhaps you can contribute!

3. Get support: Check what climate protecting alliances your company can join (see below).

4. Look for opportunities: Keep raising the issue wherever you can – and, never forget, your company will be more successful because you do.

2. Choose the right focus

You can change much more than you think! Identify the most important spheres for change, and address them together with your team. For example, estimate the scope of your corporate emissions and look for ways to reduce them.

Scope 1+2: Emissions from your buildings, production facilities, and vehicles.

Scope 3: Emissions contained in the equipment and products you buy, in business travel, in logistics and commuting, and in the use and after-use footprint of your products.

Scope 0: The content and media you produce and how you interact with society

3. Discover what you can do specifically in your role on the next slides

We created an overview of questions that serve as a starting point for your Climate Action Journey.

Everyone can make a difference. Learn how you can start today, regardless of your role or position!

Human Resources

1. Is sustainability reflected in your employer's brand? How much is sustainability in your purpose, values, and mission statement?
2. Can you support employees with loans for renewable energy, heating, mobility, and power at home?
3. How 'green' are your pension funds?
4. Do you incentivize/pay bonuses based on sustainability targets?
5. How carbon-intensive is your travel policy?
6. How carbon-intensive is your canteen?
7. Do you encourage shared, low carbon, or a company-organized employee commute?

Finance & Risk Management

1. Do you have carbon and material accounting and controlling in place?
2. Do you measure and incentivize performance by resource use and sustainability targets?
3. Do you have a climate and supply chain risk assessment?
4. Do you have your money in banks which have a sustainability focus, or can you lobby them to adopt one?
5. Can you offer 'green' pension funds?
6. Do you assess resource impact and externalities in your CapEx and OPEX calculations?
7. Do you have ESG reporting (or comparable non-financial reporting)?
8. Do you question your insurance companies about their sustainability targets?
9. Do you factor the climate footprint of your products into your pricing?

Production

1. Do you purchase renewable energy (e.g. through PPA) or generate it (e.g. on your premises or in your community)?
2. Do you set ambitious targets to save energy and other resources? Do you reduce waste by optimizing processes and using IoT technology?
3. Do you know the carbon footprint of each step in your production and packaging processes?
4. Can you increase the percentage of materials that you reuse, recycle, or regenerate?
5. Can you use your facilities to restore nature (e.g. nurturing bees, rooftop gardening, etc.)?

IT & Software Development

1. Can you make your hosting and server operations completely 'green'?
2. Can you push your hardware providers for more circular and less carbon-intensive equipment and solutions?
3. Can you reduce printing (e.g. through digitization), and make both your printers and the paper you use more environmentally friendly?
4. Can you provide tools (e.g. apps or code) to monitor, improve, and reduce resource use?
5. Can you develop software which enhances your products by making them more resource effective?

Data science, IoT, and AI

1. Do you track how your products are used and disposed of?
2. Do you work with preventive maintenance systems?
3. Do you track and evaluate your products' lifetime data?
4. Can you incentivize your customers to use your products in more climate- and planet- conscious ways?
5. Can you create business cases around using your products less, (e.g. through sharing, recycling, or second-life product or part usage)?
6. Can you apply your data science, IoT, or AI skills to make other industries more sustainable, or to provide direct benefits to the planet (e.g. through renaturation or protection)?

Purchasing and supplier management

1. Do you list sustainability as one of your criteria in vendor selection?
2. Do you track the carbon and material footprint of the products and services you buy?
3. Can you purchase a higher percentage of materials that are reused, recycled, or regenerative?
4. Do you incentivize your suppliers based on sustainability targets?
5. Do you measure the ESG impact of your purchasing decisions?

Logistics, distribution, and supply chain

1. Do you track the carbon footprint of your logistical processes, and do you ask your vendors to disclose and reduce their emissions?
2. Do you track your supply chain and distribution emissions, and can you further improve it through data science?
3. Are you active in industry panels on the climate impact of transport and logistics?
4. Can you use your warehouses to produce renewable energy or renewable thermal heat?
5. Can you optimize the logistics of your e-commerce returns, multichannel sales, and second-life products?

Research & Development

1. Do you track the carbon, waste, and resource use of the R&D department?
2. Do you design for circularity (e.g. easy repair, replacement, reuse, recycling, and regeneration)?
3. How can you increase the use of recycled and regenerative material in your products?
4. Can you develop products to become a carbon sink?
5. Do you review the climate footprint of your products' use and after-use together with your data science, sales, and service teams?
6. Can you develop more climate-friendly technologies and can you share them open source?

Strategy, M&A, and government relations

1. Are you pushing for ambitious targets on carbon neutrality, zero emissions, and circular material use? And are you following a roadmap with milestones in place to achieve these targets?
2. Are you realigning your company purpose, vision, and mission to reflect your climate and ESG ambitions?
3. Are you actively lobbying political, media, and industry associations for climate taxes and regulations?
4. Are you developing your product and investment strategy towards a completely planet positive/regenerative impact?

Marketing and CSR

1. Is sustainability adequately represented in your marketing and branding?
2. What is the climate impact of your advertising and social media (both in terms of emissions and messaging)?
3. Do you select and incentivize your vendors and channel partners based on sustainability targets?
4. Do you use CSR activities to regenerate the planet?
5. Do you use your marketing to engage customers and communities in your climate initiatives?
6. Do you engage in business alliances to promote your climate cause?

Sales and business development

1. Do you monitor and optimize the carbon footprint of your sales activities?
2. Do you train your sales team and develop sales material with sustainability as a key value proposition?
3. Do you drive circular sales models (e.g. products as a service, sharing, and second use) and extend product life cycles?
4. Can you sell more by driving resource savings and regeneration?
5. Do you invest in technologies and acquisitions which will drive this transformation?
6. Do you incentivize/pay bonuses to dealers and sales teams based on sustainability targets?

Facility Management

1. Do you purchase renewable energy (e.g. through PPA)?
2. Can you generate renewable energy on your premises or in your community? And can you make your buildings carbon sinks?
3. Do you have LED lighting? Do you have optimized heating/cooling/insulation systems?
4. Do you offer charging stations for employees' electric vehicles?
5. Do you lobby architects and governments for greater climate action in the construction sector?
6. Do you select and incentivize your vendors based on sustainability targets?
7. Can you use your facilities to restore nature (e.g. nurturing bees, rooftop gardening, etc.)?

For further Action

Useful Resources

Business Alliances

Leaders for Climate Action

We mean business

Climate Action 100+

Carbon Disclosure Project

Science Based Targets

Global Race to Zero

TedX-Countdown

Climate Pledge

C40 Network of Cities Addressing
Climate Change



Industry Alliances

Tech: Leaders for Climate Action, Climate Action Tech, Greentech Alliance, AI against Climate Change

Food and agriculture: Sustainable Food Policy Alliance, Regenerative Agriculture

Fashion: Fashion for Global Climate Action

Travel: Tourism Declares, Future of Tourism

Construction: LafargeHolcim Foundation for Sustainable Construction, ACAN

Production: Circular Economy / Ellen MacArthur Foundation



Additional Inspiration

The decade of action – how businesses will need to go 'all in'

Our planet – our business

How climate change will cost business

Our future in the anthropocene biosphere

