

INTENDED TO GO VIRAL

Sustainability ROI Workbook is an e-book, cleverly disguised as an **Excel workbook**. The comprehensive, **fill-in-the-blanks Excel workbook** is the e-book.

To expedite its use by global legions of sustainability champions, it is a self-published, **free, open-source** resource, downloadable from sustainabilityadvantage.com.

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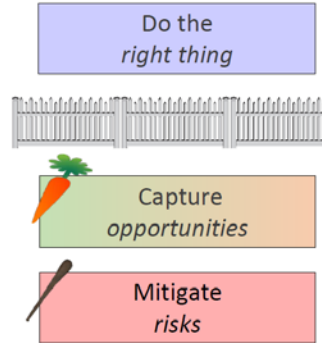
Users can subscribe to quarterly updates to the workbook and its companion slide decks. For details, visit sustainabilityadvantage.com.



A CFO-FRIENDLY BUSINESS CASE TOOL THAT JUSTIFIES PROJECTS IN THE CHALLENGING 21st CENTURY BUSINESS ENVIRONMENT

Before ...

BIG THREE JUSTIFICATIONS Traditionally



Now ...

BIG THREE JUSTIFICATIONS 21st Century



WORKS FOR ALL CATEGORIES OF SUSTAINABILITY / ESG INITIATIVES

FIVE CATEGORIES OF SUSTAINABILITY INITIATIVES



MULTIPURPOSE TOOL FOR SUSTAINABILITY CHAMPIONS

"SWISS ARMY KNIFE" TOOL

- Business case tool
- Sustainability literacy tool
- Integrated thinking tool
- Initiative vetting tool
- Business model assessment tool
- Trust-building tool
- Conversation starter tool



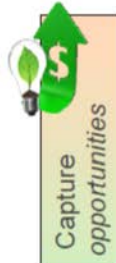
CFO DECISION-MAKING CRITERIA IN THE 21ST CENTURY

WORKBOOK BUSINESS CASE ELEMENTS



Description & justification	Weight
Purpose fulfillment *	Weight
Progress on ESG goals *	Weight

Project description & justification	Score	Weighted Score
Purpose fulfillment *	Score	Weighted Score
Progress on ESG goals *	Score	Weighted Score



Financial analysis / ROI Payback, IRR, NPV, Profit	Weight
Other financial benefits *	Weight

Revenue growth ++	Score	Weighted Score
Operational expense savings ++	Score	Weighted Score
Employee expense savings ++ *	Score	Weighted Score
Capital investment --	Score	Weighted Score
Financial analysis / ROI	Score	Weighted Score
Increased asset & market value *	Score	Weighted Score



Risk analysis *	Weight
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Mitigate risks of doing the project	Score	Weighted Score
Avoid risks of not doing the project *	Score	Weighted Score

100%

Weighted justification score

Total

* In addition to traditional financial analysis calculations, the workbook includes important factors to consider in the more demanding and risky 21st century business environment, as recommended by leading professional accounting organizations.

INCLUDES OVER 25
POSSIBLE BENEFIT AREAS

STARTER SET OF 43 FUTURE-FIT
BUSINESS BENCHMARK GOALS

JUST-IN-TIME GUIDANCE
IN POP-UP COMMENTS

Expense Savings	Current Expense	% Change	Savings
Savings on energy expenses	\$0	0%	\$0
Savings on carbon expenses	\$0	0%	\$0
Savings on shipping expenses			
Savings on maintenance expenses			
Lower materials expenses			
Lower water expenses			
Lower waste disposal expenses			
Lower insurance premiums			
Lower litigation expenses			
Lower compliance expenses			
(Lower cost of other expense?)	\$0	0%	\$0
Total annual operating expense savings			\$0

Description:

Context:

Possibilities:

Benefit realized by Company A:

Benefit realized by Company B:

Study results for several companies:

Estimation guidance:

AUTOMATIC ROI CALCULATIONS

INCLUDES OVER 25 POSSIBLE
RISKS IF THE PROJECT
IS NOT DONE

