

# Helping you to win business: how your sustainability and commercial strategies are intertwined



Consumers are increasingly thinking about sustainability when choosing which products and services to buy. What's more, in the public sector, there's a growing expectation that taxpayers' money will be spent in an environmentally conscious way.

For long term commercial success, having strong environmental credentials is essential – with sustainability presenting you with opportunities to help you win new business and ensure long term competitive advantage.

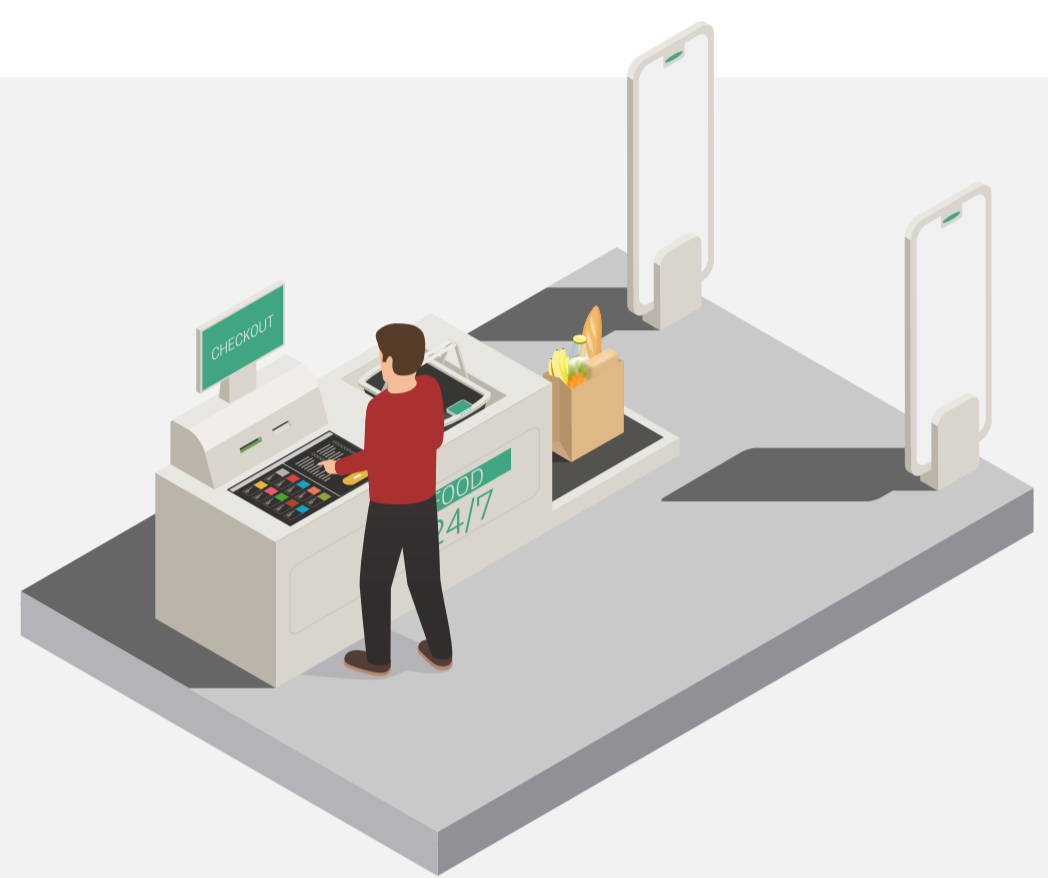
## How are customer expectations changing?

From single-use plastics, air quality to carbon emissions – customers increasingly want to adopt more sustainable lifestyles and buy from businesses that share their environmental values.

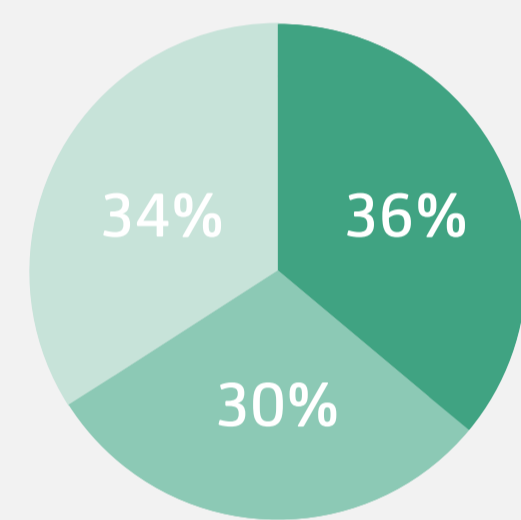
And, as the world becomes more sustainability conscious, 36% of organisations are now increasingly feeling pressure from their stakeholders to take environmental action. This pressure is in particular being felt more intensely by consumer-facing organisations in the hospitality, travel and tourism sectors and healthcare and medical providers – both in the private and public sectors.

The desire for environmentally sustainable brands, products and services is being reflected in the consumer decision making process. [Research by Deloitte](#) found that 40% of consumers actively select brands for their environmentally sustainable practices and values. This highlights the importance of going net zero to build your sustainability credentials.

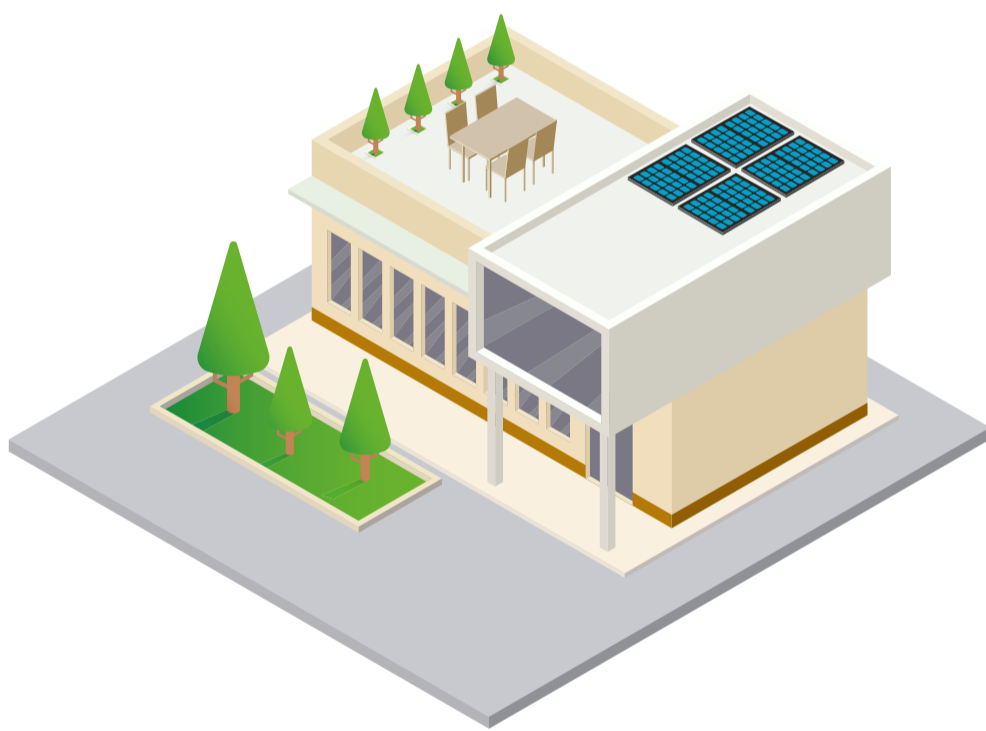
It's clear that customers and stakeholders increasing expect action to be taken by organisations to meet decarbonisation goals and achieve a net zero future. This expectation is being felt by organisations, as demonstrated by our recent research that surveyed 300 European executives.



"I'm increasingly under pressure by business stakeholders, including customers, investors, banks, to take environmental action"



● Agree ● Neutral ● Disagree



## What does this mean for your business strategy?

Listening to stakeholder expectations and taking environmental action can result in many benefits:

- **Greater reliability** – By adopting energy generation technologies reduce the risk of grid supply interference operations. What's more, if you're less reliant on grid energy, you will be less impacted by volatility in market prices. You can get more predictability over your future energy costs
- **Sustainability as a core value proposition** – By becoming more sustainable, you can improve your reputation and avoid potential bad press from inaction – particularly crucial for public sector organisations. Taking action to limit your negative environmental impact can also become a way to appeal to customers, helping you in business
- **Keeping up with the market** – By reducing your carbon emissions, you can gain an advantage over competitors who fail to act on climate change. Additionally, as your competitors take action, your organisation should not be left behind in the net zero transition or fail to meet your customers required expectations
- **Increase cost efficiency** – By decarbonising your organisation, you can reduce not only your carbon but also your cost efficiency, helping you to identify and minimise any energy waste maximising budget

### Key actions to consider on your net zero journey:

- ✓ Have you quantified the impact of inaction for future profit margins and reputation?
- ✓ Have you carefully scheduled and co-ordinated your environmental sustainability measures to manage the impact to your operations?
- ✓ Have you reviewed the impact of the green innovations and considered the impact they will have on you reaching your direct customer obligations?
- ✓ How can you harness your net zero strategy to help you in customer conversations?
- ✓ How can you communicate your environmental credentials to your customers?

## Conclusion

As the world shifts towards a net zero future, customers increasingly want to purchase sustainable products and services. Therefore, being a sustainable business can be a key part of your commercial strategy and be a core element helping you win business. Why not set your environmental sustainability legacy, get ahead of the curve and start your journey to net zero today.

[Request a call](#)

Learn more about how Centrica Business Solutions can help you to balance the demands of planet and profit:

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