Sustainable business strategy
Our roadmap to ROI
It’s easy to make a case for adopting a sustainable business strategy.

The global population is set to double by 2050. Natural resources are limited. Consumers favor socially and environmentally conscious companies. When done strategically, sustainability is profitable.
We asked food and beverage execs what they thought about sustainability.
Profitability and leadership support are the pillars of success.

WHAT FACTORS ARE IMPORTANT WHEN CONSIDERING SUSTAINABILITY?

- Long-term profitability: 30%
- Leadership buy-in: 27%
- Budget: 21%
- Public perception: 21%
- Proven ROI: 20%
- Staff: 19%
Here's a plan to get started.

• Get leadership buy-in
• Do your due diligence
  – Green taxes and incentives
  – NGO partnerships
  – Suppliers
• Create a metrics baseline
• Pick the low-hanging, financially viable fruit

“Education of stakeholders is job one, and the first hurdle for companies moving toward sustainable business practices.”
—Dexter Manning, Food and Beverage practice leader
Starting small can help you prove that sustainability works.

- Incentivize your employees to volunteer for community work.
- Support local charities.
- Look for local partnerships to reuse or recycle your waste (i.e., composting).
- Opt for renewable energy providers.

grantthornton.com/sustainability
Key questions to find out if your company is ready:

1. Do people at my company understand the economic and social benefits of sustainability?

2. Is management prepared to appoint a sustainability officer or reassign internal resources?

3. Do we have alignment across the business, including about resource allocation and investment?
Get the full story

We’ve put together numbers, best practices and real-world tips on how to get started on the path to responsible corporate citizenship.

Get more content at grantthornton.com/sustainability