Category

Strategy

Sustainability-Linked Growth & Green Revenue Strategy Playbook

Building a growth strategy around genuinely sustainable products and revenue, not compliance-driven sustainability reporting

- Executive
- Intermediate
- Template Included

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- 01 June 2024
- 3 minute(s)

Overview

A framework for identifying, classifying, and growing revenue from genuinely sustainable products and services, distinct from sustainability reporting or compliance work.

How is this different from ESG reporting?

ESG reporting measures and discloses environmental, social, and governance performance, largely for compliance and investor purposes. This playbook is a growth strategy exercise — identifying and growing revenue that comes from genuinely sustainable products and services.

How do we avoid greenwashing accusations?

Use a defensible, criteria-based classification (this playbook includes one) rather than marketing judgment, and be willing to classify a product as not genuinely green if it doesn't meet the criteria, even if it's marketed that way today.

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