Lower Carbon, Higher Returns: the ROI of Sustainability

World Kinect Energy Services™

Adherence to Triple Bottom Line standards can translate directly to increased profits for businesses

In business, the bottom line refers to profits; **the Triple Bottom Line** is an emerging business practice that offers a more comprehensive way of thinking about profits that takes into account corporate impact.

"Sustainability can be a driver of innovation, efficiency, and lasting business value."[1]

- MIT, Corporate Sustainability at a Crossroads

Over **175** studies on business sustainability showed that good ESG practices resulted in better operational performance[2]

50% of US GHG emissions could be cut by 2050 through simple energy efficiency measures[3]

51% of consumers are willing to pay more for more sustainable products[4]

Planet

Industry can play a powerful role in preserving our planet and curbing climate change

People

Companies are well-positioned to make a positive impact on their employees and community

Profit

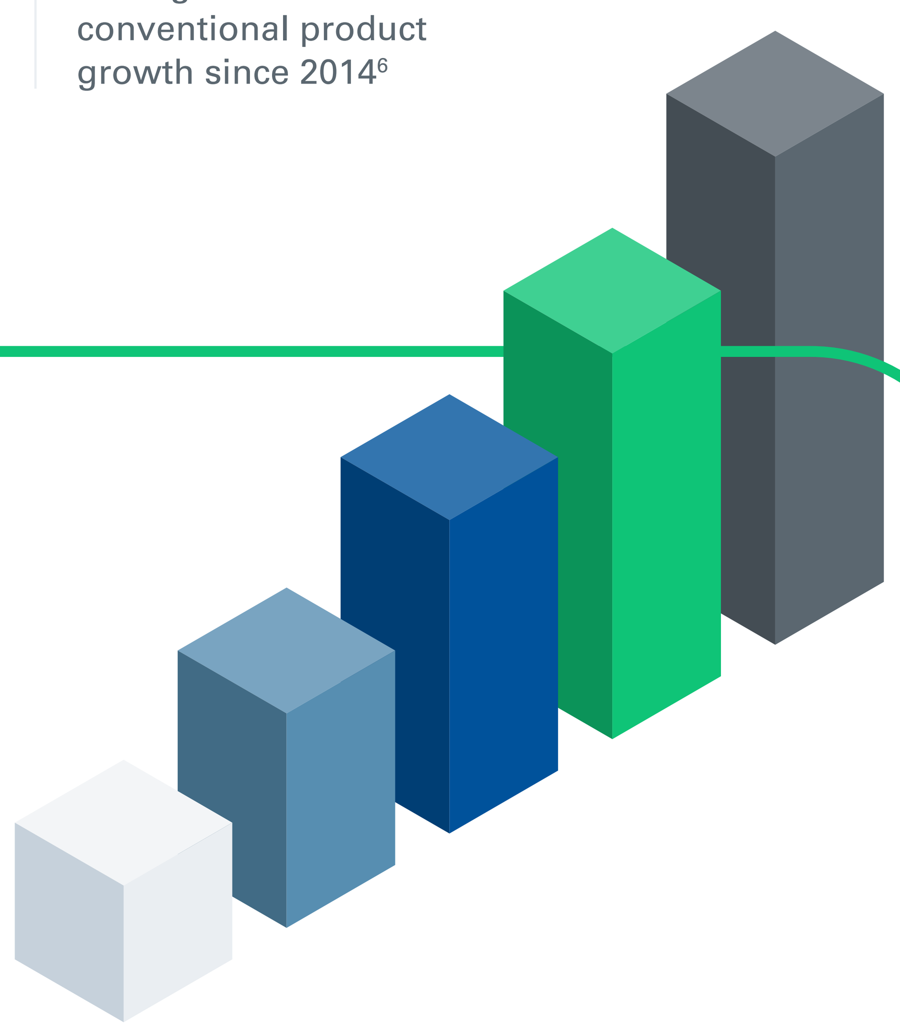
"Purpose is the engine of long-term profitability."

- Larry Fink, CEO of Blackrock Investments

70% of employees report that their company's strong sustainability program impacts their decision to stay with it long term[5]

4x more sustainable product sales growth than conventional product growth since 2014[6]

Companies can improve profits by up to 81% within three to five years by implementing Triple Bottom Line best practices, while avoiding a potential 16% to 36% erosion of profits.[7]



World Kinect Energy Services

We keep your Triple Bottom Line top of mind! Get started by following our four-step path toward carbon reduction:

1. Develop a Carbon Reduction Plan
2. Reduce Energy Usage
3. Source Renewable Energy
4. Offset Carbon Emissions

Schedule a call with our experts

Contact a World Kinect Sustainability Expert today to schedule your customized carbon reduction strategy session so you can start achieving and exceeding your goals.

TALK WITH AN EXPERT

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[2] University of Oxford & Arabesque Partners. (2015, March). From the Stockholder to the Stakeholder: How Sustainability Can Drive Financial Outperformance. Oxford University Press. https://arabesque.com/research/From_the_stockholder_to_the_stakeholder_web.pdf
[3] Steven Nadel and Lowell Ungar. (2019). Halfway There: Energy Efficiency Can Cut Energy Use and Greenhouse Gas Emissions in Half by 2050. ACEEE. aceee.org/research-report/u1907.
[4] L.E.K. Consulting. (2022). "Consumer Sustainability Survey 2022." L.E.K. Consulting. https://info.lek.com/consumer-survey.
[5] Peters, A. (2019, February 14). Most millennials would take a pay cut to work at a environmentally responsible company. Fast Company. https://www.fastcompany.com/90306556/most-millennials-would-take-a-pay-cut-to-work-at-a-sustainable-company
[6] NielsenIQ. (2018, December 17). Was 2018 the year of the influential sustainable consumer? https://nielseniq.com/global/en/insights/analysis/2018/was-2018-the-year-of-the-influential-sustainable-consumer/.
[7] Willard, B. (2012). The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line (Tenth Anniversary ed.). New Society Publishers.