

How to secure budget for your sustainability data platform?

2025





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Following Internationally-recognized methodologies for Sustainability Accounting partnering with international consulting companies

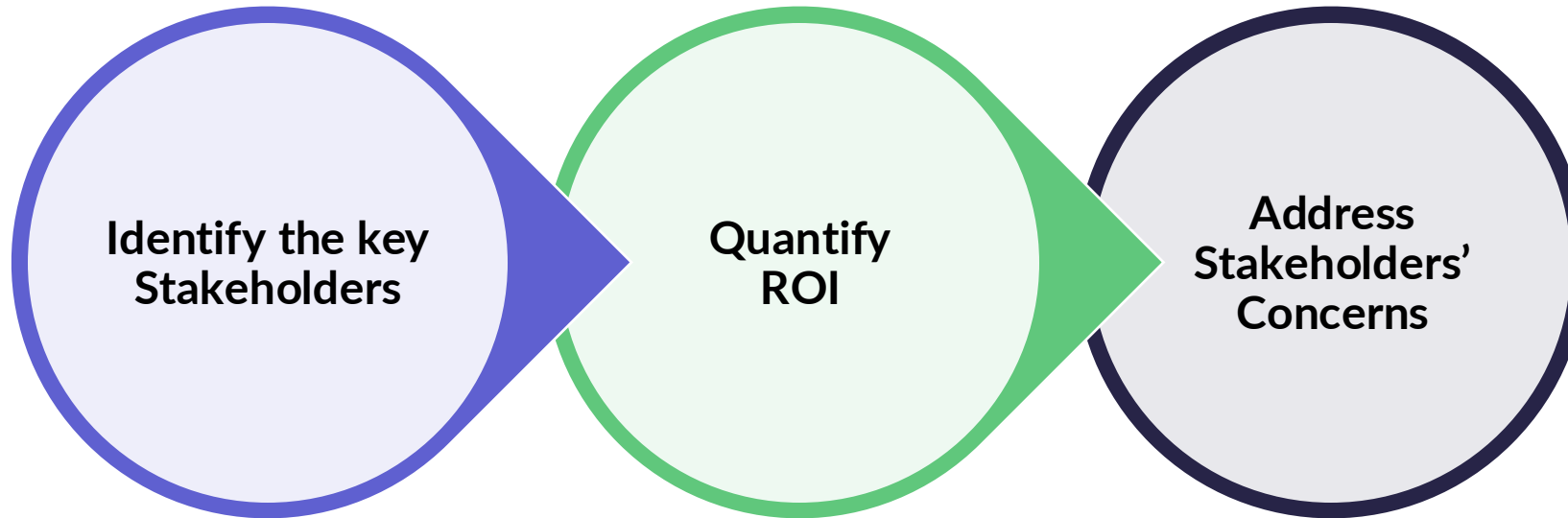


Struggling to secure budget for an ESG data platform?

This guide helps you build a strong business case, quantify ROI, and win stakeholder buy-in.



To convince your stakeholders about the value of an ESG software, follow these 3 steps



- Build a business case for a sustainability data platform, tailored to key stakeholders.

- Quantify costs and ROI, with clear breakdowns of investment and ongoing expenses.

- Address stakeholders' concerns and secure buy-in across your organization.

STEP 1

Identify the key stakeholders

A successful business case for a sustainability data management platform relies on the involvement and alignment of key stakeholders across the organization. Each department plays a crucial role in championing sustainability initiatives, providing unique perspectives, and addressing specific concerns. Internal stakeholders include:

- **Finance:** To evaluate ROI, budget impact, and long-term cost savings.
- **IT:** To assess technical requirements, integration, and data security.
- **Procurement:** To manage vendor relationships and negotiate contracts.
- **Operations:** To ensure alignment with day-to-day processes and carbon reduction goals.
- **Legal:** To confirm compliance with evolving regulations and reporting standards.
- **Board members:** To secure strategic buy-in and oversight.

Engaging these stakeholders early and tailoring your pitch to their priorities will strengthen your business case.

Value	Driver
-10%	companies with high ESG scores reduce capital costs
44%	sustainability managers face complexity in managing ten or more data streams

STEP 2

Quantify ROI

When building the financial case for a sustainability data management platform, it's essential to provide a clear breakdown of both the initial and ongoing costs:

- **Initial investment:** This includes software licensing fees, implementation costs, and training for your team to effectively use the platform. These expenses are typically front-loaded as part of the deployment phase.
- **Ongoing costs:** Recurring costs such as subscription fees, maintenance, and support ensure the platform continues to deliver value over time. These costs also encompass any updates or additional modules to meet evolving sustainability needs.
- By laying out these costs transparently, stakeholders can assess the platform's financial implications in relation to its benefits.

Focus on the following drivers:

- **Financial analysis:** ROI, net present value (NPV), and break-even points are calculated based on typical use cases.
- **Strategic benefits:** Insights are categorized by how different organizational roles, such as CFOs and CSOs, can benefit.
- **Risk assessment:** Potential risks are identified and mitigation strategies proposed, ensuring organizations have a complete view of their investment.

Value	Driver
238%	Average return on investment with Green0meter
9	months breakeven point

STEP 3

Address stakeholders' concerns

When pitching a sustainability data management platform, it's essential to address common objections with clear, evidence-based responses:

1. **"It's too expensive"**
 - **Long-term investment:** Emphasize substantial financial returns.
 - **Risk avoidance:** Stress potential penalties under CSRD (up to €10 million or 5% of revenue) and the reputational or operational risks of doing nothing.
2. **"Our current tools work fine"**
 - **Limitations of basic software:** Point out scalability, accuracy, and integration issues—especially as data sources multiply.
 - **Advanced features:** Highlight automated reporting, real-time analytics, and supplier emissions tracking that go beyond manual processes.
3. **"Implementation will be too complex"**
 - **Phased rollout:** Begin with critical areas (e.g., emissions tracking) and expand gradually.
 - **Integration & support:** Emphasize modern platforms' seamless integration with existing systems and the availability of robust training.
4. **"The benefits are too hard to measure"**
 - **Proven methodologies:** Reference frameworks for measuring financial and strategic ROI, NPV, and break-even points.
 - **Strategic advantages:** Highlight improved decision-making, compliance, and data credibility under growing regulatory and stakeholder scrutiny.

By countering objections with concrete examples, data, and phased implementation strategies, you can strengthen stakeholder alignment and build a compelling business case for sustainability software.

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karel.kotoun@green0meter.com



+420606936108



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