

# How to Reinvent Your Company Through CSR During Financial Difficulties



In a crisis, every decision counts. While many companies cut costs blindly, leaders turn uncertainty into a competitive advantage. ESG is no longer a matter of morals or compliance; it's a strategic imperative to stay in the race.

This isn't an expense, it's an investment in your survival and growth. According to a BCG/WEF study, every \$1 invested in the climate transition can return up to \$5, through cost savings and avoided losses. At the company level, firms reporting on climate risks show that every \$1 invested in adaptation delivers \$2 to \$19 in benefits.

## The Crisis and its Risks: The Real Cost of Inaction

Ignoring ESG today means taking risks that directly impact your bottom line.

**Losing tenders & RFPs:**  
Sustainability criteria already account for 10-50% of the final score in many tenders (Nexio Projects). Without a clear climate strategy, you are leaving deals on the table for your competitors.

**Losing customers:**  
36% of B2B customers are prepared to switch suppliers over ESG performance (Bain). Failing to meet their demands is pushing them away.

**Losing attractiveness for young talents:**  
30% consider switching for sustainability

**Losing financing:**  
80% of global investors now apply sustainability criteria (Deloitte/Tufts). Poor ESG performance can complicate access to credit or increase its cost.

**Facing penalties:**  
The CSRD is coming, with fines of up to €10M or 5% of revenue (Seneca ESG). Other regulations also implement fines for non-compliance. Waiting to act means exposing your business to heavy financial penalties.

**Avoiding negative impacts from climate change:**  
According to WEF/BCG, unprepared companies could see 5-25% of EBITDA at risk by 2050 due to physical climate impacts. Carbon pricing could also rise to impact up to 50% of EBITDA by 2030 in high-emitting sectors.

## The Opportunity: Turning Crisis into a Growth Engine

A well-executed ESG strategy is not a cost center; it's a source of profit and increased competitiveness.

**Win more tenders**  
Do what AXA Partners did. According to Pierre-Emmanuel Lefebvre, CEO of Axa Partners: "Before Greenly, RFPs were won essentially on price. Since we started tracking emissions with Greenly, we started winning because we were the most sustainable solution on the market."

**Access to growing green markets**  
The global green technology market is expected to grow from ~\$5 trillion in 2024 to ~\$14 trillion by 2030, with segments growing at 10-20% CAGR (WEF).

**Protect and grow your revenue**  
Meeting your clients' carbon data requests can secure up to 40% of your customer portfolio. Better yet, 71% of consumers are willing to pay more for committed brands (Simon Kucher).

**Secure preferential financing**  
According to Leonie Schreve, global head of sustainable finance at ING, discounts and penalties linked to ESG performance tend to vary between 5% and 10% of the interest rate (Environmental Finance).

**Drastically cut operational costs:**  
48forty Solutions saved \$80,000 annually in consulting fees and reduced the time spent on carbon management by 96% (from 1,080 to 40 hours). This is direct and immediate ROI. Likewise, Procter & Gamble saved \$500 million over four years through energy efficiency projects. These savings directly increase EBITDA (SBTI).

## The Practical Solution: A Strategic Playbook with Greenly

Greenly turns these opportunities into concrete results, especially for agile SMEs and mid-market companies.

**1 Identify cost savings:**  
Our platform analyzes your operations and supply chain (Scope 3) to find costly inefficiencies and higher-performing suppliers. The Siemon Company used this approach to modernize its facilities, saving on water and energy while increasing its renewable energy share from 30% to 50%.

**2 Automate compliance & avoid fines:**  
We prepare your company for the CSRD automatically, turning a complex obligation into a simple process. Infotel uses our solution to secure its compliance effortlessly.

**3 Provide the proof to win contracts:**  
We give you the precise data and reports to shine in tenders and improve your ratings, just as Heroiks did for its EcoVadis score.

## Concrete ROI: Results, Not Promises

With Greenly, climate strategy isn't a theory; it's a measurable business advantage.

Company	Challenge	Greenly Solution	Concrete Result
	Losing competitiveness in tenders	Integrated carbon reporting into the commercial offer	New contracts won based on sustainability, not just price.
	<ul style="list-style-type: none"> <li>High consulting costs and time-consuming carbon management</li> <li>Lower competitive advantage and difficulty in securing new contracts.</li> </ul>	Centralized platform for data management	<ul style="list-style-type: none"> <li>\$80,000 saved annually (52% reduction) in consulting costs</li> <li>96% less time spent on the topic (from 1,080 hours to 40 hours)</li> <li>Cut team involvement from 76 people to 5 (95% reduction)</li> <li>Improved data accuracy while reducing costs</li> <li>Identified that 15% of its revenue depend on transparent sharing of its emissions data with clients</li> </ul>
	Low accuracy of carbon footprint, high costs in energy consumption	Accuracy of carbon footprint thanks to a database of 300k emission factors and AI matching and identification of emissions hotspots	<ul style="list-style-type: none"> <li>Increased accuracy from 50% to 90% in carbon data</li> <li>Expanded renewable energy use from 30% to 50%</li> <li>Reduced manual processes from 1,000+ hours to 40 hours annually</li> <li>Modernized facilities for water conservation savings</li> </ul>
	Risk of non-compliance and poor ratings	Comprehensive compliance modules and proactive regulatory monitoring, data optimization and audit-ready reports	Compliance secured and ratings improved, protecting reputation and business relationships.

## Conclusion: Crisis is a Catalyst

The question is no longer whether you can afford to invest in a climate strategy during a crisis. The question is whether you can afford not to.

Ready to turn your crisis into competitive advantage? Let's discuss how Greenly can help you build resilience while reducing costs.

[Request a Demo](#)

For more information, read our [ROI Guide](#).

