



# SUSTAIN

# 74

**Experienced, data-backed ESG and clean  
energy strategies. Actionable. Aligned.**

# Agenda

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**01 Who we are**

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**02 The ESG landscape**

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**03 How we can help**

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**05 Our process**

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# Michael Barry is the founder of Sustain74

15+ years delivering real-world leadership at Bloomberg LP

## Clean Energy

- Sourced 100% renewable energy
- Advised execs on procurement tied to costs, perception, and goals
- Aligned stakeholders across functions to unlock faster progress

## Decarbonization

- Led global Scope 1, 2, and 3 reduction strategies
- Delivered 40 + LEED certified projects
- Cut emissions >30% through renewable energy sourcing and efficiency upgrades in offices and data centers

## ESG Reporting

- GHG Protocol, CDP, RE100, and SBTi
- Translated technical reporting standards into decision-useful insights
- Detailed benchmarking vs peers to position strategy



# Making ESG Work for Your Business

Actionable ESG strategies that simplify complexity, anticipate change, and deliver results across all stages of program maturity.

| Clarity  | Relevance  | Flexibility   |
|--|--|---|
| Deliver strategic guidance in clear, accessible language   | Provide tailored solutions aligned with your company’s ambitions | Adapt and refine as your needs evolve, ensuring lasting value |
| Enable companies to develop ESG strategies and products that are grounded in rigorous data, sharpened through peer benchmarking, and strengthened by a clear business case built on competitive positioning and customer demand. |  |   |

# Sustain74's customers

## Internal Sustainability Teams

- Responsible for designing, tracking, and reporting ESG strategy
- Struggle with inconsistent data, evolving standards, and disclosure gaps
- Need credible peer benchmarks to prove progress and value
- Risk client loss or competitive lag if programs don't evolve
- Must earn C-suite credibility by showing ESG creates real business impact

## Clean Energy and Carbon Credit Project Development

- Build clean-energy solutions, carbon credits, and sustainability-linked products and tariffs
- Need clarity on what customers truly value in ESG offerings
- Must ensure compliance with shifting rules, voluntary standards, and buyer expectations
- Equip sales teams to provide credible ESG messaging to clients
- Leadership concerned about greenwashing risks

# Key Challenges we address for our customers

|                                  | Internal Sustainability/ESG /Energy Teams  | Clean Energy and Carbon Credit Project Developers   |
|----------------------------------|--|---|
| Data Gaps                        | <ul style="list-style-type: none"> <li>Need peer benchmarks</li> <li>Guidance to measure progress</li> </ul> | <ul style="list-style-type: none"> <li>Understand what products are valuable to customers</li> </ul>  |
| Mandatory/Voluntary Requirements | <ul style="list-style-type: none"> <li>Align strategy with current and emerging standards</li> </ul>         | <ul style="list-style-type: none"> <li>Ensure products meet evolving requirements</li> </ul>  |
| Business Risks                   | <ul style="list-style-type: none"> <li>Risk of lost clients</li> <li>Falling behind competitors</li> </ul>   | <ul style="list-style-type: none"> <li>Misunderstand potential market</li> <li>Lack of credible message to connect with stakeholders</li> </ul>       |
| C-suite Credibility              | <ul style="list-style-type: none"> <li>Show ESG program creates measurable value</li> </ul>                  | <ul style="list-style-type: none"> <li>Fear of greenwashing</li> <li>Need validation &amp; proof the product meets customers’ requirements</li> </ul> |

# Our benchmarking & market analysis process



## 1. Develop Path

Understand your unique requirements and develop custom process



## 2. Analyze Data

Evaluate your ESG program or product using our custom criteria



## 3. Deep Dive

Utilize this data, our experience, and AI tools to understand your market position



## 4. Utilize Insights

Drill down on key issues and insights raised in deep dive and determine gaps



# Examples of potential engagements

## **Mid-Market SaaS Co. – Customer ESG Compliance by 2030**

A mid-market SaaS provider must meet the ESG requirements of its two largest enterprise clients by December 31, 2030, despite having minimal in-house sustainability expertise.

## **Consumer Goods Co. – ESG Peer Benchmarking Objective**

A consumer goods manufacturer needs to benchmark its ESG performance against the top ten industry peers by Q2 2026 to inform its strategic priorities.

## **Regional Utility – Corporate Clean-Energy Offering**

A regional power utility wants to design and market a clean-energy green-tariff that appeals to Fortune 500 customers.

## **Sales Team – Carbon Credit Sales Enablement**

Equip a B2B sales force to effectively position and sell carbon credits by deeply understanding the priorities and decision-drivers of their corporate buyers.



# Your Next Steps with Sustain74?



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## Internal ESG Program Management

### **Baseline & Benchmark**

Identify gaps against peers and customer requirements; highlight key findings.

### **Roadmap & Enablement**

Build a 12-month plan balancing quick wins with long-term levers to achieve your ambitions.

## Clean Energy and Carbon Credit Project Development

**Market & Client Fit** Assess ESG requirements and peer offerings to shape product positioning, compliance, and alignment with emerging standards.

**Go-to-Market Strategy** Convert findings into a sales enablement toolkit and credibility-building proof points for enterprise buyers.