



SUSTAIN

74

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

Agenda

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Michael Barry is the founder of Sustain74

Brings 15+ years delivering real-world leadership at Bloomberg to create ESG clarity

Clean Energy

- Sourced renewable electricity to reach 100%
- Advised execs on procurement tied to costs, perception, and goals
- Aligned finance, ops, and ESG to accelerate program

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-aligned frameworks
- Translated technical reporting standards into decision-useful insights



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 Sustainable Attribute products developers

- Build clean-energy solutions and sustainability-linked products and tariffs
- Need clarity on what customers truly value in ESG offerings
- Must ensure compliance with shifting rules and buyer expectations
- Equip sales teams to provide credible ESG messaging to clients
- Leadership concerned about greenwashing risks without validation

Key Challenges we address for our customers

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

Our benchmarking & market analysis process



1. Develop Path

Understand your unique requirements and develop custom process



2. Analyze Data

Evaluates your ESG program or products using our custom criteria



3. Deep Dive

Use this data and AI tools company 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 solution that appeals to Fortune 500 customers and diversifies its revenue by 2027.

Sales Team – ESG Solutions Sales Enablement

Equip a B2B sales force to effectively position and sell clean energy products and services by deeply understanding the priorities and decision-drivers of corporate buyers.

Your Next Steps with Sustain74



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For Internal ESG Programs Management

- **Baseline & Benchmark** – Assess gaps vs. peers and customer requirements; highlight any key findings.
- **Roadmap & Enablement** – Build a 12-month plan (quick wins + long-term levers) and run a ½-day working session with reusable templates.

Clean Energy and Sustainable Product Development

- **Market & Client Fit** – Assess customer ESG requirements and peer offerings to shape product positioning and compliance and align to emerging ESG standards.
- **Go-to-Market ESG Strategy** – Translate findings into a sales enablement kit and proof points to boost credibility with enterprise buyers.