



SUSTAINABILITY

Data-Driven Impact Storytelling



Agenda

- ◆ Introductions – Who We Are
- ◆ Grounding in the “Why”
- ◆ Impact Data 101
- ◆ Building Trust with Stakeholders
- ◆ Storytelling
- ◆ Breakout Session – **check the chat for link!**
- ◆ Closing Remarks



Today's Presenters



Jennifer Harrity

Director, Sustainability, Sensiba LLP

Jennifer helps companies walk their sustainability talk. As ESG & Sustainability Director at Sensiba LLP, she leads bold business transformations—from B Corp certifications and EcoVadis assessments to DEI strategy and impact reporting. She founded the firm's ESG practice in 2020 and has since guided values-driven change across industries. A Top 100 Most Influential in Accounting honoree, she serves on the B Local Bay Area board, AICPA's LGBTQ+ committee, and OSC's J.E.D.I. Think Tank.



Gagan Levy

Founder and Creative Director, Guru

Gagan leads campaigns that don't just make noise they move culture. Guru has helped scale regenerative agriculture, elevate mental health awareness, and heal food systems through and movements like Regenerative Organic Certification, 1% For The Planet, and Non-GMO Project and campaigns for clients like Patagonia Provisions, Traditional Medicinals, LunaBar, Sambazon, and KeVita. He also co-founded MAHA Global, an AI-driven platform leveraging real-time reputation data and insights to help Fortune 500s act like they mean it.



Sensiba Overview



Tax

Business, International, Private Wealth,
Research & Development Tax Credit,
State & Local, Estate & Trust



Consulting

Outsourced Accounting, Lease
Accounting, Family Office



Audit

Financial Statement Audits, Reviews &
Compilations, Benefit Plan Audits, Internal
Audit, Sarbanes-Oxley Compliance



Risk Assurance

HIPAA, SOC Reports, ISO
Certification, NIST, Penetration
Testing



Software

BlackLine, Sage Intacct, QuickBooks,
ERP, Finance Automation



Sustainability

Double Materiality Assessments, GHG Services,
Impact Reporting, B Corp Certification Consulting,
Outsourced Sustainability and CSO Services

40+

Years in Business

8K+

United States &
International Clients

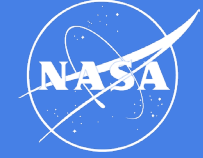
1K+

Community Service
Hours Each Year

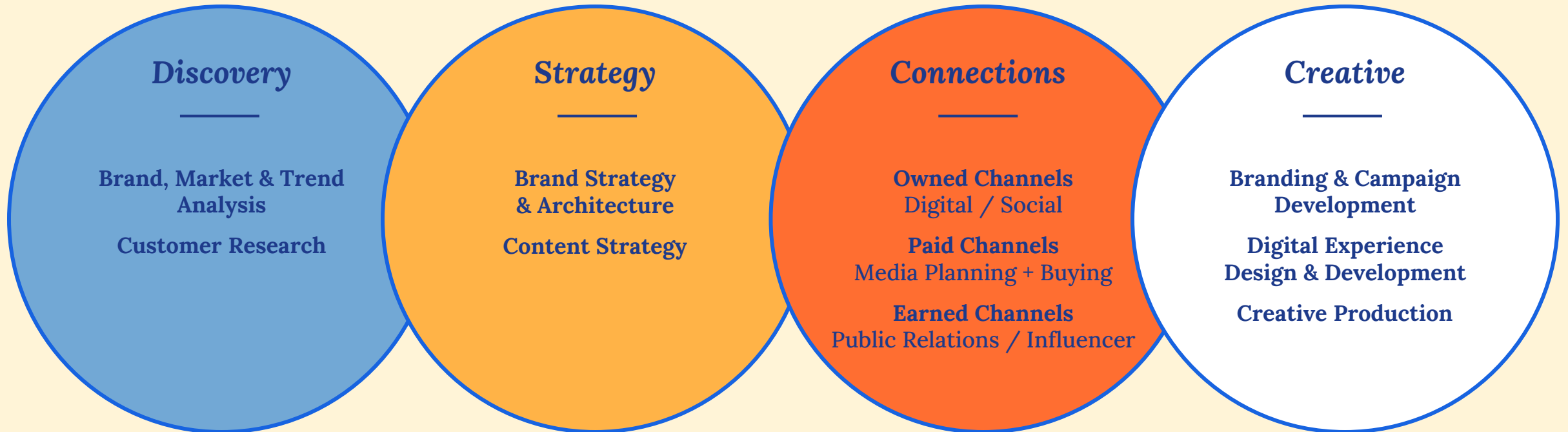




MARKETING *on a* MISSION



We do *it all*

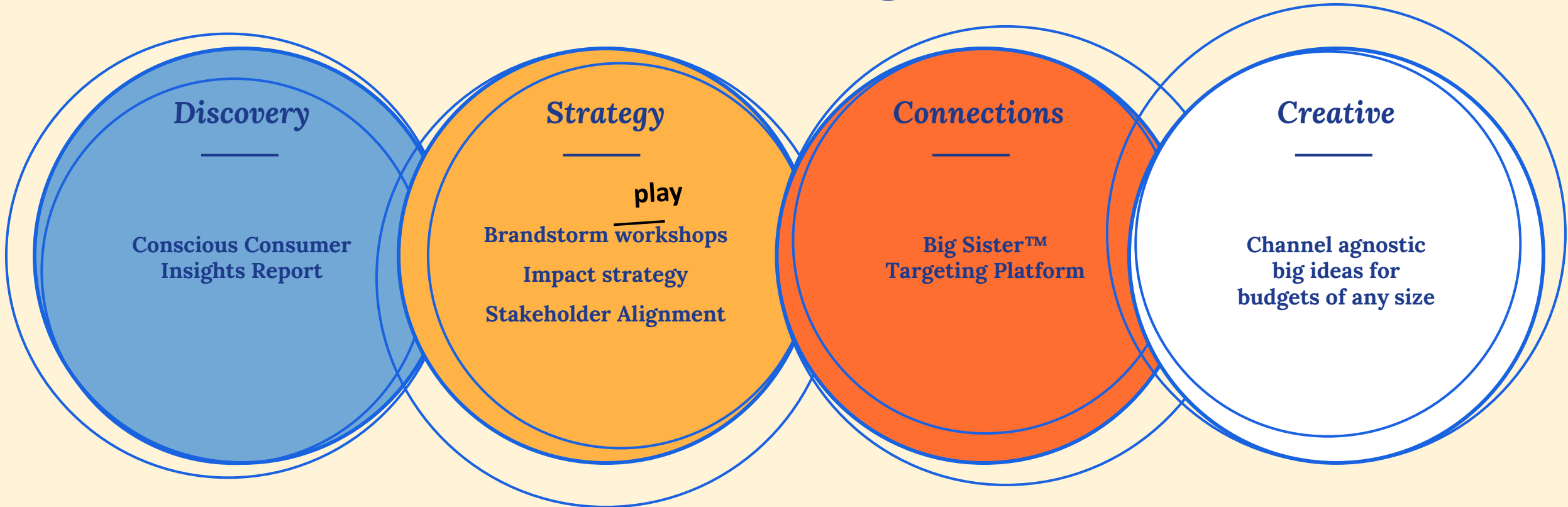


And we do some things differently...



Specialized *offerings*

we know conscious business,
purpose-driven people & systems
better than anyone.



Grounding in the “Why”

- ◆ State of the Union on Impact
 - ◆ Cultural Perspective
 - ◆ News Perspective



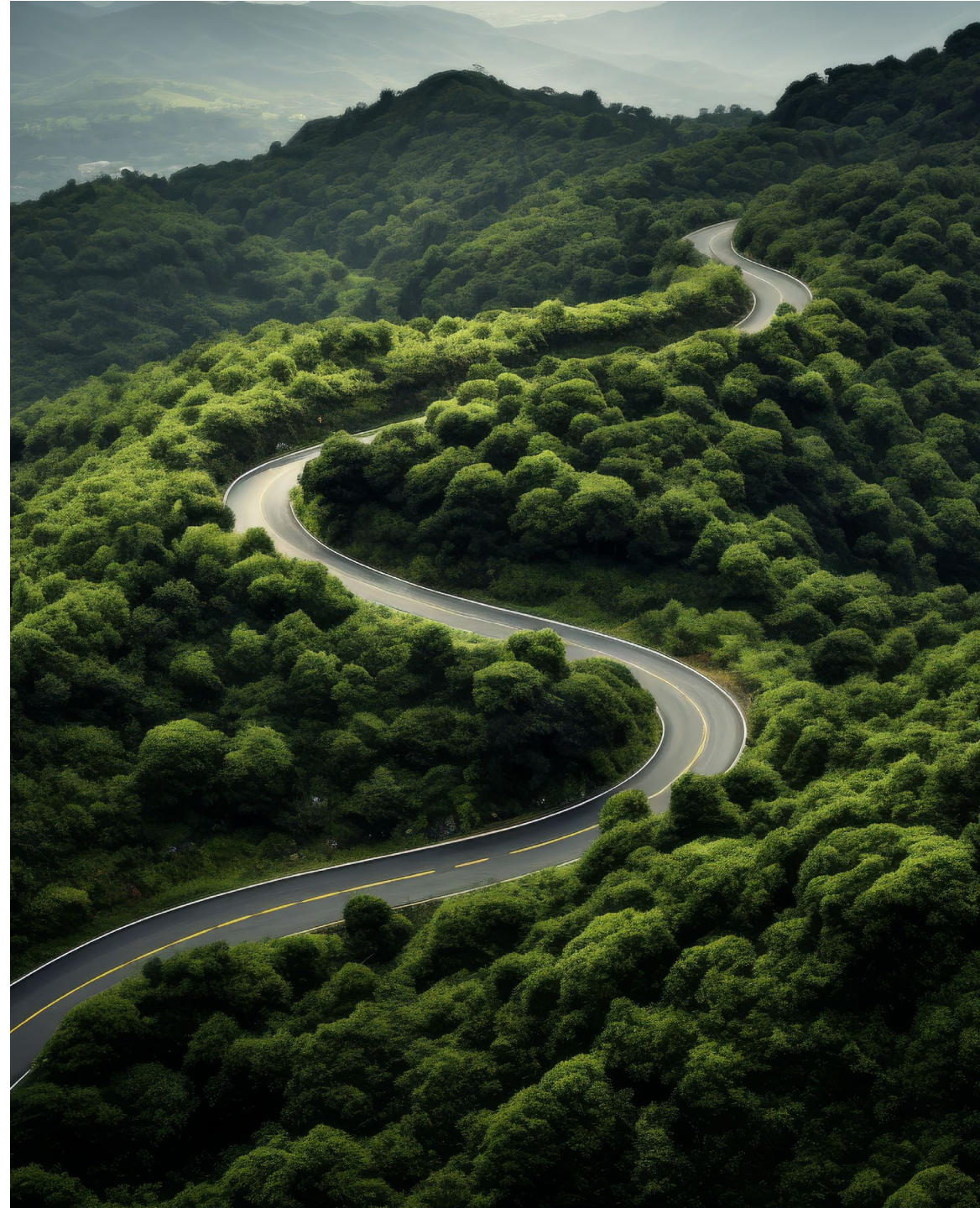
State of the Union on Impact

Where We've Been

2004–2020

ESG and Impact went mainstream

- ◆ Rise of the **UN PRI**, **Sustainable Development Goals**, and **B Corps**
- ◆ ESG assets under management reached **\$35+ trillion** globally (2020)
- ◆ Corporate purpose shifted from shareholder primacy to **stakeholder capitalism**
- ◆ DEI became central post-2020 (George Floyd protests, etc.)



State of the Union on Impact

Current Backlash

Growing **pushback** on ESG, DEI, and “woke capitalism”

- **Political polarization** and culture wars (especially in the U.S.)
- **State-level policies** banning ESG investing in pensions (e.g., TX, FL)
- **Disinformation campaigns** tying ESG to anti-business agendas

Legal challenges and media attacks have **chilled corporate enthusiasm**.

A key industry 2024 report cites 42% of communication leaders are “very much so” relying on data, and half cite “inability to measure impact effectively” as one of their biggest challenges.



State of the Union on Impact

What's Actually Happening

ESG is evolving, not disappearing

- ◆ Shift from **values-based** to **risk-based** framing (especially in finance)
- ◆ Materiality matters: ESG now judged on **financial relevance**
- ◆ **Greenhushing**: brands doing good but not talking about it

DEI programs are being restructured, not scrapped

- ◆ More focus on **inclusive culture** and **results**, less on optics



State of the Union

Global Trends to Watch

EU regulation is increasing pressure:

- CSRD (Corporate Sustainability Reporting Directive)
- SFDR (Sustainable Finance Disclosure Regulation)

Investor demand still strong: BlackRock, Vanguard backing ESG... *quietly*

Supply chain transparency and **climate risk disclosure** becoming mandatory **Gen Z** and **Millennials** still expect brands to lead on purpose



State of the Union

What CEOs Need to Know

- ◆ ESG is not dead—it's **being professionalized**
- ◆ Treat ESG and DEI as **strategic risk management**, not just moral obligations
- ◆ Build **trust** through transparency and measurable action
- ◆ Get ahead of **regulations and reputational risk**
- ◆ Don't follow headlines—follow the **data and your stakeholders**



Value Chain Impacts

Why Should Businesses Care?

- ◆ ESG disclosure requests (including emissions) are likely to trickle down from publicly traded customers, especially related to their Scope 3 (supply chain)
- ◆ You may be losing business you didn't even know about – there are likely reputational impacts for entities that don't report and/or disclose at least *something* in this arena
- ◆ ESG reporting enhances employee recruiting and retention
- ◆ Proactive measurements now = resiliency and longevity for businesses
- ◆ Companies that measure and report end up more profitable



Examples of Important KPIs By Industry

Consumer Goods

- Product Design & Lifecycle Management (Product Packaging)
- Data Security
- Employee Engagement, Diversity & Inclusion
- Energy & Water Management (including Retail & Distribution)

Food & Beverage

- Environmental & Social Impacts of Ingredient Supply Chain
- Energy & Water Management
- GHG Emissions (including Fleet Fuel Management & Refrigeration)
- Ingredient Sourcing
- Product Labelling & Marketing



Examples of Important KPIs By Industry

Professional Services

- Advertising / Journalistic Integrity
- Workforce Diversity, Engagement & Inclusion
- Data Security & Privacy
- IP Protection & Competitive Behavior

Technology & Communications

- Data Security & Privacy
- Energy Management (including Environmental Footprint of Hardware Infrastructure)
- Employee Diversity & Inclusion
- Materials Sourcing & Product Lifecycle Management
- IP Protection & Competitive Behavior



Grounding in the “Why” – Case Studies

California Wine Company

- Invested **\$19M** in sustainability initiatives since 2015
- Resulted in **\$26M** in documented savings
 - ◆ Energy efficiency and renewable energy
 - ◆ Glass bottle lightweighting
 - ◆ Water reuse and conservation
 - ◆ Grant funding for regenerative farming practices
 - ◆ Low Carbon Fuel Standard and CA Industry Assistance credits

Does NOT include considerations for revenue generation or goodwill



CHALLENGE

Dairy, especially liquid dairy, has been gradually losing market share due to the expanding variety of nut, grain, and alternative milks.

INSIGHT

Consumers, especially those with young children, are more inclined to choose dairy over alternatives for its taste and nutritional value, especially when that dairy brand is local and engages in sustainable practices.

SOLUTION

“More Than Milk”

We showed consumers that Clover Sonoma isn’t just dairy, it’s so much more.

This campaign gave us the space to touch on ALL the aspects that make Clover good. Its organic certification. Its sustainable and humane practices. Its so-local-it’s-literally-in-your-backyard commitment to family farms. It’s great taste. And its variety of dairy products from to kiefer to butter.

IMPACT

Brand awareness, purchase intent and organic brand searches all saw a significant increase.

30%

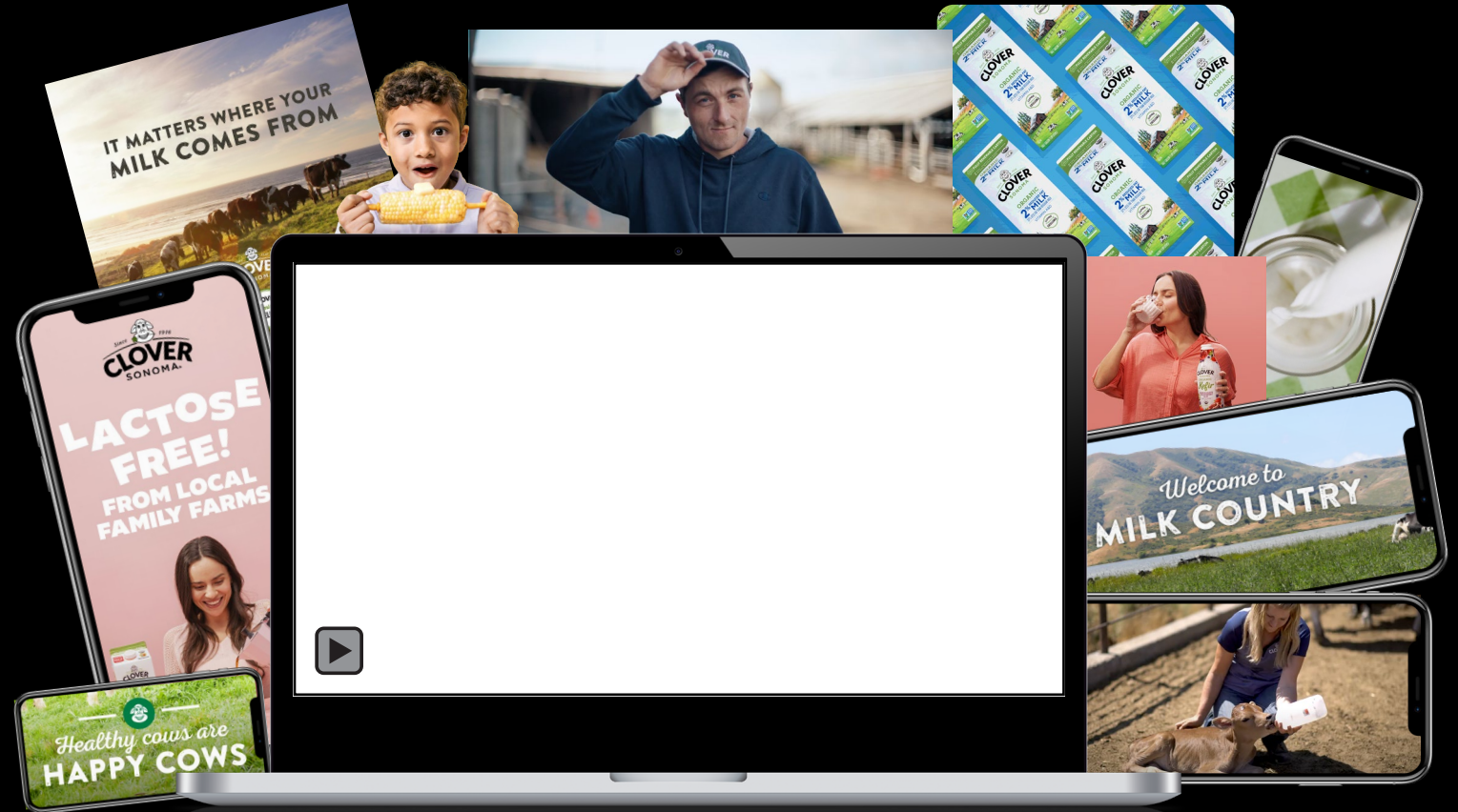
Increase in brand awareness

26%

Increase in purchase intent

147%

Increase in organic searches



Impact Data 101



Sustainability Drivers

Sustainable practices are becoming increasingly relevant for customers and offer potential benefits

	Consideration	What it means
	Cost Savings	Reduce operating expenses by taking advantage of new processes, technologies, investment incentives, and the declining cost of renewable energy.
Risk Management	Physical	Vulnerability of the company's and the supply chain' assets and operations to more frequent and possibly more intense weather events.
	Reputational	Potential for negative publicity regarding the company's activities and those of its supply chain.
	Regulatory	Global, federal, state and municipal requirements to report on and manage emissions, waste, supply chains, and social factors.
Possible Opportunities	Market	Develop more sustainable products and position company so that it is perceived as a sustainability leader
	Technology	Scale and complexity of the climate crisis is fostering innovation, new companies, advanced materials, and new ways to manage operations and energy.



Sustainability Impact Areas

Operations

- ◆ Reduce energy consumption
- ◆ Increase renewable energy
- ◆ Reduce water use
- ◆ Reduce waste
- ◆ Vehicle fleet electrification

Social

- ◆ Track and disclose diversity metrics
- ◆ Track diverse supplier data and philanthropic activity

Value Chain

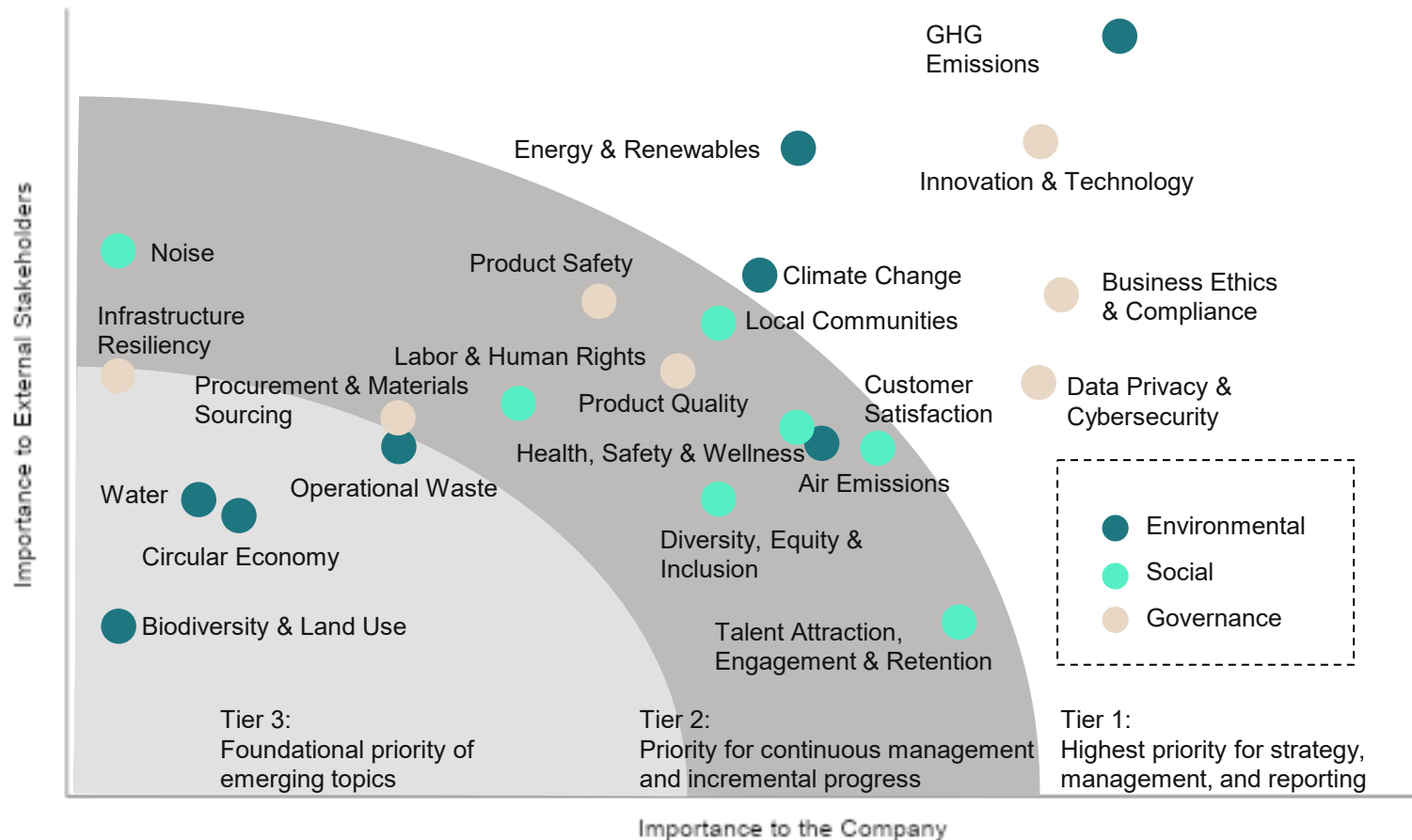
- ◆ Report and reduce scope 3 emissions
- ◆ Engage suppliers to develop sustainability policies, get ratings, complete assessments, etc.
- ◆ Distribute more recycled products or advanced materials
- ◆ Products/services that improve living conditions

Note: Targets should be material, credible, and ambitious.



Example Materiality Matrix

Materiality Assessments compare shareholders' and stakeholders' expectations to identify and prioritize a company's most significant ESG-related issues.



Transportation Corporation, 2021 Materiality Assessment



Building Trust with Stakeholders



Sustainability is key to Deepening Stakeholder Relationships

Lending Institutions: Evaluating credit and financial risk, and demonstrating management's ability to identify and address material ESG issues

Investors: Providing standardized data that can be compared across global portfolios and asset classes; demand for ESG investments is on the rise globally

Suppliers: Understanding material risks and potential disruptions for key supply chain partners

Customers: Responding to increased requests for transparency and disclosure around Scope 3 emissions and supply chain impact areas

Employees: Informing workforce about progress on key issues enhances engagement

Regulators: Demonstrating sustainable leadership; preparing for coming regulations





Making the Intangible Tangible: Redefining Reputation Intelligence

MAHA GLOBAL IS THE LEADING PLATFORM COMBINING FINANCIAL DATA, PUBLIC DISCLOSURES, AND PR INTELLIGENCE TO UNLOCK TRUE ORGANIZATIONAL VALUE.

MAHA CLIENTS



KEY DIFFERENTIATORS

Generative AI

For accessible reputation intelligence

Revolutionary Models

Grounded in evolutionary biology
and discriminative AI

Faster, Better Innovation

Out-innovating the market with
cutting-edge product teams

Focus on Trust & Transparency

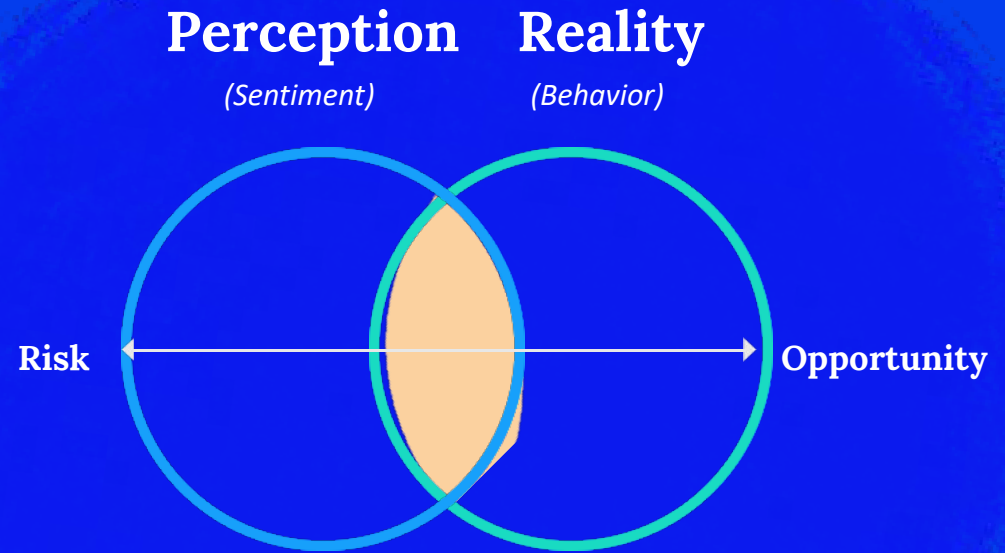
Unlocking value for reputation teams



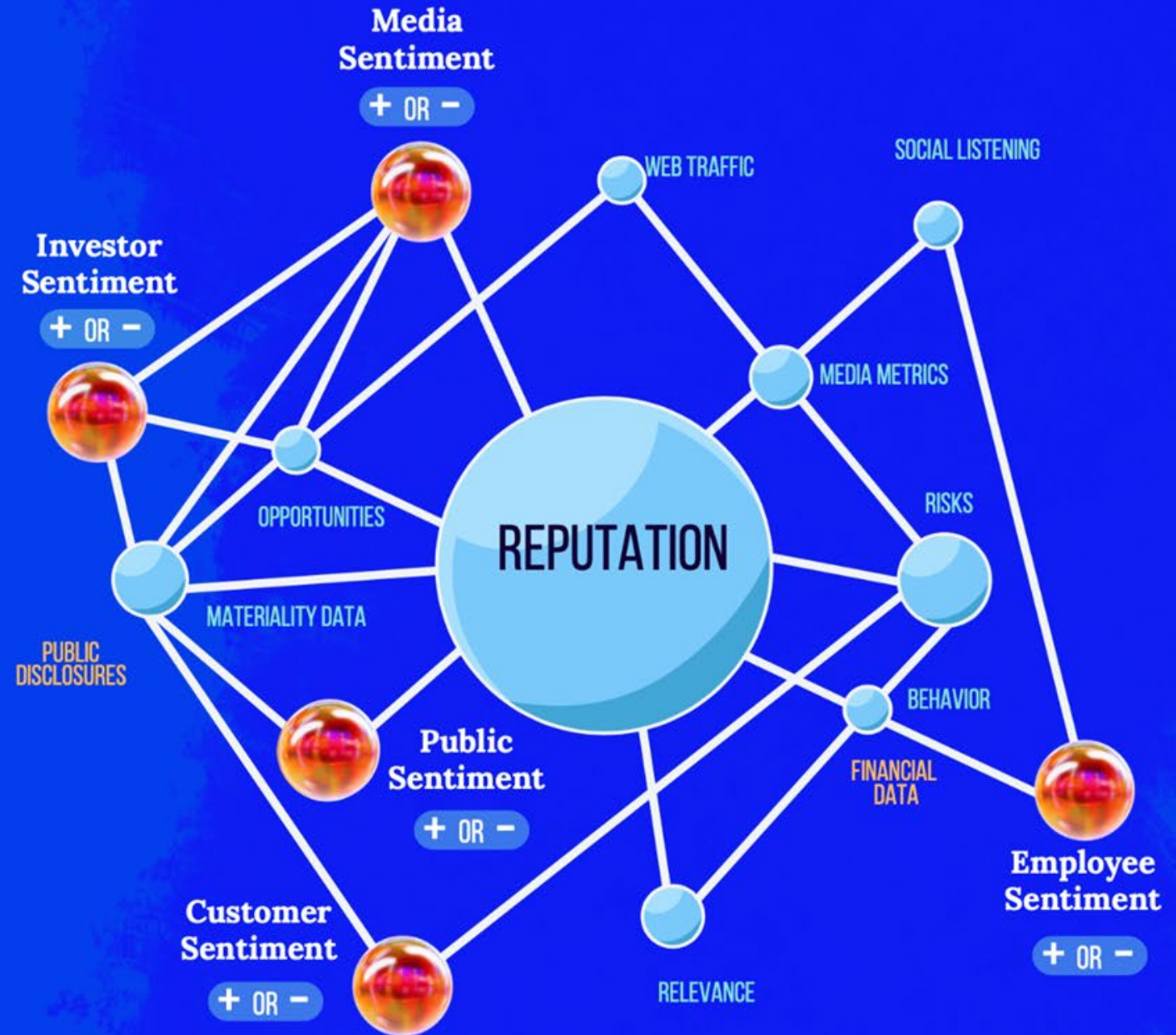
The Sentiment - Behavior Gap

Risks arise whenever public perception is higher than behaviors merit. Brands can augment their behavior to mitigate these risks.

Opportunities arise when the public is unaware of the good thing a brand is doing. Brands can leverage these opportunities by communicating these strengths.



An Integrated View of Perception & Reality For Better Decision Intelligence





Reactive Insights

PROBLEM:

Unionizing employees eroded brand trust.



SOLUTION:

Unified reputation data could have revealed the link between employee satisfaction and community impact, offering a clearer strategy for managing the issue.

TAKEAWAY:

Employees sought stronger alignment with the company's values.

KEY METRIC:

Brand value dropped 12% (compared to the S&P's 2% decline) when CEO Schultz took over.

VS.

Predictive Insights

OPPORTUNITY:

Enhance brand relevance.



INSIGHT:

Uncovering critical consumer sentiment data that pinpointed when to speak out on positive environmental performance.

TAKEAWAY:

Reputation insights can drive integration with new product and sustainability messaging.

KEY METRIC:

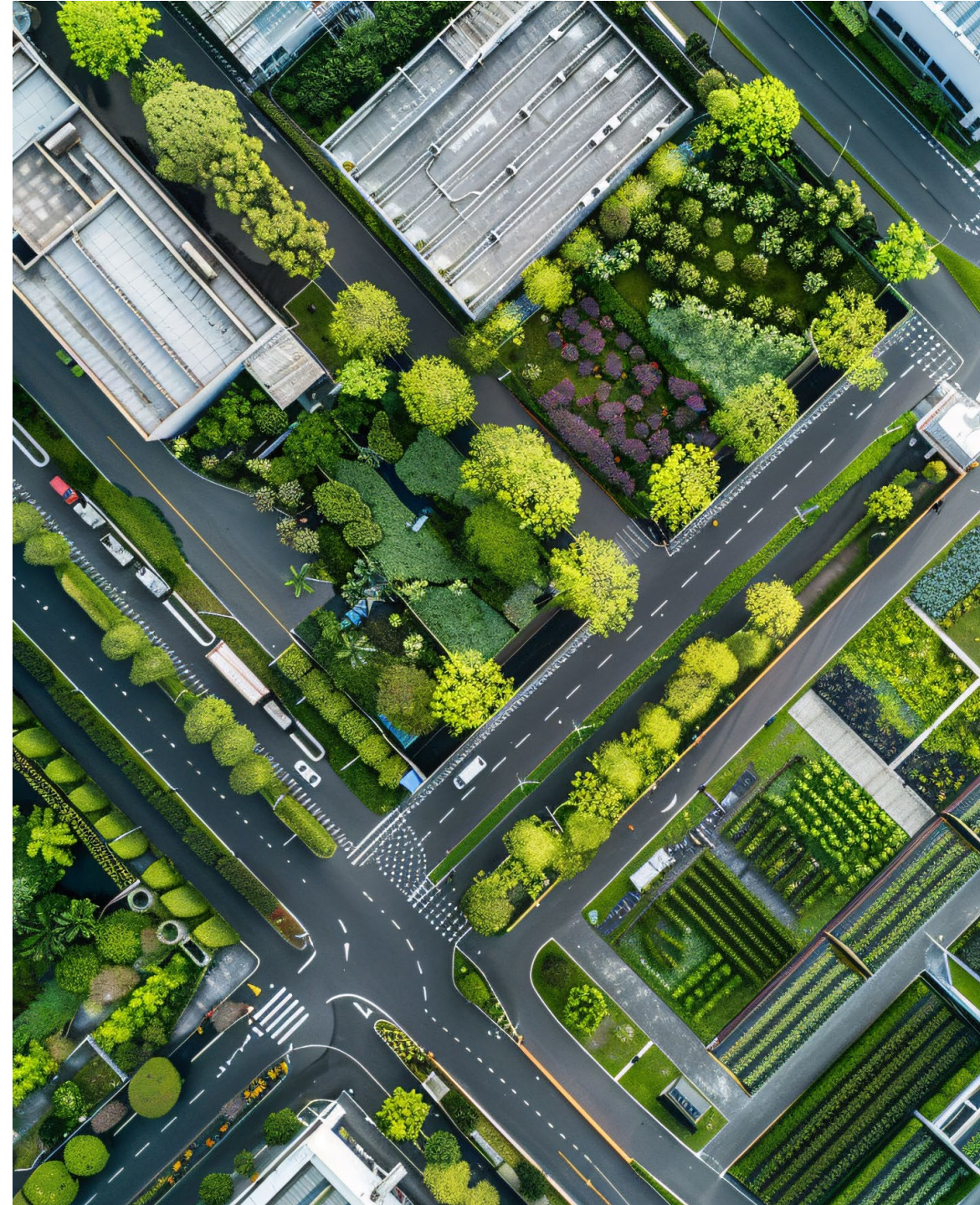
Improved net zero by 16% and saw a 41% stock price increase.

Reframing the Narrative

Shift from “woke” language to **business-relevant framing**:

- *"Human capital strategy" > "DEI program"*
- *"Climate risk mitigation" > "Net-zero pledge"*
- *"Governance modernization" > "Ethics training"*

Focus on **resilience, innovation, and long-term value**



Breakout Session

- ◆ 10-minute Breakout Individual Work
 - ◆ Identify the top aspirational headline you want for your company 5 years from now.
 - ◆ Then reverse engineer from this desired headline what impact data or ESG metrics might be needed to validate such success.
- ◆ 10-minute Breakout Group Work
 - ◆ Utilize the collective genius of your group to share and get insights about your approach.
 - ◆ Rejoin the larger group for overall share out, as well as, Q&A, final insights, and wrap





Questions?

Contact Us

Jennifer Harrity

jharrity@sensiba.com

Gagan Levy

gagan@weareguru.com

