

Stakeholder Pitching Guide

What each stakeholder cares about, and how to make your sustainability case land.



1. Technology | IT | Digital

What they care about

- Leverage current software (S2P/ERP/CLM/PLM/TMS) and the corporate data lake
- Low vendor risk (market leader; enterprise references)
- Security & compliance: SOC 2 Type II (ideally ISO 27001), SSO/RBAC, data residency, pen tests
- Integration, observability and reversible choices (no lock-in)

How to pitch

"We are not replacing suites; we're adding a specialist evidence layer purpose-built for supplier carbon / energy data and assurance. It feeds the lake"

"We'll choose a market leader with enterprise references; deploy API-first integrations into your bus"

"No silos: mastered emissions facts (with lineage) are exported to our lake; dashboards and models remain in Power BI / Databricks / Snowflake"

Proof & de-riskers

- SOC 2 Type II report, ISO 27001 certificate, pen test summary
- DPA/SCCs, RPO/RTO, uptime SLA
- Architecture map: one-way mastered facts to the lake; integration checklist (S2P/CLM/IdP/PLM/TMS)



2. Finance | Treasury | Audit

What they care about

- Verified economics (cost, payback, working-capital impact)
- Assurance-ready data supporting CSRD/ISSB/SEC claims; shorter audits
- Predictable re-baselining and governance
- Access to sustainability-linked finance and improved supply chain finance (SCF) terms

How to pitch

"This is a cost and risk program with a carbon dividend. Hotspotting → redesign saves cash; fewer expedites and write-offs"

"We will implement carbon-adjusted TCO and pilot an internal carbon price"

"Assurance-by-design to increase confidence and shorten audits"

Proof & de-riskers

- Business case model with sensitivity to energy / freight shocks
- Audit and high assurance
- SCF construct tying rate deltas to verified supplier actions



3. Procurement & Category Leaders

What they care about

- Durable savings, supplier health, and adaptive categories through volatility
- Award defensibility and client win-rates where PCFs are table stakes
- Workflow fit— carbon embedded in RFx, contracts, SRM and supplier reviews

How to pitch

“Hotspots are where emissions and margin erosion meet—design changes / circular, energy switches, and mode shifts drive reliable savings”

“For strategic clients, we can convert upstream reductions into downstream differentiation and longer terms by working across tiers and value chains”

Proof & de-riskers

- Category heatmap (cost, carbon, resilience) with a 12-month playbook and supplier projects
- **Clause pack:** carbon data requirements, verification rights, KPI's, decarbonising pathways
- Supplier enablement kit: calculators, training and incentives to lift SME adoption



4. Sustainability | ESG | Reporting

What they care about

- Data once, shares across CSRD/ISSB/CBAM and customer asks
- Comparability and fewer re-baselines; credible YoY narratives
- Supplier capacity building and fair on-ramps for SMEs

How to pitch

“The specialist layer gives supplier-specific PCFs/CCFs with confidence levels and lineage”

“Hybrid methods (spend → activity → supplier-specific) match ambition to maturity; we improve quality where it changes decisions.”

“Enablement + incentives move SMEs from low maturity to action”

Proof & de-riskers

- Method policy (when to re-baseline; handling supplier updates)
- Supplier maturity ladder and quarterly adoption targets
- External assurance pathway (limited → reasonable) with timelines

If your stakeholders push back that budget is tight, go the pilot route:

Scope:

1-2 priority categories, 25 suppliers (include SMEs) with strong relationships, no integrations, method guardrails agreed and supplier engagement support

Deliverables:

1. Verified baseline + hotspot map
2. Decarbonization pathways
- 3. Product and corporate carbon footprints from primary data
4. Assurance and audit transparency

Exit criteria:

NPV ≥ annualised rollout cost; supplier adoption ≥ X%; audit sign-off ≤ Y hours; CIO checklist passed

Frame this as a flexible, adaptive supply-chain program that lowers cost and risk while making the enterprise AI and data-ready, with sustainability as a material co-benefit.

With this guide in hand, you can effectively tailor your pitch to each stakeholder in your organization and get prepared to pilot, prove, and scale your sustainability program.