

# Strategizing With Sustainability

How Businesses Can Drive Growth Alongside Environmental Impact

Implementing sustainable strategies isn't just about protecting the planet—it's about driving innovation, reducing risks, and creating lasting value. By integrating environmentally conscious practices, businesses can address global challenges like climate change and resource scarcity while seizing opportunities for growth and resilience.

## Rethink Waste with the Hierarchy Model

Turning waste into value begins with following the Waste Hierarchy principles. These steps—reduce, reuse, recycle, and recover—help organizations minimize waste and extract maximum utility from their resources.



Globally, only **10%** of plastic waste produced to date has been recycled. More sustainable systems can amplify this impact.

### PRO TIP

Work with sustainable solutions partners that can find creative ways to reduce waste at its source. For waste that is unavoidable, they can use total recycling solutions to innovatively repurpose products and their packaging in their entirety, or else create low-carbon fuel or energy from materials that are more complex or contaminated.

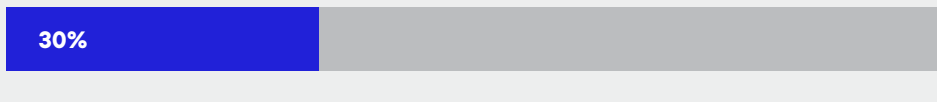
## Invest in Renewable Recovery Technologies

Adopting technologies like waste-to-energy or alternative fuel systems can transform how businesses manage unsalvageable waste. Not only do these innovations mitigate landfill reliance, but they also mitigate climate risk and create new value from otherwise useless materials.

2023 saw a **50% increase** in renewable energy installations globally compared to 2022.



Renewable sources now provide over **30%** of global power.



### FAST FACT

New technologies could cut global carbon emissions by as much as **20%** by 2050.

### ACTION ITEM

Set science-based goals for emissions reductions to align with the global target of limiting warming to **1.5°C**.

### IMPACT

Companies that invest in renewables gain improved operational efficiency while cutting long-term energy costs.

## Foster Circular Economy Initiatives

Transitioning to a circular economy means products and materials recirculate in the economy for as long as possible. This model minimizes waste while maximizing value creation.



Circular economy strategies could help reduce global greenhouse gas emissions by **39%**.

### FAST FACT

**80%** of global plastic waste could be recycled by 2040 with the implementation of circular practices.

### ACTION ITEM

Implement product buy-back programs or collaborate with other organizations to share resources and prolong material usability.

## Elevate Transparency and Engagement

Transparency builds trust. From consumers to employees, stakeholders now expect businesses to showcase measurable sustainability efforts. Publishing detailed reports and fostering open conversations about challenges and progress are crucial.



### FAST FACTS

**66%** of U.S. consumers say a product's environmental impact is important to their purchasing decision.



**69%** of employees desire their employers to invest in sustainability practices, making internal advocacy a key component of corporate culture.

Products making ESG-related claims averaged **28% cumulative growth** over a five-year period, versus **20%** for those that made no such claims.

### ACTION ITEMS

Use data-driven platforms to monitor and communicate sustainability performance in real-time to stakeholders. Empower employees with community-level sustainability challenges to deepen their sense of purpose.

## Advocate for Policy Change

Corporate voices carry weight in shaping public policy. Businesses can lend support for policies that promote sustainable waste practices and environmental accountability.

### FAST FACT

Extended producer responsibility (EPR) laws are gaining traction globally, requiring companies to take responsibility for the entire lifecycle of their products.

### ACTION ITEM

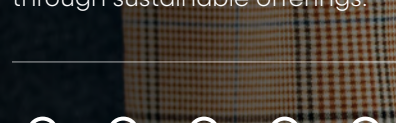
Advocate for stronger recycling frameworks and invest in green infrastructure projects that benefit both the economy and the planet.



California's Climate Corporate Data Accountability Act will require over **5,400** businesses to disclose emissions when fully enforced in 2026.

## Align with Consumer Behavior Trends

Understanding consumer priorities paves the way for expanding market share through sustainable offerings.



**46%** of consumers now prioritize buying eco-friendly products to reduce their carbon footprint.

### FAST FACT

Customers are willing to spend up to **9.7%** more on sustainably produced goods.

### FAST FACT

Millennials and Gen Z are driving this shift, with both generations **27%** more likely to choose sustainable brands over others. Businesses that fail to adapt risk losing out on these growing markets.

### PRO TIP

Clearly label sustainable attributes on products and include sustainable certifications to enhance customer trust.

## Sustainability is essential to enduring business success.

By integrating waste management hierarchies, renewable technologies, circular economy models, transparency, and consumer-aligned initiatives, your organization can drive positive change while achieving measurable results.

Implementing these actionable strategies is more than just good business—it's a responsibility to our planet, our community, and future generations.

Start shaping your sustainability strategy today.

Partner with Reworld™ to discover innovative, end-to-end solutions tailored to your goals.

Together, we can drive progress towards a more sustainable future.