



HOW TO CREATE AN EFFECTIVE

# Sustainability Program and Measure ROI





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# Introduction

Organizations of all sizes are prioritizing environmental, social and governance (ESG) investments to become more innovative, competitive and adaptable. This is critical in today's hyper-responsive — and progressively sustainable — business world.

Taking on these initiatives creates value for your business, and we're covering the strategies you can use to analyze and improve your sustainability efforts in 2023 and beyond.

## What can you expect to take away from this eBook?

- Understanding sustainability programs and the importance of prioritizing ESG today.
- Recognizing the steps to create a more successful sustainability program.
- The benchmarks and metrics to introduce to ensure your efforts are adding value.
- Why monitoring and re-assessing your programs is key to long-term success.
- How [DottedSign](#) and the [PDF Reader](#) from Kdan Mobile support sustainability program ROI goals.



# The Rise of Corporate Social Responsibility Today

Your corporate social responsibility (CSR) — a company's commitment to practice environmental and social responsibility — is essential to:

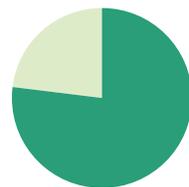
- Make a positive impact on society and the environment.
- Meet the rising sustainability and moral expectations of consumers and employees.
- Build a brand reputation that supports employee attraction and retention.

Comprehensive CSR initiatives, like sustainability programs, not only drive consumers toward your products and services, but also help employees and investors see your company more positively.

**77% of consumers** are motivated to purchase from companies committed to making the world a better place, and **73% of investors** state that efforts to improve the environment and society contribute to their investment decisions.<sup>1</sup>

*But, what exactly is a sustainability program?*

Essentially, it's an actionable roadmap of your ESG measures and activities aimed at boosting results and telling your sustainability story. Exhaustive plans include well-defined initiatives and specific implementation plans.



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# Taking a Closer Look at Sustainability Programs in Action

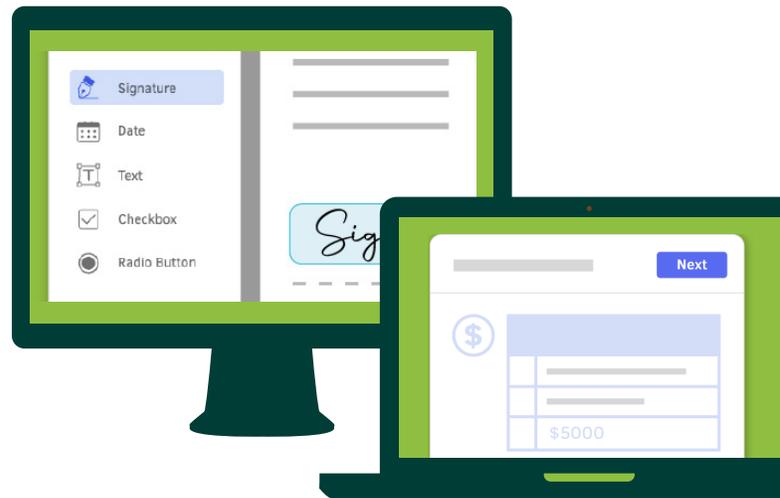
Amid an expanding climate crisis, accelerated growth in clean tech and rising expectations from stakeholders, sustainability programs have become a critical investment and commitment for teams. Yet a number of businesses have yet to implement a comprehensive strategy.

Why is this the case? This can be attributed to:

- Difficulties in measuring the return on investment (ROI).
- A lack of engagement from organizational leaders.
- Inadequate internal expertise and resources.

Idea Rebel, for example, is just one of the many organizations working to build a paperless workplace. Not only have they gone 100% paper free by utilizing digital solutions and workflows, but they also refuse to work with partners and suppliers that rely on paper as well.<sup>2</sup>

At **Kdan Mobile**, our sustainability initiatives are aimed at achieving carbon neutrality in-house while offering solutions that encourage other organizations big and small to go paperless.



# The Key Benefits of ESG Initiatives

Organizations of all sizes are prioritizing environmental, social and governance (ESG) investments to become more innovative, competitive and adaptable. This is critical in today's hyper-responsive — and progressively sustainable — business world.

With a comprehensive sustainability program in place, businesses can reap valuable benefits as a result:



**Increase efficiency and save money:** Sustainable teams reduce waste and energy consumption, address inefficiencies and optimize processes. For example, by going paperless, 81% of teams are supporting their bottom line with improved document workflow — all while cutting costs, considering 65% of companies spend between \$1,000 and \$5,000 monthly on paper processes.<sup>4</sup>



**Maintain a competitive advantage:** ESG initiatives help organizations stand out in hyper-competitive markets by enhancing brand reputation, reducing costs and attracting customers and investors. In fact, 49% of investors are willing to divest from companies that aren't taking sufficient action on ESG initiatives.<sup>5</sup>



**Boost your bottom line:** 90% of employees who work at companies with a strong sense of purpose say they're more inspired, motivated and loyal — leading to increased productivity.<sup>6</sup> This, combined with a positive brand image and higher attraction and retention rates, improves your business performance.

# 9 Critical Steps to Create a Comprehensive Sustainability Program

In an increasingly sustainability-focused business landscape, follow these steps to foster a robust ESG program:

- 1** Recognize the value of sustainability for your organization.
- 2** Determine who will drive the eco-friendly charge (e.g., your CSO, CSR director, supply chain manager or human resources director).
- 3** Establish quarterly and annual sustainability goals (e.g., go paperless or achieve zero waste).
- 4** Conduct an eco-assessment evaluating your current environmental impact and opportunities to reduce this footprint. This assessment can include resource consumption, greenhouse gas emissions, waste generation and more.
- 5** Decide on the appropriate initiatives (e.g., paper, energy, water, waste, food, packaging, etc.) and create a sustainability plan. Digital and e-signature solutions are often valuable support throughout the implementation of such programs.
- 6** Assess your forecast and budget against your sustainability priorities.
- 7** Set goals for your established timelines and determine your key performance indicators (KPIs) to measure your progress.
- 8** Communicate your goals and plans to stakeholders such as investors, employees, customers, suppliers and the broader community.
- 9** Execute, measure and celebrate (then repeat).

**These nine steps are key to creating a thoughtful ESG program that provides the structure and discipline needed to weave sustainable practices into every facet of your core business operations.**

# The Value of Establishing Key Metrics in the Process

Establishing unique KPIs ensures you can monitor progress, identify areas of improvement and demonstrate your sustainability commitment to stakeholders. This includes benchmarking to establish baselines, define industry best practices and identify risks and opportunities.

While the KPIs you measure will rely on your unique business needs and sustainability goals, the most common metrics to track include:

- Energy consumption or carbon footprint reduction from digital initiatives or elimination of paper use.
- Supply chain sustainability, for example, the percentage of suppliers that meet environmental and social standards (or supplier diversity).
- Water use reduction, such as water consumption per unit of output or water savings.
- Employee participation and engagement in ESG initiatives.

Our solution [DottedSign](#) increased its global reach by 80% last year, surpassing 1.7 million electronically signed documents — or the equivalent of saving 3,000 trees and avoiding over 550 tons of CO2 emissions.<sup>7</sup> This is just one way we're personally taking steps toward our sustainability goals and re-assessing them as we go.



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# How to Start Measuring Your Sustainability Outcomes and Performance

**Not sure how to get started? Once you've established a direction for your sustainability efforts, follow these steps to begin accurately measuring and reporting your impact on people, the planet and your profits:**

1. Set a starting point for your metrics and benchmarks by assessing your current sustainability practices.
2. Hold your organization, suppliers and business partners accountable for emissions and ESG footprint through tracking and reporting on ESG impacts through the supply chain.
3. Establish methods to track your usage or emissions, tracking key metrics such as paper consumption, CO2 reductions in kt or energy consumption in kWh. Additionally, set targets for employee engagement, diversity and inclusion and community impact.
4. Set realistic targets and then assess progress against those targets — whether you choose to evaluate monthly, quarterly or annually.
5. Use industry benchmarks to compare your performance against competitors and industry peers.

Well-run and efficiently-monitored sustainability programs help businesses:

 Increase revenue by **20%**

 Improve market value by **6%**

 Enhance employee productivity by **13%**

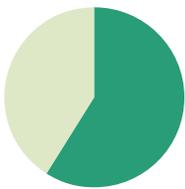
 Reduce turnover by **50%**

 Provide risk protection of up to **7%** of the company's value.<sup>8</sup>

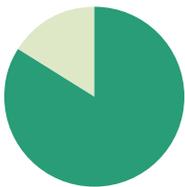
# Conclusion

CSR and ESG are top of mind for organizations worldwide. Why? Not only because of a moral obligation to the betterment of the planet, but also because it considerably drives business results. But, to truly understand the long-term value of your sustainability initiatives, it will be critical to establish the KPIs and goals you're trying to achieve.

The [PDF Reader](#) and [DottedSign](#) solutions from Kdan Mobile are designed to demonstrate our commitment to fostering an increasingly paperless business environment. These tools are a simple way to considerably boost organizational sustainability and ensure ROI:



**59%**  
of businesses going  
paperless achieved full ROI  
in less than 12 months



**84%**  
achieved payback in less  
than 18 months.<sup>9</sup>

Learn more about our [commitment to sustainability and the Kdan Mobile solutions that can support your ESG strategy.](#)

## Plant a Tree

By simply choosing our solutions, you can make the world a better place: For every “ESG2023” coupon code you redeem, you get a discount and plant a tree! How does this work? We're collaborating with [One Tree Planted](#), where one dollar plants one tree, to make a true impact and enhance our sustainability initiatives in 2023 and beyond.

→ [Get the Offer and Plant a Tree!](#)

DottedSign  Document 365



**kdanmobile.com**

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