



## Sustainable Business Chatbot Queries

These five queries were made by GreenBiz Chairman and Co-founder Joel Makower on six different chatbots on June 1, 2023. Please consult [this article](#) for additional context.

The six bots consulted were [ChatGPT](#), the Microsoft-backed chatbot; [Monica](#), its next-gen version, created by OpenAI, the organization that developed ChatGPT; [Bard](#), Google's entry into the chatbot field; [Claude](#), produced by the AI research firm Anthropic; and two chatbots focusing on sustainability — [GreenGPT](#) and [Climate Q&A](#), the latter specifically designed to answer climate-related questions using information from Intergovernmental Panel on Climate Change (IPCC) reports.

(Note that the Climate Q&A responses include bracketed references — such as [Doc 3] — which refer to specific sections of IPCC documents; those documents are not included here.)

Following are the six chatbots' verbatim responses to the five queries.

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## **Query 1: I'm a sustainability executive at a large company. How would you convince the CEO that the company needs to commit to net-zero carbon emissions by 2030 or 2040?**

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### **ChatGPT**

To convince the CEO that the company needs to commit to net-zero carbon emissions by 2030 or 2040, it's important to present a compelling business case that showcases the benefits and opportunities associated with such a commitment. Here's a persuasive approach you can consider:

1. Start with the business case: Emphasize the long-term benefits of committing to net-zero carbon emissions, such as increased competitiveness, improved brand reputation, reduced regulatory risks, and access to new markets and customers. Explain how a proactive approach to sustainability can enhance the company's bottom line and create long-term value for shareholders.
2. Highlight market trends and stakeholder expectations: Demonstrate the growing importance of sustainability in the marketplace and the increasing expectations of customers, investors, employees, and regulators. Discuss the shift towards sustainable business practices and the potential risks of falling behind competitors who are already taking action on climate change.
3. Showcase financial opportunities: Present the financial opportunities associated with transitioning to a net-zero carbon emissions trajectory. Explain the potential for cost savings through energy efficiency measures, renewable energy adoption, and operational optimizations. Highlight the potential for new revenue streams through the development of sustainable products or services and the growing demand for low-carbon solutions.
4. Address regulatory risks: Discuss the evolving regulatory landscape related to carbon emissions and climate change. Emphasize the potential risks associated with stricter regulations and the potential financial impacts of non-compliance. Demonstrate how committing to net-zero carbon emissions can position the company favorably in terms of compliance and future-proof its operations.

5. Present reputational benefits: Highlight the importance of a strong brand reputation and the positive impact it can have on customer loyalty, attracting top talent, and maintaining positive relationships with stakeholders. Explain how committing to net-zero emissions can enhance the company's reputation as an industry leader and demonstrate its commitment to addressing climate change.
6. Provide case studies and success stories: Share examples of other companies that have successfully transitioned to net-zero emissions or made significant progress in reducing their carbon footprint. Showcase the positive outcomes they have experienced, including improved financial performance, enhanced brand reputation, and increased stakeholder engagement.
7. Develop a clear roadmap: Outline a detailed plan and timeline for achieving net-zero emissions, taking into account the company's specific operations and industry challenges. Demonstrate that a well-defined strategy, backed by actionable targets and milestones, will enable the company to make a smooth transition to a low-carbon future.
8. Estimate the costs and ROI: Provide an analysis of the costs associated with the transition, including capital investments, operational changes, and potential risks. Additionally, estimate the return on investment (ROI) and potential cost savings that can be achieved through reduced energy consumption, improved efficiency, and other sustainable practices.
9. Offer collaboration opportunities: Highlight the potential for collaboration with suppliers, customers, and industry partners to accelerate the transition to a low-carbon economy. Emphasize the importance of building strong alliances and leveraging collective efforts to drive systemic change.
10. Address potential challenges: Acknowledge and address any potential challenges or concerns the CEO may have, such as resource limitations, technical barriers, or short-term financial impacts. Provide solutions or mitigation strategies to overcome these challenges and demonstrate the feasibility of achieving net-zero emissions within the proposed timeframe.

Remember to tailor your arguments and supporting evidence to align with the CEO's priorities, values, and the specific context of your company. It's essential to

present a compelling case that demonstrates how committing to net-zero carbon emissions is not only the right thing to do for the environment but also a smart business decision that can drive long-term success.

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## **Monica**

As a sustainability executive, you can convince the CEO that committing to net-zero carbon emissions is not only the right thing to do for the environment, but it is also a smart business decision. Here are a few key points you can use to make your case:

1. Consumers and investors are increasingly demanding that companies take action on climate change. By committing to net-zero carbon emissions, your company can demonstrate its commitment to sustainability and attract environmentally conscious customers and investors.
2. Governments around the world are implementing policies to reduce greenhouse gas emissions, and companies that fail to take action may face regulatory risks and financial penalties.
3. Committing to net-zero carbon emissions can also help your company reduce costs by improving energy efficiency, reducing waste, and increasing the use of renewable energy sources.
4. Finally, taking action on climate change can help your company stay ahead of the competition by demonstrating leadership in sustainability and innovation.

By committing to net-zero carbon emissions, your company can not only help address the urgent challenge of climate change, but also position itself for long-term success in a rapidly changing business environment.

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## **Bard**

There are many ways to convince the CEO that the company needs to commit to net-zero carbon emissions by 2030 or 2040. Here are a few suggestions:

1. Highlight the financial benefits of going green. A recent study by the World Economic Forum found that companies that adopt sustainability practices can save an average of \$1 billion per year. In addition, these companies are also more likely to attract and retain top talent, as well as win new customers.
2. Emphasize the risks of climate change. Climate change is a real and present danger, and it is only going to get worse if we don't take action. The company could be at risk of legal liability, reputational damage, and even physical damage from climate change-related events.
3. Show how going green can improve employee morale. Employees are increasingly concerned about climate change, and they want to work for companies that are taking it seriously. A commitment to net-zero carbon emissions can show employees that the company is committed to their values, and it can make them more likely to stay with the company.
4. Point to the growing demand for sustainable products and services. Consumers are increasingly demanding sustainable products and services, and companies that don't meet this demand are at risk of losing market share. A commitment to net-zero carbon emissions can show customers that the company is meeting their needs, and it can attract new customers who are looking for sustainable options.

By highlighting the financial benefits, risks, employee morale, and growing demand for sustainable products and services, you can make a strong case for why the company needs to commit to net-zero carbon emissions by 2030 or 2040.

In addition to the above, you could also consider the following:

- Gather data and evidence to support your claims. This could include data on the financial benefits of going green, the risks of climate change, the impact of climate change on employee morale, and the growing demand for sustainable products and services.
- Be prepared to answer any questions or objections that the CEO may have. The CEO may have concerns about the cost of going green, the feasibility of meeting the target, or the impact on the company's bottom line. Be prepared to address these concerns with data and evidence.

- Be passionate and persuasive. The CEO is more likely to be persuaded if you are passionate about the issue and if you can articulate a clear and compelling case for why the company needs to take action.
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## **Claude**

Here are some arguments I would make to convince the CEO to commit to net-zero carbon emissions by 2030 or 2040:

- It's good for business. By transitioning to more sustainable operations and renewable energy, the company can reduce costs over the long run and gain a competitive advantage. Many customers and clients are also looking to work with more sustainable and socially responsible companies.
- It builds brand and reputation. By leading on sustainability and climate change mitigation, the company can significantly boost its brand reputation and goodwill. This can translate into higher sales, stock price, customer loyalty, and ability to attract top talent.
- It's an opportunity for innovation. The transition to net-zero emissions will spur new innovations in products, services, and business models. By acting now, the company has an opportunity to lead in those new markets and technologies.
- It's the responsible thing to do. As a large company, reducing emissions and tackling climate change is a moral responsibility. Failing to act threatens society and humanity in catastrophic ways. Employees and shareholders also want to work for responsible, purpose-driven companies.
- Policy risks are increasing. There are increasing regulations around climate change, carbon pricing, and disclosure of emissions. By moving now, the company can avoid risks associated with policy changes and ensure its operations are compliant with all laws and regulations. It also gives the company a say in shaping new policies.
- Investors are demanding action. Many investors are pledging to move money out of fossil fuels and into sustainable funds and companies. By committing to net-zero emissions, the company will be well-positioned to attract those investors and tap into the large and growing pool of sustainable finance.

Overall, becoming a leader in sustainability and net-zero emissions is a strategic decision that will secure the company's long term prosperity and growth. The CEO should recognize this opportunity and make the commitment to build a sustainable company for the future.

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## **GreenGPT**

Hi there! As a sustainability executive, you are in a unique position to help your company make a positive impact on the environment. It's important to emphasize the urgency of the climate crisis and the need for immediate action to reduce carbon emissions.

The notion that we have ten years to hit our 1.5 C/2.7 F target is difficult due to committed emissions, which are emissions locked in because of existing infrastructure that will emit carbon dioxide throughout its useful life. Committed emissions may already take us past 1.5 C/2.7 F of warming and closer to the edge of 2 C/3.6 F, meaning that even if we made perfect climate decisions on every purchase from now on, we will shoot past our target. To achieve net-zero carbon emissions by 2030 or 2040, it's important to retire our heaviest emitters early and replace them with decarbonized solutions.

Every time a fossil fuel-burning machine is retired, it must be replaced with a decarbonized machine, meaning that everything that uses energy, by everyone, everywhere, whether an individual, a power company, or a corporation, needs to be a decarbonized solution. The next time a machine needs to be retired, it should be replaced with a solution that doesn't emit CO<sub>2</sub>, including cars, water heaters, furnaces, stoves, and roofs. It's also important to emphasize the need for 100% adoption rates of electric or emissions-free vehicles and renewable energy sources such as solar and wind power.

However, a 100% adoption rate is only achieved by mandate, as the invisible hand of markets is not fast enough, and market subsidies and carbon taxes are not fast enough

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## Climate Q&A

Committing to net-zero carbon emissions by 2030 or 2040 is crucial for companies to contribute to the global effort to mitigate climate change. Here are some compelling arguments to convince the CEO:

- The IPCC AR6 WGIII reports state that significant reductions in global GHG emissions and even close to net-zero emissions from GHG-intensive industries (e.g., steel, plastics, ammonia, and cement) can be achieved by 2050 by deploying multiple available and emerging options [Doc 1, 3, 5].
- The transition to net-zero emissions requires a clear direction towards net-zero, technology development, market demand for low-carbon materials and products, governance capacity and learning, socially inclusive phase-out plans, as well as international coordination of climate and trade policies [Doc 2, 4].
- Businesses and corporate organizations play a key role in the mitigation of global warming, through their own commitments to zero-carbon footprints, decisions to invest in researching and implementing new energy technologies and energy-efficient measures, and the supply-side interaction with changing consumer preferences and behaviors [Doc 6].
- Committing to net-zero emissions can also have reputational benefits for the company [Doc 9].
- Many national and regional governments, cities, companies, and institutions have already set net-zero emission targets [Doc 8].
- An industrial transition to net-zero emissions is possible when the contributions from different drivers (energy efficiency, low carbon electricity and heat, material efficiency, switching to low carbon feedstock and CCUS) to this evolution vary with time [Doc 10].

Therefore, committing to net-zero carbon emissions by 2030 or 2040 is not only necessary to mitigate climate change but also beneficial for the company's reputation and competitiveness.

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**Query 2: I'm a supply-chain professional and I'm thinking of switching jobs. I want to work for a company that values sustainability in its supply chain and is working to decarbonize the raw materials it buys. What questions should I ask a potential employer to assess whether it is a leader in this area?**

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### **ChatGPT**

When evaluating a potential employer's commitment to sustainability in its supply chain and decarbonization efforts, asking the right questions will help you assess their level of dedication and progress in this area. Here are some key questions to ask:

1. What is the company's sustainability strategy, and how does it integrate into the supply chain? Gain an understanding of the overall sustainability vision and goals of the company and how they translate specifically to the supply chain. Inquire about any specific targets or initiatives related to decarbonization and reducing the environmental impact of the raw materials used.
2. How does the company assess and select suppliers based on sustainability criteria? Determine if the company has established sustainable supplier selection criteria and if it conducts assessments or audits to evaluate suppliers' sustainability performance. Ask about any specific certifications or standards they look for in their suppliers, such as ISO 14001 (environmental management) or third-party sustainability certifications.
3. What steps has the company taken to reduce the carbon footprint of its supply chain? Inquire about the specific measures the company has implemented to address carbon emissions within the supply chain. This could include initiatives like supplier engagement programs, energy efficiency measures, adoption of renewable energy sources, or collaboration with suppliers to reduce emissions collectively.
4. Does the company have a traceability program for its raw materials? Traceability is essential for understanding the environmental and social impacts of raw materials. Ask if the company has implemented traceability

systems or programs to ensure transparency and responsible sourcing throughout the supply chain. Inquire about any specific tools or certifications used to track and verify the origin and sustainability of raw materials.

5. How does the company engage with suppliers to drive sustainability improvements? Assess the company's approach to supplier collaboration and engagement. Ask about initiatives, programs, or platforms that enable the company to work closely with suppliers to improve sustainability performance. Examples may include capacity-building programs, supplier training, or joint projects focused on decarbonization or sustainable sourcing.
6. What initiatives or innovations has the company implemented to promote circularity or reduce waste in the supply chain? Inquire about any circular economy initiatives, waste reduction programs, or recycling and reuse practices the company has implemented within its supply chain. Understanding their approach to waste management and circularity will provide insights into their commitment to sustainability beyond carbon emissions.
7. How does the company ensure ethical and responsible sourcing practices? In addition to environmental sustainability, it's crucial to evaluate the company's approach to social responsibility in the supply chain. Ask about their policies and programs related to fair labor practices, human rights, and the mitigation of social risks. Inquire about any certifications or audits they undertake to ensure responsible sourcing.
8. What metrics or reporting systems does the company have in place to monitor progress? Assess the company's transparency and accountability by understanding their measurement and reporting practices. Inquire about the key performance indicators (KPIs) they use to track progress towards sustainability goals and how they communicate their achievements and challenges internally and externally.
9. Can you provide examples of successful sustainability initiatives in the supply chain? Ask for specific examples or case studies that demonstrate the company's successful sustainability initiatives within the supply chain.

This will help you gauge their level of experience and expertise in driving sustainable change.

10. How does sustainability factor into the company's overall business strategy and culture? Assess the company's commitment to sustainability at a broader level. Inquire about how sustainability is integrated into their overall business strategy, decision-making processes, and company culture. This will help you determine if sustainability is a core value or just a peripheral consideration.

By asking these questions, you can gain valuable insights into a potential employer's commitment to sustainability in the supply chain and their progress in decarbonization efforts. It will help you assess if their values align with your own and if they are truly leading the way in sustainable supply chain practices

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## **Monica**

As a supply-chain professional looking to work for a company that values sustainability, here are a few questions you can ask a potential employer to assess whether it is a leader in this area:

1. What is the company's sustainability strategy and goals, particularly as it relates to the supply chain? A company that is serious about sustainability should have a clear strategy and goals in place, and should be able to articulate how it is working to reduce its carbon footprint and decarbonize its supply chain.
2. How does the company measure and report on its sustainability performance? A company that values sustainability should be transparent about its performance and should have robust reporting mechanisms in place to track progress against its goals.
3. How does the company engage with suppliers on sustainability issues? A company that is serious about sustainability should be actively engaging with suppliers to encourage them to reduce their carbon footprint and adopt sustainable practices.

4. What steps is the company taking to reduce the carbon footprint of its raw materials? A company that is committed to sustainability should be taking concrete steps to reduce the carbon footprint of the raw materials it buys, such as sourcing from suppliers with low-carbon production processes or investing in renewable energy sources.
5. How does the company integrate sustainability into its overall business strategy? A company that truly values sustainability should be integrating it into all aspects of its business strategy, from product development to marketing to supply chain management.

Asking these questions can help you assess whether a potential employer is truly committed to sustainability and can help you make an informed decision about whether it is the right fit for you.

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## **Bard**

Here are some questions you can ask a potential employer to assess whether it is a leader in sustainability and decarbonization:

- What are the company's sustainability goals?
- How does the company measure its progress towards its sustainability goals?
- What specific initiatives has the company taken to reduce its carbon footprint?
- How does the company work with its suppliers to reduce their carbon footprints?
- What are the company's plans to continue reducing its carbon footprint in the future?

You can also ask more specific questions about the company's approach to sustainability in its supply chain. For example, you could ask:

- How does the company source its raw materials?

- Does the company have a preference for suppliers who are working to reduce their carbon footprints?
- Does the company have any programs in place to help its suppliers reduce their carbon footprints?

By asking these questions, you can get a better sense of the company's commitment to sustainability and decarbonization. You can also use this information to decide whether the company is a good fit for your values and career goals.

In addition to asking questions, you can also do some research on the company's sustainability initiatives. You can look for information on the company's website, in its annual report, and in news articles. You can also check out third-party sustainability ratings and rankings.

By doing your research, you can get a more complete picture of the company's commitment to sustainability. This will help you make an informed decision about whether to work for the company.

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## **Claude**

Here are some good questions to ask a potential employer to assess their sustainability leadership in the supply chain:

- Do you have a sustainable procurement policy or program in place? What are the key goals and priorities? For example, reducing emissions, sustainable raw materials, circular economy, etc.
- Have you set any targets to reduce emissions or transition to renewable energy sources in your supply chain and manufacturing? What are your key milestones and timelines?
- How do you evaluate the sustainability of your suppliers and their environmental impact? Do you audit suppliers or guide them on sustainability improvements?

- Do you make sustainable choices and consider emissions even if the costs are higher? Are you willing to pay a premium to support sustainable suppliers and materials?
- What kind of training or resources do you provide your supply chain staff on sustainability topics like carbon footprint calculation, sustainable materials selection, etc.?
- What percentage of your key materials and commodities currently come from sustainable or recycled sources? Do you have goals to improve that percentage over time?
- Have you adopted any circular economy practices like reducing waste, recycling, reusing or closed-loop production techniques? Are there plans to scale those kinds of practices?
- Are there incentives or rewards in place for your employees and suppliers to achieve sustainability goals and transition to more eco-friendly options?
- Do you belong to any industry organizations or partnerships focused on supply chain sustainability? Do you collaborate with peers on these topics?
- What investments have you made recently to make your supply chain more sustainable? And what's on the roadmap for the next 3-5 years? The more detailed and specific their answers, the more comfort you'll have that they are leading in supply chain sustainability. Their policies, programs and targets should be transparent and ambitious if they want to be seen as an authentic leader. Be sure to assess how seriously they take these issues in practice - not just on paper.

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## **GreenGPT**

Hi there! It's great to hear that you're interested in working for a company that values sustainability in its supply chain. When assessing a potential employer's commitment to sustainability, there are a few questions you can ask to gauge their level of commitment.

For example, you could ask about their goals for reducing carbon emissions and their plans for achieving those goals. You could also ask about their policies for

sourcing raw materials and whether they prioritize suppliers that have strong sustainability practices. Additionally, you could ask about their efforts to reduce waste and their use of renewable energy sources.

These questions can help you assess whether a potential employer is truly committed to sustainability in its supply chain. Good luck with your job search!

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## **Climate Q&A**

Committing to net-zero carbon emissions by 2030 or 2040 is crucial for companies to contribute to the global effort to mitigate climate change. Here are some compelling arguments to convince the CEO:

- The IPCC AR6 WGIII reports state that significant reductions in global GHG emissions and even close to net-zero emissions from GHG-intensive industries (e.g., steel, plastics, ammonia, and cement) can be achieved by 2050 by deploying multiple available and emerging options [Doc 1, 3, 5].
- The transition to net-zero emissions requires a clear direction towards net-zero, technology development, market demand for low-carbon materials and products, governance capacity and learning, socially inclusive phase-out plans, as well as international coordination of climate and trade policies [Doc 2, 4].
- Businesses and corporate organizations play a key role in the mitigation of global warming, through their own commitments to zero-carbon footprints, decisions to invest in researching and implementing new energy technologies and energy-efficient measures, and the supply-side interaction with changing consumer preferences and behaviors [Doc 6].
- Committing to net-zero emissions can also have reputational benefits for the company [Doc 9].
- Many national and regional governments, cities, companies, and institutions have already set net-zero emission targets [Doc 8].
- An industrial transition to net-zero emissions is possible when the contributions from different drivers (energy efficiency, low carbon electricity and heat, material

efficiency, switching to low carbon feedstock and CCUS) to this evolution vary with time [Doc 10].

Therefore, committing to net-zero carbon emissions by 2030 or 2040 is not only necessary to mitigate climate change but also beneficial for the company's reputation and competitiveness.

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**Query 3: How would you explain the circular economy to my sales team so that they can explain it to customers? My company manufactures outdoor furniture and sells directly to retailers who don't understand sustainability or circularity.**

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## **ChatGPT**

Explaining the circular economy to your sales team in a way that they can effectively communicate it to customers requires breaking down the concept into simple terms and connecting it to practical benefits. Here's an explanation you can use:

"Hey team, I want to talk to you about an exciting concept called the circular economy. It's a sustainable approach that we can use to differentiate our products and engage our customers. Let me break it down for you:

Traditionally, our economy follows a linear model. We take raw materials, make products, and then dispose of them when they're no longer useful. This approach creates a lot of waste and puts a strain on our natural resources.

But the circular economy flips that model on its head. It aims to keep resources in use for as long as possible by closing the loop and minimizing waste. Instead of throwing products away, we focus on designing them to be durable, repairable, and reusable.

So, how does this benefit our customers? Well, by embracing the circular economy, we can offer them several advantages:

1. **Longevity and durability:** Our outdoor furniture is designed to last. By choosing high-quality materials and sturdy construction, we ensure that our products withstand the test of time. This means our customers can enjoy their furniture for many years, reducing the need for frequent replacements.
2. **Repair and maintenance:** If something goes wrong with our furniture, we provide repair services or replacement parts. Instead of throwing away a

whole piece, we help customers fix it, saving them money and reducing waste.

3. Reuse and resale: When customers no longer need their furniture, we encourage them to return it to us. We can refurbish and resell these items, extending their lifespan and giving them a second life with new customers. This reduces waste and keeps products in circulation for longer.

Material recycling: Even if a piece of furniture reaches the end of its life, we ensure that it's properly recycled. We take it back, separate the different materials, and send them to be recycled into new products. This way, we minimize waste and close the loop by using recycled materials in our manufacturing processes.

By embracing the circular economy, we're not only reducing our environmental impact but also providing our customers with high-quality, sustainable products. It's a win-win situation.

Now, let's think about how we can convey this message to our retailers. Many of them may not be familiar with sustainability or circularity, so we need to focus on the practical benefits they'll appreciate:

1. Cost savings: Highlight how our durable and repairable products can save retailers money in the long run. Less frequent replacements mean reduced expenses for them and increased customer satisfaction.
2. Enhanced brand image: Explain how our commitment to sustainability and circularity can help retailers differentiate themselves in the market. Customers are increasingly concerned about the environmental impact of their purchases, and by offering sustainable products, retailers can attract and retain eco-conscious consumers.
3. Marketing opportunities: Emphasize that by partnering with us, retailers can tap into the growing demand for sustainable products and leverage our circular economy practices as a unique selling point. It's a compelling story that can resonate with customers and drive sales.

Remember, it's important to tailor the message to each retailer's specific needs and interests. By effectively explaining the circular economy and its benefits to

our sales partners, we can foster a deeper understanding of sustainability and drive positive change in our industry."

Feel free to adapt this explanation to fit the specific products and context of your outdoor furniture company.

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## **Monica**

The circular economy is a way of designing and producing products that keeps materials in use for as long as possible, and at the end of their life, those materials are reused, recycled, or repurposed instead of being thrown away. This approach helps to reduce waste, conserve resources, and minimize environmental impact.

When it comes to outdoor furniture, a circular economy approach would involve designing products that are made from sustainable materials, are built to last, and are easy to repair or recycle at the end of their life. For example, furniture made from recycled plastic or sustainably sourced wood can be designed to last for many years, and when it is no longer needed, it can be recycled or repurposed into new products.

By adopting a circular economy approach, your company can differentiate itself from competitors by offering sustainable and environmentally friendly products that appeal to customers who are concerned about the impact of their purchases on the planet. Your sales team can explain to customers that by choosing your company's products, they are supporting a more sustainable and circular economy.

To help your sales team explain the circular economy to customers, you can provide them with simple and clear messaging that highlights the benefits of this approach. For example, you could use phrases like "closing the loop on waste" or "keeping materials in use for longer" to describe the circular economy in a way that is easy for customers to understand. You could also provide your sales team with training materials that explain the circular economy in more detail and provide examples of how your company is implementing this approach in its products and operations.

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## **Bard**

The circular economy is an economic system that aims to eliminate waste and pollution by keeping products and materials in use for as long as possible. This can be done by repairing, refurbishing, and recycling products, and by designing products that are easy to disassemble and reuse.

There are many benefits to the circular economy. It can help to reduce pollution, conserve resources, and create jobs. It can also help to improve the company's bottom line by reducing costs and increasing sales.

Here are some ways to explain the circular economy to your sales team:

- Compare it to the traditional linear economy. In the traditional linear economy, products are made, used, and then thrown away. This creates a lot of waste and pollution. The circular economy, on the other hand, aims to keep products and materials in use for as long as possible. This reduces waste and pollution, and it conserves resources.
- Use examples of circular economy products and services. There are many examples of circular economy products and services available today. For example, you could talk about recycled furniture, refillable water bottles, and car sharing services. These products and services show that the circular economy is not just a theory, it is already a reality.
- Emphasize the benefits of the circular economy. The circular economy has many benefits for businesses, consumers, and the environment. For businesses, the circular economy can help to reduce costs, increase sales, and improve their reputation. For consumers, the circular economy can help them to save money, reduce their environmental impact, and live a more sustainable lifestyle. For the environment, the circular economy can help to reduce pollution, conserve resources, and mitigate climate change.

By explaining the circular economy to your sales team, you can help them to understand the benefits of this new economic system. This will help them to sell your products to retailers who are looking for sustainable options.

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## Claude

Here is how I would explain the circular economy to your sales team in a simple way:

The circular economy is an alternative to the traditional linear economy of "take-make-dispose". In the linear economy, we extract raw materials, make products, and then throw them away as waste. This is unsustainable. In the circular economy, products and materials are kept in use at their highest value for as long as possible. We design products for durability, reuse and recycling. There is no such thing as waste - everything is a resource for something else. For outdoor furniture, this could mean:

- Designing products for durability, repair and disassembly so they last longer. This reduces waste and the environmental footprint over the life of the product.
- Using recycled or renewable materials as much as possible. This could include recycled plastics and metals, as well as natural materials that will biodegrade safely.
- Offering repair, refurbishment and part replacement services to extend product lifespan. Make it easy for customers to choose the sustainable option.
- Offering trade-in or buy-back programs so you can refurbish and resell furniture, or recycle the materials.
- Recycling furniture at end-of-life into new products. Work with recycling partners to make this easy for your customers.
- Sharing information with customers on how long products will last and how to best care for them. Educate them on the circular benefits of their purchase. The key benefits for your customers are:
  - More sustainable products that reduce waste and environmental harm.
  - High quality, durable products that save them money over the long run.
  - Opportunity to easily participate in take-back and recycling programs.
  - Helping them meet their own sustainability and circular economy goals. Your sales team should highlight these benefits when explaining circularity to your

retailer customers. The circular economy is an opportunity to create more value, meaning and loyalty in your customer relationships. I hope this helps! Let me know if you have any other questions. (edited)

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## **GreenGPT**

Hi there! The circular economy is a system where resources are kept in use for as long as possible, reducing waste and pollution. This involves designing products for durability, repairability, and recyclability.

Companies can participate in the circular economy by offering rental or secondhand options for their products. For your sales team, it may be helpful to emphasize the benefits of the circular economy for both the environment and the bottom line. By designing products that are durable and repairable, your company can reduce waste and save money on production costs.

Additionally, offering rental options for your outdoor furniture can help reduce the environmental impact of your products while also providing a more affordable option for customers. There are many brands and marketplaces that specialize in circular fashion and recommerce, such as Arcadia for renewable energy, Fulton for carbon-negative insoles, Oliver Space for circular furniture shopping, and Oasense for water-saving showerheads. By participating in the circular economy, your company can help lead the way in sustainable manufacturing and set an example for other companies in your industry.

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## **Climate Q&A**

The circular economy is an economic model that emphasizes product longevity, reuse, refurbishment, recycling, and material efficiency, thereby enabling more circular material systems that reduce embodied energy and emissions [Doc 1]. Here are some key points to explain the concept of circular economy to your sales team so that they can explain it to customers:

- The circular economy is a way of doing business that aims to keep resources in use for as long as possible, extract the maximum value from them, and minimize waste and pollution [Doc 4].

- It is a departure from the traditional linear production and consumption systems, which involve extracting resources, making products, using them, and then disposing of them [Doc 8].
- The circular economy is based on the principles of reduce, reuse, repair, refurbish, remanufacture, repurpose, recycle, and recover [Doc 3].
- By adopting circular economy principles, companies can reduce their environmental impact, save resources, and create new business opportunities [Doc 9].
- For example, in the case of outdoor furniture, a circular economy approach would involve designing products that are durable, easy to repair, and made from materials that can be recycled or reused at the end of their life [Doc 5].
- By emphasizing the circularity of their products, companies can differentiate themselves from competitors and appeal to customers who are concerned about sustainability [Doc 2].

In summary, the circular economy is an economic model that emphasizes product longevity, reuse, refurbishment, recycling, and material efficiency. By adopting circular economy principles, companies can reduce their environmental impact, save resources, and create new business opportunities.

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## **Query 4: How are corporate sustainability reports evolving, especially among leadership companies in the consumer packaged (CPG) goods space?**

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### **ChatGPT**

Corporate sustainability reporting has evolved significantly in recent years, particularly among leadership companies in the consumer packaged goods (CPG) sector. Here are some key trends and shifts in corporate sustainability reporting:

1. **Focus on materiality:** Leading CPG companies are increasingly emphasizing materiality in their sustainability reports. Materiality means identifying and prioritizing the most significant environmental, social, and governance (ESG) issues that are relevant to the company's operations and stakeholders. By focusing on material issues, companies can better allocate resources, set targets, and report on the most relevant sustainability metrics.
2. **Integrated reporting:** Many companies are moving towards integrated reporting, which combines financial and sustainability reporting into a comprehensive and holistic view of the company's performance. Integrated reports aim to demonstrate the interconnectedness between financial performance and sustainable practices, providing a more complete picture for stakeholders.
3. **Science-based targets:** Leadership companies in the CPG sector are increasingly adopting science-based targets (SBTs) as part of their sustainability reports. SBTs align greenhouse gas emissions reduction targets with the goals of the Paris Agreement to limit global warming to well below 2 degrees Celsius. These targets provide credibility and demonstrate a company's commitment to addressing climate change effectively.
4. **Supply chain transparency:** CPG companies are recognizing the importance of transparency and accountability in their supply chains. Sustainability reports now include more information about supply chain practices, such as responsible sourcing, supplier engagement, and efforts to address



deforestation, human rights, and labor issues. Companies are working to trace and disclose the origin of raw materials and demonstrate efforts to ensure sustainable sourcing practices throughout the supply chain.

5. **Social impact and equity:** Beyond environmental sustainability, leading CPG companies are increasingly addressing social impact and equity issues in their sustainability reports. This includes reporting on diversity and inclusion initiatives, human rights efforts, community engagement, and product and packaging safety. Companies are recognizing the need to go beyond environmental considerations and account for social factors as well.
6. **Circular economy and waste reduction:** Sustainability reports now prominently feature efforts to adopt circular economy principles and reduce waste throughout the value chain. Companies are setting targets to increase the use of recycled materials, implement packaging innovations, and establish take-back programs to minimize waste and maximize resource efficiency. Reporting on progress towards waste reduction goals and initiatives is becoming more common.
7. **Stakeholder engagement:** CPG companies are actively engaging stakeholders in the sustainability reporting process. This includes soliciting input from customers, employees, investors, NGOs, and local communities to shape sustainability strategies and reporting frameworks. Companies are seeking feedback and using stakeholder engagement to enhance transparency, credibility, and accountability in their sustainability reports.
8. **Enhanced data and metrics:** There is a growing emphasis on data accuracy, consistency, and comparability in sustainability reports. Companies are striving to improve data collection and measurement systems to provide reliable and standardized sustainability metrics. This allows for better benchmarking and tracking of progress over time.
9. **Narrative storytelling:** Companies are moving beyond dry data and incorporating storytelling techniques to make their sustainability reports more engaging and relatable. They are using case studies, testimonials, and narratives to demonstrate the real-world impact of their sustainability initiatives and connect with stakeholders on a more emotional level.

Overall, corporate sustainability reports in the CPG sector are evolving to provide a more comprehensive and transparent view of companies' sustainability performance. They are becoming an essential tool for communicating ESG commitments, demonstrating progress, and building trust with stakeholders.

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## **Monica**

Corporate sustainability reports are evolving rapidly, particularly among leadership companies in the consumer packaged goods (CPG) space. Here are a few ways in which these reports are changing:

1. **Greater focus on material issues:** Sustainability reports are increasingly focusing on the issues that are most material to the company's business and stakeholders. This means that companies are identifying the sustainability issues that are most relevant to their operations and value chain, and reporting on their performance and progress in these areas.
2. **Increased transparency:** Companies are becoming more transparent in their reporting, providing more detailed information on their sustainability performance and progress. This includes reporting on specific metrics, such as greenhouse gas emissions, water use, and waste reduction, as well as providing case studies and examples of best practices.
3. **Integration with financial reporting:** Some companies are integrating their sustainability reporting with their financial reporting, providing a more comprehensive view of their overall performance and impact. This can help to demonstrate the business case for sustainability and show how sustainability is integrated into the company's overall strategy.
4. **Emphasis on stakeholder engagement:** Sustainability reports are increasingly emphasizing the importance of stakeholder engagement, including how companies are engaging with customers, employees, suppliers, and other stakeholders to address sustainability issues. This can help to build trust and credibility with stakeholders, and ensure that the company's sustainability efforts are aligned with stakeholder needs and expectations.

5. Focus on the Sustainable Development Goals (SDGs): Many companies are aligning their sustainability reporting with the United Nations' Sustainable Development Goals (SDGs), which provide a framework for addressing global sustainability challenges. By focusing on the SDGs, companies can demonstrate how their sustainability efforts are contributing to broader global goals and priorities.

Overall, corporate sustainability reports are becoming more comprehensive, transparent, and focused on material issues, as companies seek to demonstrate their commitment to sustainability and respond to stakeholder expectations.

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## **Bard**

Corporate sustainability reports are evolving in a number of ways, especially among leadership companies in the consumer packaged goods (CPG) goods space. These companies are increasingly using their reports to:

- Set ambitious sustainability goals. Many CPG companies are setting ambitious sustainability goals, such as reducing their carbon emissions by 50% by 2030. These goals are a way for companies to signal their commitment to sustainability and to track their progress over time.
- Be more transparent about their sustainability performance. CPG companies are also becoming more transparent about their sustainability performance. They are disclosing more information about their environmental impact, their social impact, and their governance practices. This transparency helps to build trust with stakeholders and to attract investors who are looking for sustainable companies to invest in.
- Use their reports to engage with stakeholders. CPG companies are using their reports to engage with stakeholders, such as customers, employees, investors, and regulators. They are using their reports to communicate their sustainability goals, to share their progress, and to listen to feedback from stakeholders. This engagement helps to build relationships with stakeholders and to ensure that the company is meeting their needs.

The evolution of corporate sustainability reports is a positive development. It shows that CPG companies are taking sustainability seriously and that they are

committed to making a positive impact on the environment and society. As the demand for sustainable products and services continues to grow, we can expect to see even more CPG companies adopting ambitious sustainability goals, becoming more transparent about their performance, and engaging with stakeholders.

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## **Claude**

Corporate sustainability reports are evolving in several key ways, especially among leading CPG companies:

- **More integrated reporting.** Rather than separate sustainability reports, companies are integrating sustainability into their annual reports and SEC filings. This shows that sustainability is fundamental to their business and strategy.
- **Focus on materiality.** Reports are focusing on the environmental, social and governance (ESG) issues that matter most to the business and stakeholders. This includes more key performance indicators (KPIs) and data on the material topics.
- **More ambitious targets.** We're seeing longer-term (5-10 year) and more ambitious targets around things like reducing GHG emissions, sustainable sourcing, zero waste, and diversity. This demonstrates leadership.
- **Disclosures around the SDGs.** Many companies map their sustainability strategies and goals to the UN Sustainable Development Goals. They are disclosing how their work contributes to key SDGs like clean water, affordable energy, decent work, and economic growth.
- **Greater stakeholder engagement.** Leading companies engage stakeholders to determine material issues and get input on report content. Some are even giving stakeholders a role in developing strategy and targets.
- **Focus on social and governance issues.** In addition to environmental topics, sustainability reports now frequently cover employee wellbeing, diversity and inclusion, human rights, and governance issues like board oversight of sustainability, ethics, and compliance.

- Integration of Task Force on Climate-related Financial Disclosures (TCFD). More companies are mapping their climate risks and strategies according to the TCFD framework, signaling that climate change is a strategic business issue. This level of detail and maturity is a sign of leadership.
  - External assurance. Leading companies are having independent auditors check their data and claims around material sustainability issues. This verification lends credibility to the sustainability reporting. Overall, sustainability reporting continues to evolve along with companies' programs, priorities, and pace of progress. Leadership companies set high standards in sustainability performance, target setting and transparent disclosure. Creating integrated, impactful and trustworthy sustainability reports is an essential component of their responsible and progressive platforms.
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## **GreenGPT**

Hi there! While I don't have specific information on corporate sustainability reports in the CPG space, I can tell you that many companies are increasingly recognizing the importance of sustainability in their operations. This includes reducing their carbon footprint, conserving natural resources, and promoting social responsibility.

Many companies are also setting ambitious sustainability goals and publicly reporting on their progress towards these goals. By prioritizing sustainability, companies can not only reduce their environmental impact but also improve their reputation and attract customers who value sustainability. Have you considered looking into companies that prioritize sustainability in their operations and products?

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## **Climate Q&A**

Corporate sustainability reporting has become increasingly important in recent years, driven by consumer concerns, investor requests, and as a business strategy to gain a competitive advantage [Doc 4]. However, there is a lack of consistency and comparability in the way firms are reporting emissions, which limits the possibilities to assess companies' actual ambition and progress [Doc 1]. The lack

of mandatory reporting frameworks also results in an over-reliance on self-reported carbon data by companies for ESG assessments, which can be a primary contributor to companies announcing projected sustainability or net-zero targets without a clear action plan in place to achieve them [Doc 2]. Although disclosure has increased since the TCFD recommendations were published, the information is still insufficient for investors, and more clarity is needed on potential financial impacts and how resilient corporate strategies are under different scenarios [Doc 3].

In the consumer packaged goods (CPG) space, leading companies are increasingly recognizing the importance of sustainability reporting and are taking steps to improve their reporting practices. For example, some companies are using the Sustainability Accounting Standards Board (SASB) Standards and the Climate Disclosure Standards Board (CDSB) Framework to enhance climate-related financial disclosures in mainstream reporting [Doc 3]. However, more research is needed to assess the current impacts of corporate voluntary climate actions and if these efforts meet the Paris Agreement's goals [Doc 1].

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**Query 5: We would appreciate a chance to talk with other companies that have water stewardship programs. What approaches have led to success, and which have not? How can a corporation quantitatively measure success?**

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**ChatGPT**

Engaging with other companies that have water stewardship programs can provide valuable insights and best practices. When exploring their approaches, it's important to consider both successful strategies and potential pitfalls. Here are some approaches that have led to success and others that have faced challenges in the realm of water stewardship:

Approaches that have led to success:

1. **Setting clear water stewardship goals:** Successful companies establish specific and measurable goals related to water management and conservation. These goals can include reducing water consumption, improving water efficiency, protecting water sources, and minimizing water pollution. Well-defined goals provide a clear direction for action and enable progress measurement.
2. **Conducting water risk assessments:** Understanding the water-related risks and vulnerabilities in a company's operations and supply chain is crucial. Effective companies conduct comprehensive water risk assessments to identify potential water-related challenges such as scarcity, quality issues, regulatory pressures, or reputational risks. These assessments help prioritize actions and allocate resources efficiently.
3. **Collaboration and partnerships:** Collaboration with stakeholders such as local communities, NGOs, governments, and industry peers can amplify the impact of water stewardship efforts. Successful companies actively engage in partnerships to share knowledge, resources, and best practices. Collaborative initiatives can include watershed management projects, water conservation programs, and collective advocacy for improved water policies.

4. Implementing water-efficient technologies and practices: Embracing innovative technologies and best practices that improve water efficiency is a key success factor. This can involve implementing water-saving technologies, optimizing water use in production processes, and adopting sustainable agricultural practices. Companies that invest in water-efficient solutions often see significant reductions in water consumption and associated costs.
5. Monitoring and reporting: Regular monitoring and transparent reporting of water-related metrics and performance indicators are crucial for measuring success. Companies track water consumption, wastewater discharge, water quality, and other relevant metrics. Transparent reporting demonstrates accountability, helps identify areas for improvement, and enhances stakeholder trust.

#### Approaches that may face challenges:

1. Lack of stakeholder engagement: Water stewardship requires engaging with diverse stakeholders, including local communities, governments, and NGOs. Companies that fail to involve key stakeholders in their water management efforts may face challenges related to community acceptance, regulatory compliance, and reputational risks.
2. Insufficient data availability: Water-related data can be complex to collect, especially when working across multiple locations or within supply chains. Companies that lack accurate and comprehensive data on water consumption, water sources, and potential risks may face difficulties in implementing effective water stewardship programs. Data collection systems should be established to ensure reliable and relevant information.
3. Limited collaboration with suppliers: Water stewardship efforts often extend beyond a company's own operations to its supply chain. Companies that struggle to engage and collaborate effectively with suppliers may find it challenging to address water-related risks throughout the value chain. Collaboration with suppliers is essential for shared water management goals and the implementation of sustainable practices.

#### Quantitative measurement of success:



Quantitatively measuring success in water stewardship requires establishing relevant key performance indicators (KPIs) and tracking progress over time. Here are some common KPIs used by companies:

1. **Water consumption:** Measure total water consumption, water use intensity (water consumed per unit of output), or water use per employee. Compare current consumption to baseline data to track reductions.
2. **Water efficiency:** Monitor the efficiency of water use by tracking changes in water use intensity over time. Measure improvements in production processes or operational practices that lead to reduced water consumption.
3. **Wastewater treatment and reuse:** Measure the volume and quality of wastewater discharged and track improvements in treatment and reuse rates. Assess the percentage of wastewater treated or recycled instead of being discharged.
4. **Water-related risks:** Quantify the level of water-related risks and vulnerabilities through water risk assessments. Track changes in risk scores over time to measure progress in mitigating water-related challenges

## **Monica**

Connecting with other companies that have water stewardship programs can be a valuable way to learn about best practices and approaches that have led to success. Here are a few suggestions for finding and connecting with other companies:

1. **Join industry associations or working groups focused on water stewardship:** Many industry associations and working groups have been established to help companies share best practices and collaborate on water stewardship initiatives. Joining these groups can provide opportunities to connect with other companies and learn from their experiences.
2. **Attend conferences and events focused on water stewardship:** Attending conferences and events focused on water stewardship can provide opportunities to network with other companies and hear about their experiences firsthand.

3. Reach out to companies directly: If there are specific companies that you are interested in learning from, you could reach out to them directly to see if they would be willing to share their experiences and insights.

In terms of measuring success, there are several quantitative metrics that can be used to assess the impact of a water stewardship program. These might include:

1. Water use efficiency: This measures the amount of water used per unit of production. By improving water use efficiency, companies can reduce their overall water consumption and associated costs.
2. Water risk assessment: This involves assessing the risks associated with water scarcity, pollution, and other factors that could impact a company's operations or supply chain. By identifying and mitigating these risks, companies can protect their business and ensure long-term sustainability.
3. Water quality: This measures the quality of water discharged from a company's operations, as well as the quality of water in the surrounding environment. By improving water quality, companies can reduce their environmental impact and demonstrate their commitment to sustainability.
4. Stakeholder engagement: This measures the extent to which a company is engaging with stakeholders, such as local communities, NGOs, and other organizations, on water stewardship issues. By building strong relationships with stakeholders, companies can ensure that their water stewardship initiatives are aligned with local needs and priorities.

By tracking these metrics over time, companies can assess the impact of their water stewardship programs and identify areas for improvement.

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## **Bard**

Sure, I can help you with that. Here are some companies that have water stewardship programs:

- Coca-Cola has a water stewardship program called "Replenish". The goal of the program is to replenish the water that the company uses in its

operations. Coca-Cola has been successful in reducing its water usage by 20% since 2008.

- PepsiCo has a water stewardship program called "Water for Life". The goal of the program is to help communities around the world access safe water. PepsiCo has been successful in providing safe water to over 2 million people since 2006.
- Nestlé has a water stewardship program called "Water Stewardship Journey". The goal of the program is to help Nestlé reduce its water usage and improve its water quality. Nestlé has been successful in reducing its water usage by 10% since 2008.

These are just a few examples of companies that have water stewardship programs. There are many other companies that are working to reduce their water usage and improve their water quality.

There are a number of approaches that have led to success in water stewardship programs. Some of these approaches include:

- Setting ambitious goals: Companies that set ambitious goals are more likely to be successful in reducing their water usage.
- Engaging with stakeholders: Companies that engage with stakeholders, such as employees, customers, and regulators, are more likely to be successful in implementing water stewardship programs.
- Investing in technology: Companies that invest in technology, such as water-efficient fixtures and irrigation systems, are more likely to be successful in reducing their water usage.

Some approaches that have not led to success in water stewardship programs include:

- Not setting ambitious goals: Companies that do not set ambitious goals are less likely to be successful in reducing their water usage.
- Not engaging with stakeholders: Companies that do not engage with stakeholders are less likely to be successful in implementing water stewardship programs.

- Not investing in technology: Companies that do not invest in technology are less likely to be successful in reducing their water usage.

Companies can quantitatively measure their success in water stewardship programs by tracking their water usage and water quality. Companies can also measure their success by tracking their progress towards their water stewardship goals.

Here are some examples of how companies can quantitatively measure their success in water stewardship programs:

- Water usage: Companies can track their water usage by measuring the amount of water they use in their operations.
- Water quality: Companies can track their water quality by measuring the quality of the water they use in their operations.
- Progress towards goals: Companies can track their progress towards their water stewardship goals by measuring the amount of water they have saved and the amount of water quality they have improved.

By tracking their water usage, water quality, and progress towards their goals, companies can quantitatively measure their success in water stewardship programs.

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## **Claude**

Here are some recommendations for approaching corporate water stewardship programs:

Approaches that lead to success:

- Focus on water risk assessment. Identify the water basins you operate in and how exposed they are to scarcity and quality issues. Prioritize efforts on high-risk sites and communities.
- Set concrete targets and goals. Have timebound targets for reducing water use, pollution and environmental impacts. Track key metrics to measure progress against goals.

- Collaborate with stakeholders. Work with local communities, government, NGOs and other companies to develop integrated water resource management plans. Collaboration leads to greater success.
- Invest in natural and community infrastructure. Support watershed protection, access to clean water and sanitation, and climate-resilient water solutions. These kinds of projects build goodwill and lead to better outcomes.
- Improve water use efficiency. Reduce, reuse and recycle water within your direct operations. Adopt the latest technologies and best practices to lower water consumption, especially in water-stressed areas.
- Provide economic opportunity and incentives. Develop programs that give communities economic incentives to preserve water resources, for example through sustainable farming practices. Approaches that have not been as successful:
  - Lacking CEO and board-level oversight. Without high-level visibility and governance, water programs often struggle for resources and strategic alignment in an organization.
  - Focusing only on compliance. Meeting regulatory requirements is not enough to address complex water challenges. A compliance-only approach will not drive meaningful results.
  - Implementing a one-size-fits-all program. Water issues are location-specific, so programs need to account for the unique context in each watershed and community. Place-based solutions are most effective. Quantitative measures of success include:
    - Reduced water withdrawal, consumption and pollution levels across operations. Track water efficiency metrics.
    - Improved water security and quality in the watersheds where you operate. Measure availability, quality, access to potable water and sanitation services.
    - Higher percentages of wastewater treated, recycled and reused. Monitor the amounts of water being treated to appropriate standards.

- Number of community stakeholders engaged and community programs delivered. Track who you engage and the scale of any community investment or infrastructure projects.
  - Compliance with all local water regulations and adherence to internal targets. Follow up to ensure goals and standards are being met across operating sites.
  - Assessments of water-related business risks over time. Update water risk analyses and see if exposure is decreasing as water programs progress. I hope these recommendations and success measures are helpful! Discussing strategies and outcomes with peer companies is a great way to accelerate learning. Please let me know if you have any other questions.
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## **GreenGPT**

Hi there! It's great to hear that you're interested in learning more about water stewardship programs. One approach that has led to success is setting clear goals and metrics for water usage reduction, water quality improvement, and cost savings.

Additionally, many companies have found success by engaging with stakeholders, including local communities and NGOs, to ensure that their water stewardship programs are effective and sustainable. To find other companies with successful water stewardship programs, you may want to consider reaching out to industry associations or attending conferences focused on sustainability in the CPG space. Additionally, you can use metrics such as water usage reduction, water quality improvement, and cost savings to quantitatively measure the success of your own water stewardship program.

I hope this information is helpful! Let me know if you have any other questions about water stewardship or sustainability in general.

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## Climate Q&A

Water stewardship programs can be successful if they focus on improving water use efficiency, especially in agriculture and industry, and foster behavioral changes that reduce water consumption [Doc 1]. However, the overall impacts of water management initiatives are difficult to measure due to hydroclimatic variability, time lags, and environmental, social, and institutional complexity [Doc 2]. Water fund programs can generate important co-benefits for sustainable development, contributing to improved governance and conservation of watershed systems, but only a few experiences have been evaluated as successful due to insufficient implementation, low decision-making ability of some stakeholder groups, and poor evidence-based approaches [Doc 3]. Inclusive water regimes that overcome social inequalities and approaches including nature-based solutions, such as wetland restoration and water storage and infiltration infrastructure, with synergies for ecosystem conservation and disaster risk reduction, have been found to be more successful for adaptation and sustainable development [Doc 5].

To quantitatively measure the success of water stewardship programs, corporations can use various methodologies, including feasibility assessment [Doc 7]. Effective adaptation strategies include protecting source water, managing both water supply and demand, and supply augmentation, including dams, storage, and rainwater/fog harvesting, which can increase the supply or reliability of water for drinking, sanitation, and hygiene [Doc 9]. An integrated systems and risk-based approach to the design and management of water resources at scale is generally accepted as a practical and viable way of underpinning the resilience of water systems to climate change and human pressures [Doc 8].

Therefore, successful approaches to water stewardship programs include improving water use efficiency, fostering behavioral changes, and implementing inclusive water regimes that overcome social inequalities. Corporations can quantitatively measure success by using various methodologies, including feasibility assessment, and by implementing effective adaptation strategies such as protecting source water, managing both water supply and demand, and supply augmentation.

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