



# Decision Making & Sustainability ROI Fact Sheet

## Valutus

Uncertain ROI (including difficulty measuring it) is the [#1 barrier](#) to increased corporate sustainability resources and action.

Execs are running [three simultaneous races](#), and sustainability has to be compatible with all three.

A CEO whose company is underperforming financially risks getting fired. But if they've also invested in sustainability, they're [50%-200% more likely](#) to get fired.

An experiment with over 1 million Amazon transactions proves that customers [prefer](#) sustainable products.

The [free rider](#) problem is real. If sustainability is a "nice to have" and a cost, free riding will be tempting.

This is why uncovering the **actual** private value of sustainability **to the company** is so crucial. Even if the number is approximate, it's [not zero](#).