



# GET PROCUREMENT TO BACK YOUR SUSTAINABILITY STRATEGY

How to demonstrate the  
commercial value of sustainability

# INTRODUCTION

## SUSTAINABILITY TEAMS

It's a familiar story: procurement and finance teams often hesitate to support your sustainability initiatives due to concerns over cost, return on investment, market volatility and contractual obligations. Yet, the influence these teams have on supplier selection and budget allocation makes them critical partners in achieving your ambitious sustainability goals.

Have you found that past sustainability initiatives have stalled due to unclear financial benefits, resistance from procurement teams, or a lack of organisational buy-in? It doesn't have to be that way. Based on our primary research, 84% of CFOs prioritise cost savings over carbon reduction (and 12% give equal weight to both). So, it's no grand surprise that procurement remains focused on financials first.

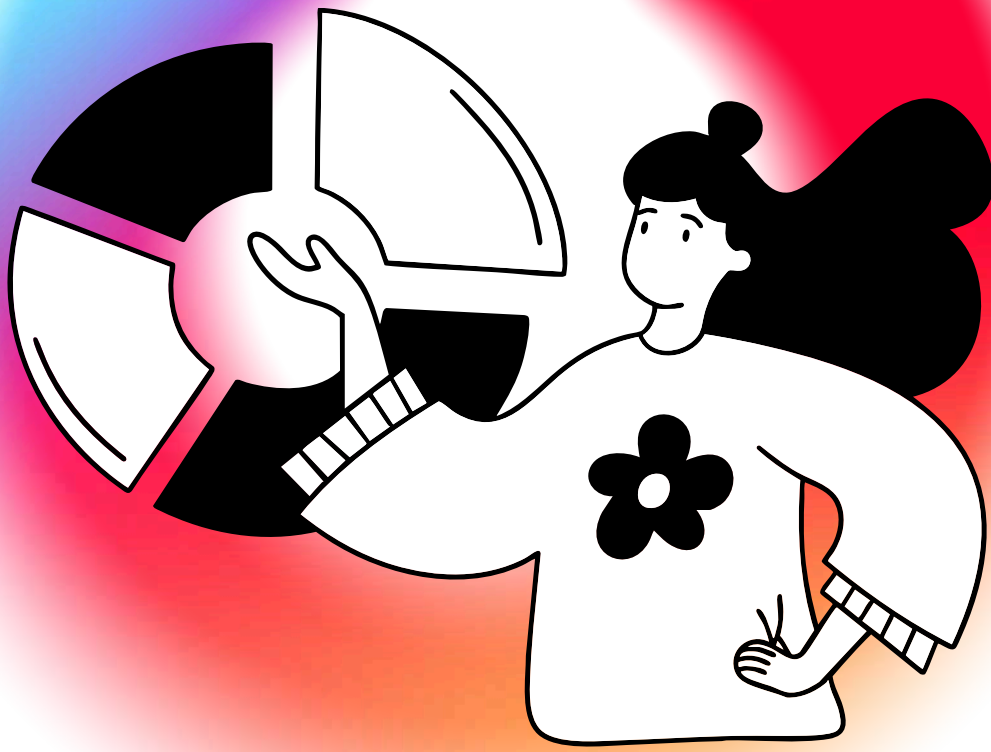
To secure support from procurement, finance and the C-Suite — you need to position sustainability as an opportunity to reduce costs, enhance profitability and mitigate risks.

## THE CHALLENGE

- Procurement teams are principally focused on cost and risk. As a sustainability professional, it benefits your organisation to align with these priorities and frame your initiatives in these terms to get buy-in.
- Past sustainability projects may have lacked clear financial ROI, or been undermined by inaccurate data estimates. Data-driven insights and financial modelling based on accurate costs are essential to demonstrate value to colleagues in procurement — but also across your business as a whole.
- Organisational silos slow progress. This is especially the case between sustainability and procurement teams. Collaboration must be streamlined with shared data and decision-making tools to drive real change.

By aligning sustainability with procurement's financial priorities, sustainability teams can gain a powerful ally in cost control, risk mitigation and carbon reduction initiatives. True's platform simplifies this process, integrating procurement and sustainability efforts in one place, providing real procurement data to model sustainability investments and making cross-team collaboration seamless.

This guide outlines how to position sustainability as a procurement advantage rather than a competing priority. We'll outline ways for you to collaborate effectively with procurement to secure long-term buy-in and turn sustainability ambition into clear-cut action.



## WHY ALIGN PROCUREMENT AND SUSTAINABILITY?

Nowadays, no business will win a major contract without showing their sustainability credentials, so gone are the days when sustainability was a 'nice-to-have'. As such, a solid sustainability strategy is no longer viewed as a cost burden, but as a necessity to driving business profits.

But ignoring sustainability initiatives is no longer just a financial, ethical, or environmental issue — it's a business-critical risk. Rising energy prices are a major issue, yes, but so is supplier instability and regulatory compliance in a fast-changing landscape. Combined, these challenges make it vital to integrate sustainability with energy procurement strategies.

Doing so can help your organisation with cost control, supply chain resilience and regulatory preparedness — all of which directly impact your ability to operate effectively and competitively.

Let's get into more detail. Below, we explore three key challenges where procurement and sustainability teams can create real impact together.

# 1 RISING ENERGY PRICES

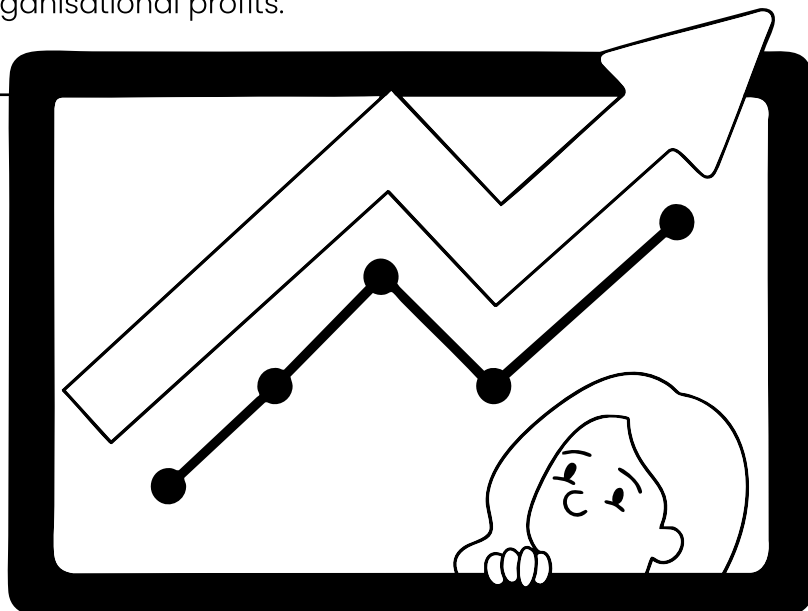
**Energy price volatility has reached unprecedented levels, driven by global supply chain disruptions, geopolitical uncertainty and fluctuating fossil fuel markets. Businesses that rely on traditional procurement models remain at the mercy of these price swings, leading to budget unpredictability and inflated operational costs.**

**Procurement and sustainability teams** can work together to mitigate this risk through long-term renewable energy contracts, on-site generation and energy efficiency measures.

- **For Procurement Teams:** You get access to energy additionality projects such as Power Purchase Agreements (PPAs), on-site renewables (solar, wind etc.) and demand-side response programs. These strategies reduce price volatility and enable long-term cost predictability.
- **For Sustainability Teams:** By focusing on how sustainability investments reduce energy price volatility, it's possible to gain key allies in procurement teams to secure competitive renewable energy contracts that align with carbon reduction goals while keeping costs under control.

At True, we provide real-time market insights and scenario modelling tools, allowing your business to assess sustainability projects from a carbon and commercial perspective. Compare different renewable technologies, suppliers and funding options, seeing a clear outline of forecasts for cash flow and ROI. This will help you decide on the most effective path towards your sustainability goals, in a way that's tailored to your organisation's specific needs.

Our platform is an invaluable tool in making informed decisions that stabilise energy costs. Our True Crew is then uniquely equipped to support you in bolstering organisational profits.





## 2 SHIFTING SUPPLIER LANDSCAPE

Businesses face increasing challenges in navigating the evolving supplier landscape, particularly in the fossil fuel market. Long-term contracts with traditional energy suppliers may seem cost-effective initially but can lead to financial inflexibility and higher costs over time as markets shift towards more renewable energy sources.

Conversely, the growing availability of alternative energy sources and renewable technologies presents major opportunities — but also requires expertise to evaluate and implement effectively with both short and long-term energy procurement goals in mind.

**By working together, procurement and sustainability teams** can proactively assess supplier options, balancing cost control and profitability with future-proofed sustainability strategies.

- **For Procurement Teams:** Understanding the long-term risks of conventional energy contracts and exploring flexible alternatives ensures cost stability and supply security.
- **For Sustainability Teams:** Partnering with procurement to assess viable renewable solutions helps integrate sustainability initiatives without disrupting supply or inflating costs.



At True, we offer supplier risk assessment tools, sustainability performance tracking and real-time market data, as well as running tender exercises to simplify supplier selection. Procurement teams can then identify the most stable, responsible and competitive suppliers, from across both grid energy and renewable technologies. This ensures businesses make informed decisions that align with both financial and sustainability goals — in the short, medium and long-term — without the risk of being locked into unfavourable contracts.

Overall, our platform and expert team represent a huge benefit to procurement professionals striving to cut costs and sustainability teams who want to see their initiatives reflected in energy partnerships.

## 3 REGULATORY COMPLIANCE

Sustainability regulations are tightening across industries, with new reporting requirements and stricter carbon reduction mandates. Non-compliance carries financial penalties, reputational damage and operational challenges.

A recent survey found that 90% of CFOs feel confident in handling energy market volatility, but 1 in 5 do not feel prepared for stricter sustainability regulations. This gap in confidence suggests that while organisations may feel prepared for price fluctuations, they may be underestimating the complexity of compliance – putting additional pressure on procurement and sustainability teams to act.

**Aligning procurement and sustainability strategies** ensures organisations stay ahead of compliance requirements and avoid regulatory penalties.

- **For Procurement Teams:** Adopting transparent, compliant energy procurement strategies minimises your regulatory risks and allows you to demonstrate progress.
- **For Sustainability Teams:** You can use your procurement data to streamline compliance reporting and prove measurable progress toward Net Zero goals.

Beyond formal requirements, a robust and actionable sustainability strategy in your procurement efforts also helps prevent reputational damage from inactivity on sustainability or alleged greenwashing.

Our platform automates compliance tracking and reporting, ensuring that sustainability and procurement teams have accurate, real-time data on energy consumption and emissions reductions.

But it's not all about the technology. The True Crew is on hand to help energy procurement and finance teams navigate the challenges of sustainability targets, evolving technologies and financial considerations.

With our experts by your side, you can save time and optimise energy budgets with data-backed decision-making. Likewise, if you want a hands-off approach to ensuring compliance in these fields, the True Crew is here to take the reins.

# THE BENEFITS OF A COLLABORATIVE APPROACH

In short, procurement and sustainability teams stand to make major gains for an organisation by working together. Here's how:

**For Procurement Teams:** Sustainable energy procurement reduces energy price volatility and ensures compliance with evolving regulations, while opening you up to partnerships with robust, renewable energy suppliers that strengthen your supply chain.

**For Sustainability Teams:** With support from the True platform and our expert people, energy procurement professionals are able to provide you with enhanced contract negotiation expertise and financial modelling support. As such, energy procurement professionals are key to turning your carbon reduction initiatives into financially viable investments.

## Our Role in Bridging the Gap

True is your go-to partner for sustainable energy procurement. Procurement and sustainability teams can work from a shared data platform, model different procurement scenarios and make investment-grade decisions that balance cost, risk and sustainability. We also support our customers by running tenders that maximise your ROI on energy procurement and sustainability goals.

The True Crew acts as an extension of your team, taking a dynamic approach that ensures you navigate changing sustainability and energy procurement landscapes with precision.

Here's the crux: rising energy prices, supplier instability and tightening regulations mean that procurement and sustainability teams must work together to future-proof their organisations. With True, businesses can shift from short-term cost-cutting to long-term cost predictability via sustainable energy procurement. This isn't just about sustainability — it's about securing a more stable, cost-effective and compliant future for your business.

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**Real-world example:** By taking a joined-up approach to procurement and sustainability with True, one of the UK's oldest independent breweries, Shepherds Neame, reduced energy costs by 49% while transitioning to 100% renewable energy.

[Read the full case study here](#)





## OVERCOMING INTERNAL BARRIERS TO COLLABORATION

Collaboration between procurement and sustainability teams is often hindered by unclear roles, siloed decision-making and fragmented data sources. These challenges lead to inefficiencies, slow decision-making and missed opportunities for both cost savings and sustainability progress.

For a seamless partnership, organisations must standardise collaboration, align objectives and integrate technology that unites procurement and sustainability teams under a single data source.

Our centralised platform helps you overcome these barriers, aligning procurement and sustainability objectives to ensure both teams work from the same real-time market and organisational data.

# COMMON ENERGY PROCUREMENT CONCERNS

(AND HOW TO OVERCOME THEM)

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## 1 "SUSTAINABILITY COSTS TOO MUCH"

Energy procurement teams are primarily tasked with securing cost-effective energy contracts. Sustainability initiatives have long been perceived as additional expenses rather than strategic cost-saving measures. Without clear financial justification, energy procurement professionals are unlikely to prioritise sustainability.

### How to Overcome This Barrier:

- Frame sustainability as a long-term cost-reduction and profitability boosting strategy. Instead of presenting sustainability as a cost, position it as a way to reduce energy price volatility, supplier risk and regulatory exposure.
- Use real procurement data to show financial savings. Energy efficiency projects, Power Purchase Agreements (PPAs) and on-site renewable investments can lower long-term energy costs, mitigating the impact of market fluctuations.
- Highlight that the vast majority of tenders now have sustainability criteria built into them. Investing in sustainability increases your chances of contract wins, so it's not just about cost reduction — it's also about bolstering profits and top-line growth.

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Our financial modelling tools allow energy procurement teams to directly compare traditional energy contracts with sustainability-driven energy procurement strategies, demonstrating the potential savings and reduced risk exposure over time.



## 2 "SUSTAINABILITY ISN'T PART OF OUR REMIT"

Many procurement and finance teams focus on securing energy contracts based on immediate or short-term cost considerations rather than long-term strategic initiatives. If sustainability objectives are seen as separate from procurement's core function, they will be deprioritise.

### How to Overcome This Barrier:

- Position sustainability as a core procurement function that's beneficial to the wider business finance landscape. Investing in sustainability isn't just about carbon reduction — it's about securing stable, long-term supply agreements that reduce risk and enhance cost predictability.
- Tie sustainability goals directly to procurement and finance KPIs. By integrating sustainability into procurement metrics (such as total cost of ownership, risk mitigation and compliance), procurement teams can align with organisational goals without disrupting their existing focus.

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Our platform enables procurement teams to track sustainability-related metrics alongside traditional procurement goals, ensuring that sustainability becomes a natural part of procurement decision-making.





### 3 "WE CAN'T RISK CHOOSING THE WRONG SUPPLIER"

Sourcing reliable suppliers is a critical decision — one that impacts cost, service reliability and long-term business stability. The hesitation or resistance to explore new supplier options often stems from concerns about disruptions to existing energy contracts or uncertainty around performance. Specifically regarding sustainability, there is a fear that prioritising carbon reductions will increase energy costs.

Many businesses don't know who the right suppliers are, what they offer and how change will impact procurement and sustainability goals across short and long-term timescales.

#### **How to Overcome This Barrier:**

- Showcase supplier reliability. When it comes to renewable technology and sustainable energy, the right suppliers not only meet sustainability and cost requirements but can also help you beat market averages and secure reliable, long-term contracts.
- Compare supplier performance with real data. Assessing suppliers based on proven track records, market insights and long-term value to make confident, informed choices.

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At True, our experts and platform provide real-time supplier data, performance tracking and risk assessments — helping businesses confidently select the most competitive and stable suppliers for their energy and sustainability needs.



# COMMON SUSTAINABILITY CONCERNS

(AND HOW TO OVERCOME THEM)

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## 1 "WE HAVE DIFFICULTY DEMONSTRATING FINANCIAL VALUE AND ROI"

Sustainability initiatives are often driven by carbon reduction targets and regulatory compliance, but without a clear financial case, they struggle to gain traction within the organisation.

### How to Overcome This Barrier:

- Translate sustainability into financial terms. Instead of focusing solely on emissions reductions, sustainability teams should demonstrate how initiatives lower long-term energy costs, avoid regulatory risks and reduce market volatility.
- Use real procurement data to model ROI from sustainability initiatives. Too often, sustainability protocols and business cases are based on generic prices or general, inflation-based forecasts (which tend to be inaccurate). Plug your actual energy costs into the business case and source future energy costs from True's reputable energy consultants to ensure an accurate business case. This will ensure sustainability projects are viewed as business-critical — invaluable when getting buy-in from leadership and other business functions.



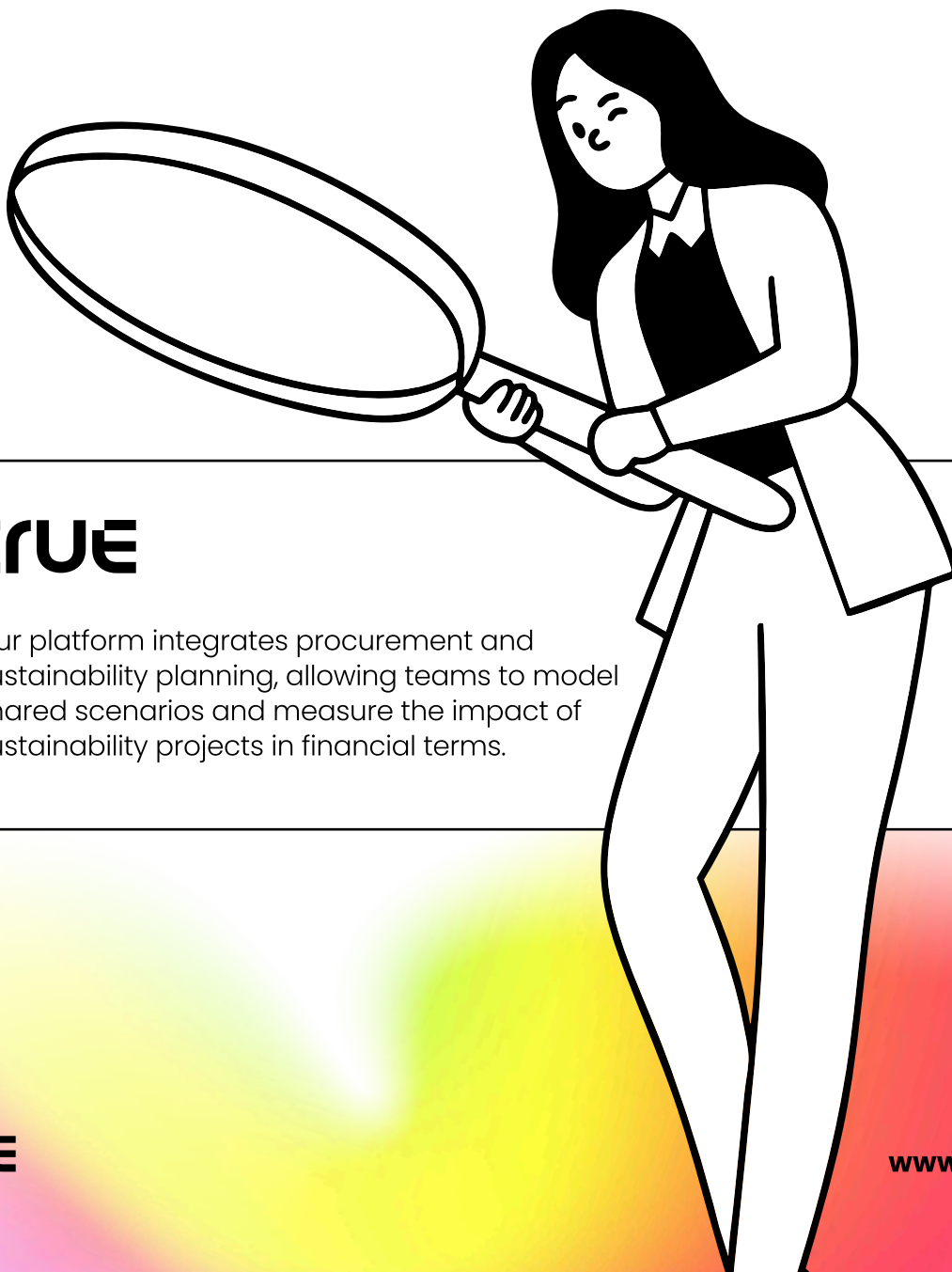
Our scenario modelling and financial forecasting tools allow sustainability teams to create investment-grade insights, making it easier to secure buy-in from procurement and leadership. By factoring in your current energy costs, anticipated commodity prices and projected third-party charges, True enables you to evaluate sustainability projects with heightened accuracy. As your procurement data evolves, so do your sustainability strategies.

## 2 "THERE'S OFTEN MISALIGNMENT BETWEEN PROCUREMENT AND SUSTAINABILITY TARGETS"

Sustainability teams often face resistance from procurement due to conflicting objectives. While procurement focuses on cost control, sustainability prioritises carbon reduction, leading to misalignment in decision-making.

### How to Overcome This Barrier:

- Establish shared goals early. By defining common objectives — such as cost savings through energy efficiency or long-term stability through renewables — teams can work towards a unified vision.
- Use integrated planning tools to align strategies. Whether it's a broad carbon reduction target or a specific initiative such as ESOS, SECR and Net Zero — energy procurement and sustainability teams must speak the same language when presenting project benefits.



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Our platform integrates procurement and sustainability planning, allowing teams to model shared scenarios and measure the impact of sustainability projects in financial terms.



### 3 "WE DON'T HAVE THE RIGHT INTEGRATED DECISION-MAKING TOOLS"

Many organisations lack a single source of truth that integrates procurement and sustainability data, making collaboration inefficient.

#### **How to Overcome This Barrier:**

- Adopt a unified technology platform. A centralised system that integrates energy procurement data, supplier sustainability scores and financial forecasting eliminates data silos — invaluable for organisations of all sizes. (Access to this sort of system will also make it much easier to standardise cross-functional approval processes and create clear decision-making frameworks).
- Ensure real-time data access. Procurement and sustainability teams must be able to view and analyse shared data in real time to make informed decisions.

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Our platform consolidates procurement and sustainability data in one place, ensuring all teams work from the same financial, energy and regulatory insights.

# THE ROLE OF TECHNOLOGY IN OVERCOMING BARRIERS



Decision-making bottlenecks are a serious barrier to sustainability, with 18% of CFOs citing them as a top challenge. Without clear financial insights and approval processes, initiatives stall before they even begin. If this hasn't yet become apparent: True serves as the bridge between teams to make such decisions less arduous and difficult to navigate. We ensure decisions are based on real-world data, clear financial insights and streamlined approval processes.

*"True enables businesses to assess the impact of investments in renewable energy and understand how they deliver against Net Zero goals, all while energy costs are brought down and emissions are lowered."*

**– Dean Atwell, CEO, Oakland International**

Read the full case study [here](#)



# WITH TRUE YOU CAN:

- **Eliminate** silos by integrating procurement and sustainability workflows.
- **Use real-time energy** and procurement data to make cost-effective sustainability decisions.
- **Streamline** decision-making with scenario modelling and automated approval processes.
- **Ensure** compliance with evolving sustainability regulations using our built-in tracking tools.

To successfully integrate sustainability into procurement, teams must move beyond siloed thinking and work towards mutual objectives that align cost savings with carbon reduction. Procurement teams should see sustainability as a cost-saving tool, while sustainability teams should frame initiatives with procurement in mind.

Our platform facilitates this alignment by ensuring data-driven decision-making and automated reporting to create a single workspace where procurement and sustainability professionals can collaborate seamlessly.

With the right strategy and technology, procurement and sustainability teams can move beyond short-term challenges and unlock long-term savings, stronger supply chains and seamless compliance. The future of energy procurement isn't just sustainable — it's smarter, more resilient and financially sound.

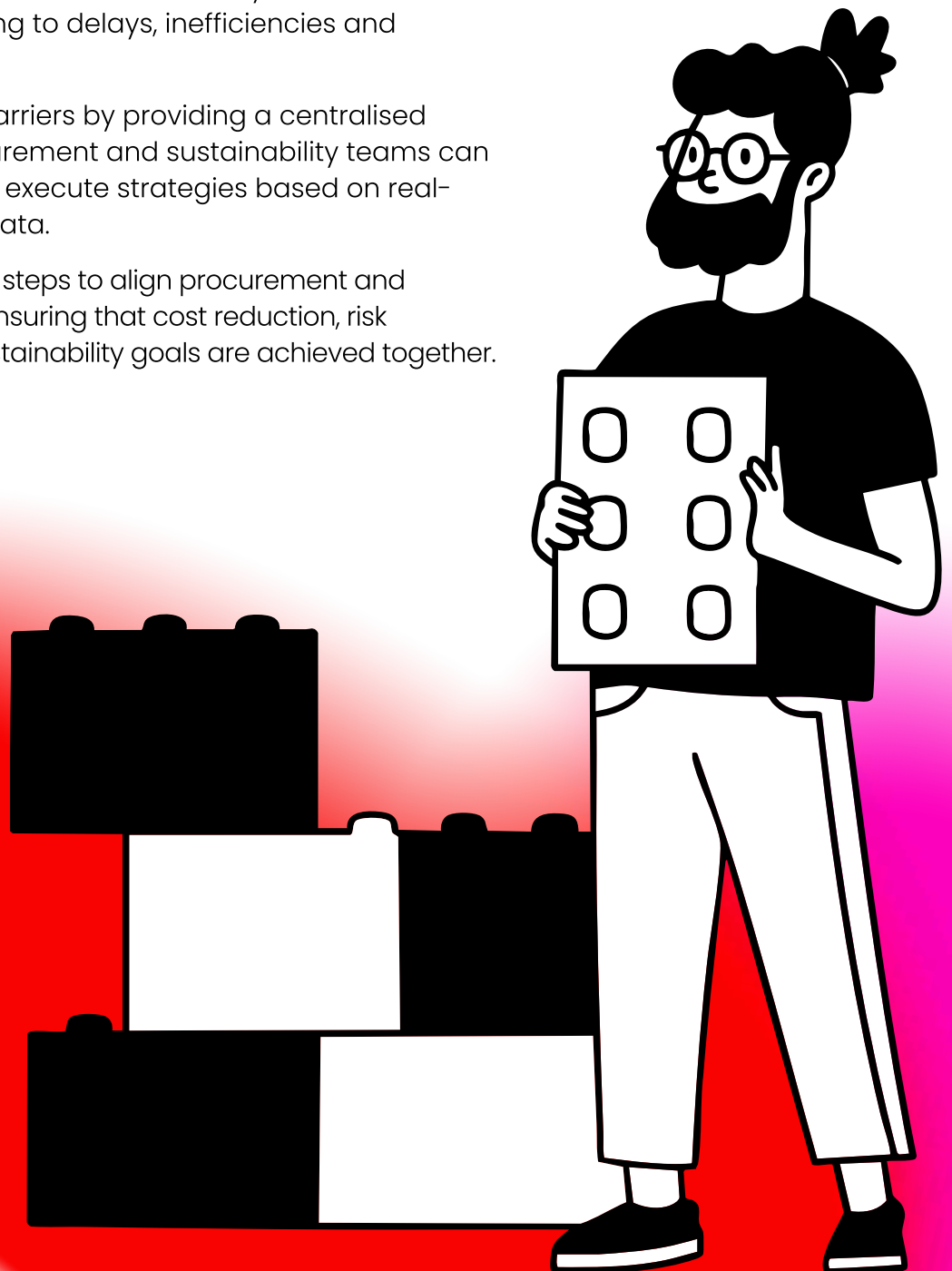
# PRACTICAL STEPS TO ALIGN SUSTAINABILITY AND PROCUREMENT

For procurement and sustainability teams to work effectively together, they need a structured approach that integrates objectives, processes and decision-making tools.

Too often, procurement and sustainability functions operate in silos, leading to delays, inefficiencies and missed opportunities.

We eliminate these barriers by providing a centralised platform where procurement and sustainability teams can collaborate, plan and execute strategies based on real-time energy market data.

Below are six practical steps to align procurement and sustainability efforts, ensuring that cost reduction, risk management and sustainability goals are achieved together.





## STEP 1

# DEFINE SHARED BUSINESS GOALS AND SET TARGETS (COST AND CARBON REDUCTION)

### Why is this crucial for success?

For true collaboration, procurement and sustainability teams must align financial savings, compliance and sustainability targets from the start.

Without a shared vision, sustainability initiatives can be perceived as cost burdens rather than strategic investments. And for procurement, cost-management measures can sometimes undermine sustainability efforts if long-term savings and risk mitigation aren't factored in.



### True's platform enables both teams to:

- Set emission reduction targets alongside cost-saving objectives.
- Access real-time energy price data to align carbon reduction with financial forecasting.
- Automatically visualise progress against sustainability and cost benchmarks using integrated data feeds.
- Identify budget constraints and opportunities early in the process, ensuring that strategies are financially feasible and sustainable.

By using our automated data integration, sustainability professionals can frame their objectives in a business-friendly format, making procurement more likely to engage in sustainability-driven initiatives.



## STEP 2

# BUILD A CROSS-FUNCTIONAL APPROVAL PROCESS

### Why is this crucial for success?

Sustainability efforts often stall because decision-making is fragmented across departments. To make this challenge a thing of the past, procurement and sustainability must establish a clear approval process that ensures projects move forward efficiently.

Without structured collaboration, sustainability projects can languish in indefinite review cycles, leading to missed cost-saving opportunities and regulatory non-compliance.



### True streamlines approval processes by:

- Creating a centralised digital workspace where sustainability, procurement and finance teams can track, review and approve projects.
- Facilitating tiered access control, allowing director-level decision-makers to oversee enterprise-wide strategies while operational managers focus on site-specific implementation.
- Automating approval workflows, ensuring that all stakeholders are looped in at the right stages.
- Encouraging the formation of cross-departmental functional sustainability champions who bridge organisational gaps and advocate for sustainability initiatives/projects at every level.

Through structured workflows and shared data access, we help organisations break down silos, ensuring that sustainability initiatives don't get trapped in bureaucratic inertia.



## STEP 3

# USE DATA-DRIVEN FORECASTING TO DEMONSTRATE SAVINGS OVER TIME

### Why is this crucial for success?

Based on our survey data, in 2024, only 33% of CFOs regularly analysed sustainability investment costs — down from 49% the year before. This declining focus highlights a critical gap in financial justification for sustainability initiatives.

All of this goes to show that, without a clear commercial benefit, sustainability initiatives have difficulty gaining traction and a tendency to get sidelined.

It doesn't have to be that way. Sustainability teams can use our platform to access investment-grade insights and demonstrate how sustainability efforts reduce costs and mitigate financial risks. That said, we know most businesses don't have resources in-house to dedicate time to this, so in addition to the platform, our expert True Crew offers consultancy to manage and deliver effective sustainability strategies.



### At True, we provide:

- Live energy market data that allows leadership and procurement to accurately assess the long-term price impact of sustainability investments. And because it's live, you're always assessing your strategy in its most up-to-date form.
- Scenario modelling tools that compare different strategies — such as on-site renewables, Power Purchase Agreements (PPAs) and grid energy reliance — showing financial and environmental impacts side by side. When you've got a strategy in place, modelling is always based on the actual rates you are paying, rather than generic market rates.
- Custom risk assessments that highlight potential cost savings through renewable investments, demand-side response programs and flexible energy procurement.
- Automated forecasting tools that project sustainability ROI over 5, 10 and 20-year periods.

By leveraging our live data and real-time modelling, sustainability teams can prove the long-term financial benefits of their initiatives, making it easier for energy procurement to approve and integrate these projects into their cost-reduction strategies.

## STEP 4

# CREATE A UNIFIED ENERGY AND SUSTAINABILITY STRATEGY

### Why is this crucial for success?

Once you've compared and evaluated different strategies, procurement and sustainability must agree on a unified approach that aligns with business priorities. It's time for everyone in your organisation to row in the same direction.



**Here's the good news:** we make it easy to balance cost control, carbon reduction, supplier resilience and regulatory compliance in a single, actionable strategy. How? By...

- Providing dynamic comparisons of different energy procurement strategies based on cost, risk and sustainability outcomes.
- Generating investment-grade reports that can be presented to senior leadership.
- Automating compliance tracking, ensuring that chosen strategies align with ESOS, SECR and Net Zero targets.

True's technology helps teams across your organisation to see sustainability not as an additional burden but as a financially sound investment strategy that aligns with long-term business objectives.



## STEP 5

# PRESENT SUSTAINABILITY INVESTMENTS IN CLEAR TERMS (SPOILER: TALK ABOUT TCO, RISK AND COMPLIANCE)

### Why is this crucial for success?

It's important to frame sustainability projects as business investments rather than mere corporate social responsibility (CSR) initiatives. The best way to do this is by presenting projects in language that energy procurement and finance teams can easily identify with – total cost of ownership (TCO), financial risk exposure, supplier stability and ROI.

These terms also resonate with leadership, boosting the potential for buy-in.



### Our platform and expert people provide:

- Executive-ready reports that present sustainability projects in the same financial terms as any other business investment.
- Visual comparison tools that allow procurement teams to assess energy procurement decisions in terms of cost stability and compliance benefits. Our dynamic infrastructure allows teams to better discuss and visualise options when in decision-making meetings to streamline and speed up the process of securing sign-off for projects.
- Dynamic scenario analysis that provides a clear picture of cost savings under different procurement strategies.

By leveraging our reporting and visualisation tools, sustainability teams can ensure that their projects are evaluated fairly – not as an added expense, but as a strategic investment.

Importantly, 31% of CFOs in energy-intensive industries see integration of innovative technologies with existing systems as a top challenge. True takes the stress out of the situation. The True Crew provides all the support and expertise you need to collaborate actively in one space – with clear data for each department. That way, it's much easier to integrate sustainability into broader business goals.

## STEP 6

# MONITOR IMPACT AND REPORT ON RESULTS

### Why is this crucial for success?

The success of any sustainability strategy depends on its ongoing measurement and optimisation. This is how you align with — and ultimately meet — initiative-specific targets.

Without tracking results, businesses risk falling short of regulatory requirements, missing cost-saving opportunities and failing to build internal confidence in sustainability investments.

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### Our platform:

- Automates carbon reporting and compliance tracking, ensuring businesses stay on top of evolving regulatory requirements. Our platform and people make it easy to monitor and report on your Scope 1, 2, and 3 emissions, establish your baseline year and keep a close eye on progress over time.
- Provides real-time updates on financial and environmental performance, allowing teams to adjust strategies as needed.
- Generates board-ready reports that clearly communicate cost savings, risk reductions and sustainability achievements.

Our automated reporting eliminates the need for manual data compilation, making initiative justification effortless. Instead, financial-grade insights are available on demand, making it easy to showcase the ROI of sustainability projects to procurement teams and executive leadership.



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Procurement and sustainability — teams that have traditionally been somewhat siloed or not seen eye-to-eye on certain initiatives — now have the tools and the processes available to work closely together. And this isn't just about ensuring compliance or saving budget with quick wins. With True, you can present, track and optimise ROI around sustainability projects with unprecedented clarity.

***“True is a game changer for companies who genuinely want to develop a road map to Net Zero and save money.”***

**– Dean Atwell, CEO, Oakland International**

**Read the full case study [here](#)**

A single platform for procurement and sustainability teams to collaborate, analyse real procurement data and implement financially sound sustainability initiatives. Sound too good to be true? It's not.

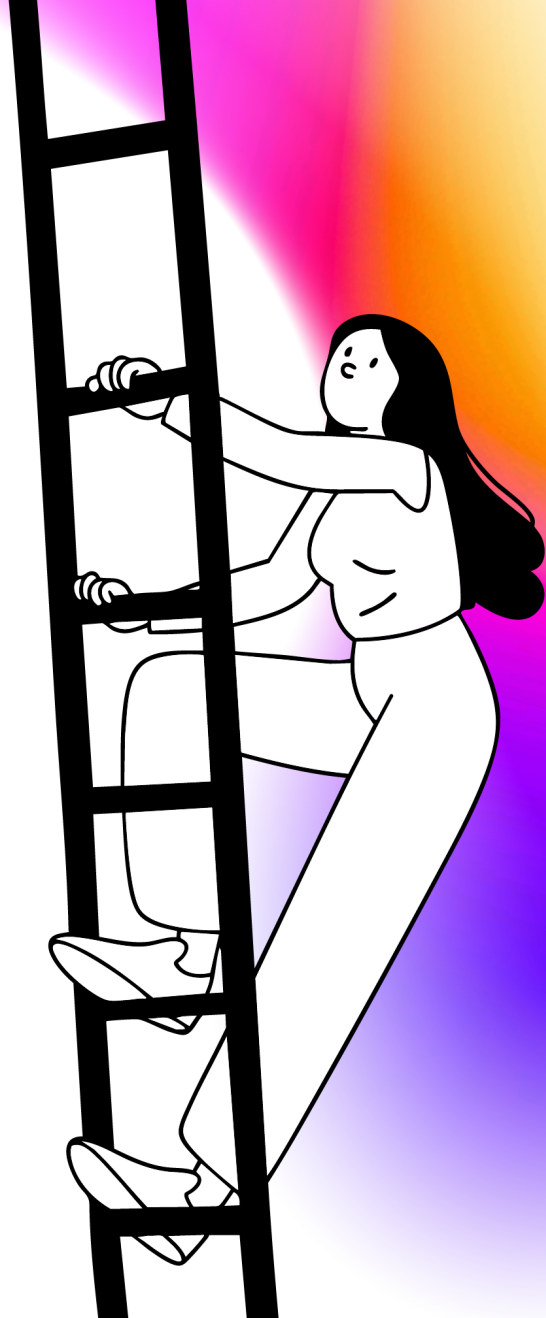
And all the while, our True Crew consultants help you make the most of the platform, integrating robust cost-control mechanisms and risk management strategies that benefit the entire organisation. With us by your side, you pave the way for long-term organisational growth alongside carbon reduction and greener energy use.

# IT'S TIME TO GO FROM SUSTAINABILITY AMBITION TO ACTION

Sustainability and procurement must work together to reduce carbon emissions, control costs and boost organisational profitability. Procurement teams that integrate sustainability secure cost stability, compliance and supply chain resilience. Sustainability teams that frame initiatives in clear financial terms gain critical buy-in and can more effectively channel ambition into action.

The challenge? Alignment is difficult when data is fragmented, roles are unclear and decision-making is reactive rather than proactive. This has been the case for far too long.

And this is where True comes in. Our platform — backed at every turn by expert support — eliminates these barriers by integrating energy procurement and sustainability planning in one place, ensuring both teams work from the same live, real-world data to drive better business outcomes.



## Winning Procurement Over with Data-Driven Sustainability

- Evaluate your next sustainability project or initiative through a procurement lens. What financial argument can you make?
- Engage procurement teams early. Bring them into planning conversations, not just sign-off meetings.
- Use True. Our procurement-grade sustainability modelling makes it much easier to make your case with real, reliable data.

## WHY TRUE?

At True, we remove the guesswork by giving sustainability teams access to real procurement data, automated ROI modelling and board-ready financial reports — so you don't have to convince procurement on gut instinct or compliance standards alone. With True, you can frame sustainability projects in business terms that procurement teams and leadership will understand.



# WINNING PROCUREMENT'S SUPPORT STARTS WITH FRAMING SUSTAINABILITY IN BUSINESS TERMS.

**The next step? Build a procurement-friendly business case for your next sustainability initiative — one that aligns cost savings, risk reduction and compliance with your carbon reduction goals.**

- Use real energy procurement data to model the financial impact of sustainability investments.
- Engage procurement teams early to align on shared priorities.
- Leverage automated reporting to present sustainability as a strategic advantage.

One of our sustainability experts will walk you through how to access real-time energy procurement insights and build a compelling, data-driven case for sustainability.

Get in touch

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