

# Climate Economy Opportunity Assessment



Will the demand for lower CO2 emissions create a growth opportunity for your business?

Based on your company's current strategy, assign a score between 1-10 for each of the questions that follow. The score will help indicate whether your company is facing risks or is already adapting and growing in response to economic pressure to reduce CO2 emissions and improve climate sustainability.

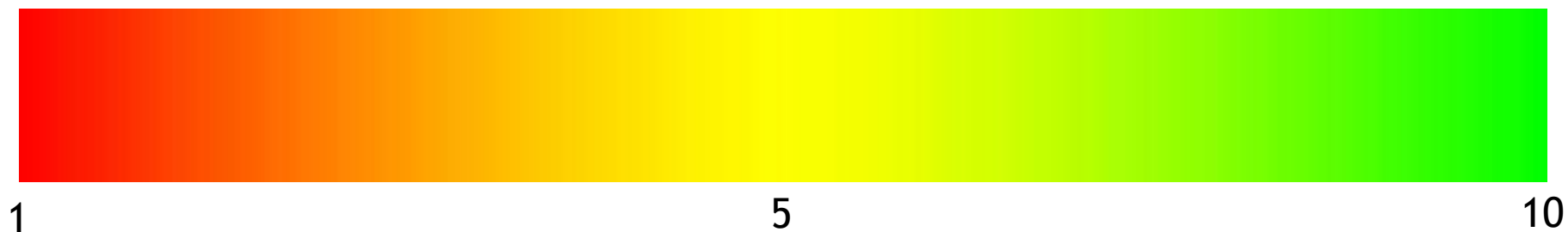


# Is your company ready to grow with the Climate Economy?

The following 'gut check' questions will help you determine whether your company is at risk or well positioned.

1 = At Risk, but Getting Started

10 = Growing Revenue by Protecting the Planet



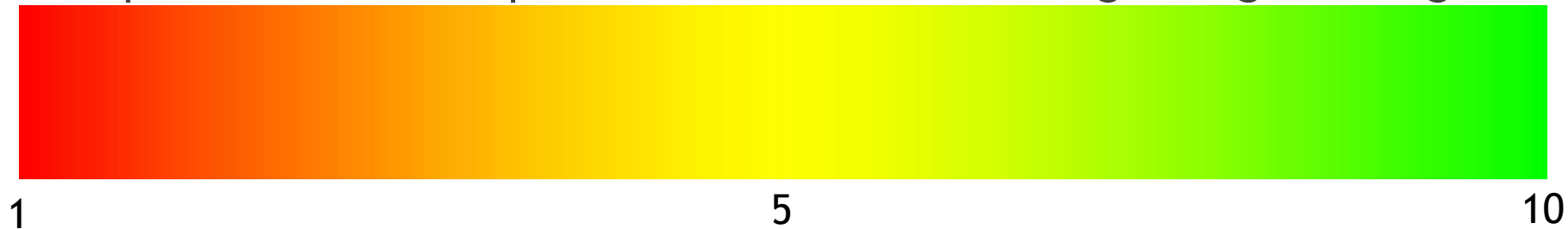
# Climate Economy

The Climate Economy represents the industry categories that will experience the most disruption as consumers and corporations shift to lower-carbon solutions.

Click the link to review the industries and categories that make up the [climate economy](#). Considering these growing areas of the economy, rate your company's positioning for growth.

1 = disruption & decline expected

10 = growing from higher demand

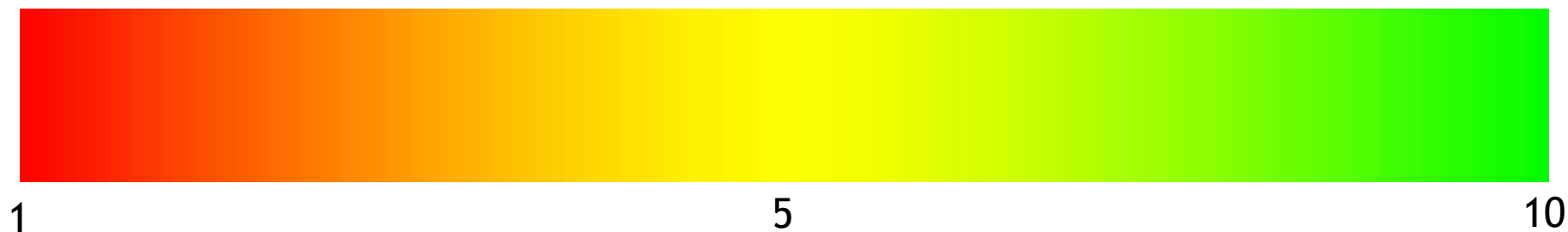


# Market Pressure

Given changing consumer expectations, rate the extent to which there is market pressure for more sustainable solutions in your category?

1 = extreme pressure

10 = we are the sustainable solution



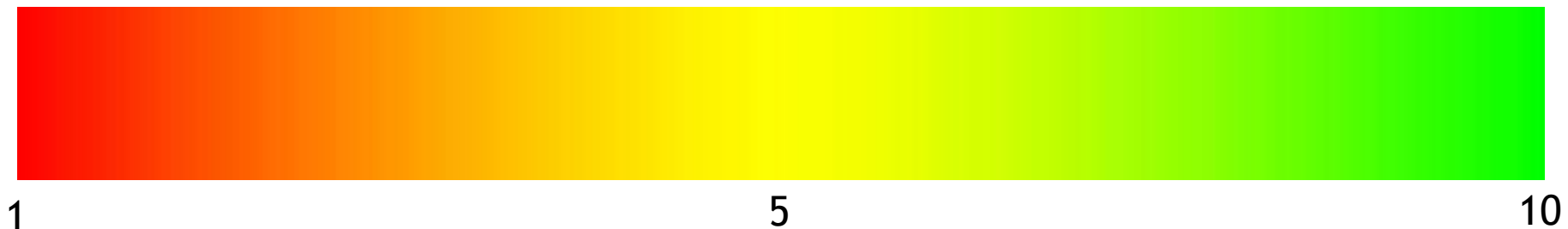
# Workforce

When asked, 64% of 18-22 year olds say it's important that employers act on environmental issues. (Bupa) In 2022, 51% of surveyed college business students said they would be willing to take a pay cut to work for a company that is making a positive impact on the environment. (Yale)

Rate the extent to which your company faces difficulties attracting and retaining employees that may be worsened by a lack of sustainability priorities.

1 = hiring will be more challenging

10 = employees are drawn to our ESG position

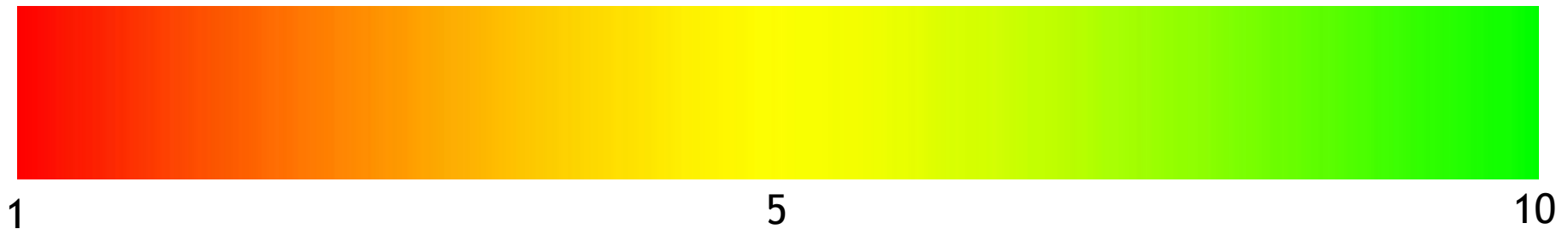


# Fossil Fuels

Rate your reliance on fossil fuels to produce the services and/or products you offer.

1 = high carbon emissions

10 = carbon negative



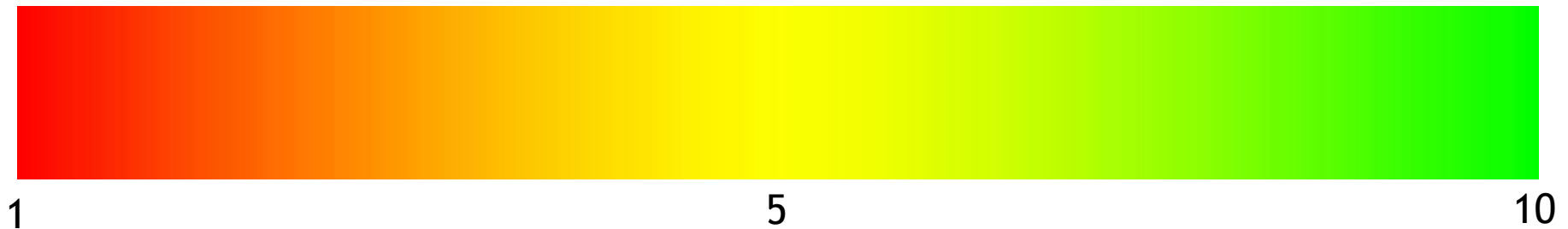
# Carbon Footprint



How effectively are you measuring your carbon footprint?

1 = not measured

10 = meeting CO2 reduction goals



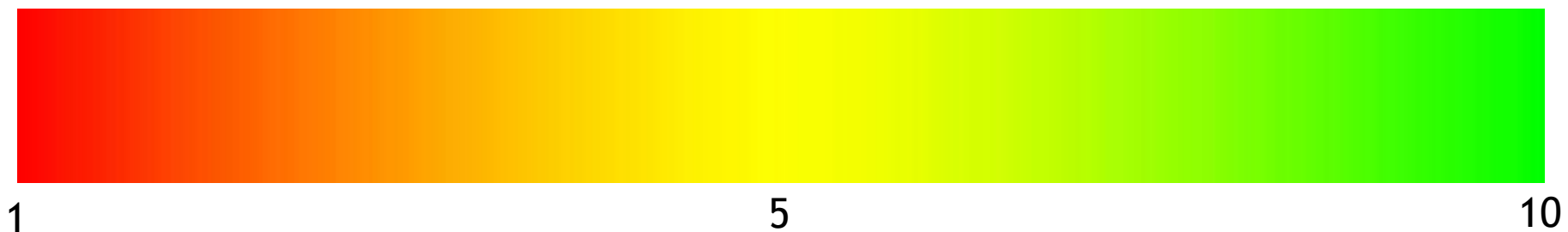
# Your Customer's Scope 3 Problem



Are you able to satisfy your customers' expectations for reduction of your carbon emissions?

1 = Don't meet expectations

10 = Actively reporting CO2  
improvements





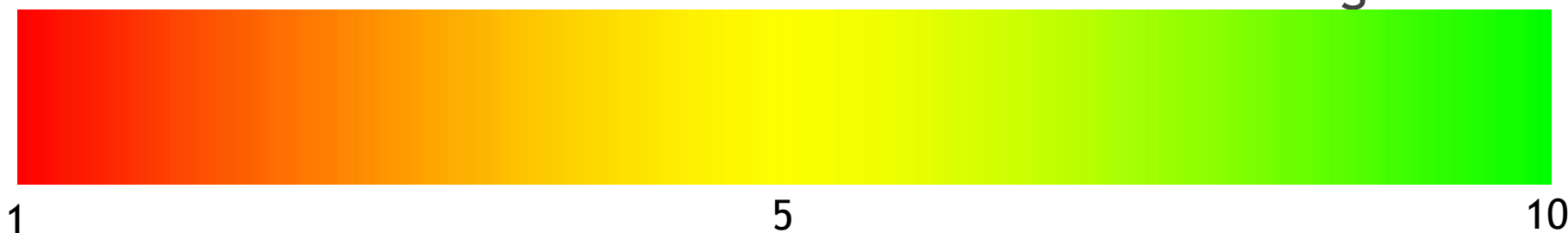
# Waste Reduction & Reuse



Rate the extent to which your services and products create waste.

1 = a lot of waste material thrown out

10 = reducing others' waste

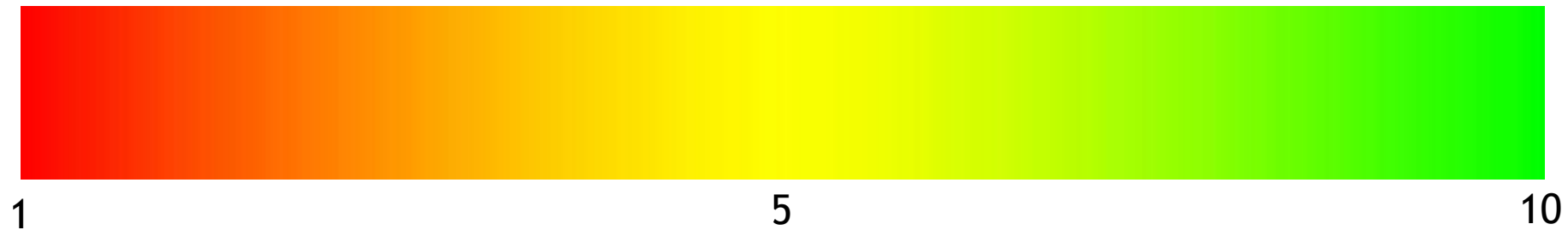


# Competition

Rate the extent of competition for low-carbon alternatives to your services and/or products.

1 = many low-CO2 alternatives

10 = we are the low-CO2 alternative

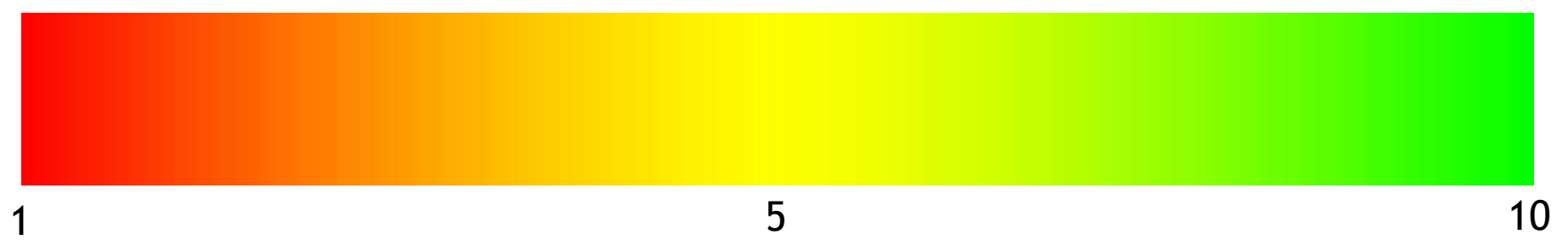


# Opportunity

Given your score from the previous questions, is your company facing risks or are you positioned for growth?

1 = Risk of Disruption

10 = High Growth



Interested in growth  
opportunities?



We can help you develop  
new products & services

[www.alignltd.com/services](http://www.alignltd.com/services)