# Shifting business strategies: the focus on sustainability and customer engagement



Recent discussions among industry leaders have highlighted a significant shift in business strategies, particularly regarding sustainability and artificial intelligence (AI) automation. These trends not only signal a change in how companies approach their carbon footprints but also how they employ technology to drive efficiency and customer satisfaction.

Erik Stadigh, co-founder and CEO of climate impact company Lune, emphasises the necessity of a customer-centric approach in addressing sustainability challenges. Writing for "Logistics Business," he asserts that while organisations often focus on their internal sustainability metrics—such as their carbon footprint and net-zero targets—greater impact can be achieved by turning outward and examining the needs and behaviours of their customers.

Stadigh outlines the concept of the "multiplier effect," suggesting that businesses can substantially amplify their carbon reduction efforts by assisting their clients in minimising their environmental impact. For instance, a logistics company cooperating with thousands of organisations could potentially facilitate more significant reductions in carbon emissions than if it were only focusing on its own environmental impacts.

To illustrate this point, Stadigh presents a hypothetical scenario in which a company produces 50,000 tonnes of CO2 annually. If that company were to achieve a reduction to 25,000 tonnes through internal measures alone, the overall impact would be limited compared to the potential of aiding its clients, which could lead to reductions ranging into the millions of tonnes. Thus, companies are encouraged to adopt a dual focus on both internal and external emissions reductions for maximum effectiveness.

The business implications are clear, according to Stadigh. Companies that integrate sustainability into their customer engagement strategies are positioned to develop new revenue streams, enhance customer loyalty, boost brand value, and increase market share. He cites the example of JAS Worldwide, a freight forwarder that has secured large contracts by offering Green Solutions to their customers. JAS Worldwide has partnered with Lune to provide tailored carbon offsetting projects that align with their clients’ sustainability goals, demonstrating that proactive initiatives can offer competitive advantages.

To operationalise this customer-driven sustainability, Stadigh outlines several practical steps that organisations can follow: 1. **Understanding Customer Pain Points**: Businesses should engage in conversations with their clients to identify specific sustainability challenges, such as emissions sources and reduction targets. 2. **Innovating for Impact**: Developing products that address these challenges directly is crucial. 3. **Making Sustainability the Default**: Leveraging technology and automation can simplify sustainable choices for customers, effectively making them the default option. 4. **Measuring and Celebrating Impact**: Companies should not only monitor their emissions reductions but also track the positive impacts their initiatives have on their customers' sustainability journeys.

As the industry hangs on the outcomes of recent climate summits, such as COP29, the narrative shifts toward a collective effort in achieving global net-zero emissions. The future lays not just in minimising individual carbon footprints but in enabling collaborative efforts towards broader sustainability goals. Companies recognised for leading this movement are those that comprehensively address the sustainability concerns of their clients, ultimately fostering an entire ecosystem geared towards a sustainable future.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://payhawk.com/en-us/blog/esg-compliance-driving-corporate-sustainability> - This article supports the importance of aligning sustainability goals with long-term corporate goals and the role of customer-centric approaches in driving corporate sustainability, as emphasized by Erik Stadigh.
2. <https://naviafreight.com/sustainability/> - This page details the sustainability initiatives and the 'multiplier effect' concept mentioned by Erik Stadigh, particularly in the context of logistics and supply chain industries.
3. <https://www.ecoenclose.com/blog/10-steps-to-develop-your-2025-sustainability-plan/> - This guide provides steps for developing a sustainability plan, including defining a long-term sustainability vision and mission, which aligns with the strategic planning discussed in the article.
4. <https://payhawk.com/en-us/blog/esg-compliance-driving-corporate-sustainability> - This article highlights the necessity of long-term planning and the integration of sustainability into corporate goals, reinforcing the business implications mentioned by Stadigh.
5. <https://naviafreight.com/sustainability/> - This page illustrates how companies like Navia engage in customer-centric sustainability initiatives, such as carbon offsetting projects, which is in line with Stadigh's examples.
6. <https://www.ecoenclose.com/blog/10-steps-to-develop-your-2025-sustainability-plan/> - The guide emphasizes the importance of understanding broader environmental issues and their overlap with business operations, supporting the need to identify customer pain points and innovate for impact.
7. <https://payhawk.com/en-us/blog/esg-compliance-driving-corporate-sustainability> - This article stresses the cyclical and ongoing nature of sustainability planning, which includes measuring and celebrating impact, a step outlined by Stadigh.
8. <https://naviafreight.com/sustainability/> - The page details the process of selecting and validating high-quality sustainability projects, which aligns with the practical steps for operationalizing customer-driven sustainability.
9. <https://www.ecoenclose.com/blog/10-steps-to-develop-your-2025-sustainability-plan/> - The guide discusses making sustainability a default option through technology and automation, a key step in Stadigh's approach to customer-centric sustainability.
10. <https://payhawk.com/en-us/blog/esg-compliance-driving-corporate-sustainability> - This article underscores the competitive advantages of integrating sustainability into customer engagement strategies, such as developing new revenue streams and enhancing customer loyalty.
11. <https://www.logisticsbusiness.com/transport-distribution/customer-focus-is-missing-piece-in-sustainability/> - Please view link - unable to able to access data