Accounting for the intangible costs and benefits of sustainability

1. Problem definition:

Benefits of sustainability may be harder to measure than costs of implementation – quantifying intangibles aids decisions

3. Quantitative approach (FV tool):

2. Stakeholder-driven framework:

4. Limits and recommendations:

* Monte Carlo is simple rolling the dice 1000+ times to model uncertain outcomes.

Tailor your approach to your audience, data access, and problem:
- Bounded probabilities to manage uncertainty
- Score cards to show directional impact