

WEBINAR

Tuesday 3rd June

How to bring fact-based thinking into sustainability

IKANO
Insight

IBM

10:00am BST | 11.00am CEST

Our agenda today

Webinar will run for approx. 30 minutes
plus Q&A for 15 minutes

Session is being recorded and will be
available on demand afterwards along
with the slides

Q&A is available on your screens, and
will either be answered live in webinar
or later by email if time restricts

1. **Introductions**
2. **What is **FACT-BASED** sustainability?**
3. **Benefits of fact-based sustainability**
4. **The steps to fact-based sustainability**
5. **About Ikano Insight & IBM**
6. **Q&A**

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The BIG IDEA

Sustainability succeeds or fails, not only by having a great narrative, but also on the ability to evaluate progress consistently and align impact with the overall business objectives.

Taking the right steps to deliver a successful strategic outcome relies on best-in-class target setting, KPIs, measurement methodologies, robust benchmarking and attributable impacts.

What is fact-based sustainability?

Being fact-based relies on **objective, verifiable information** rather than just narrative, assumptions, or emotions. It's about grounding your strategy, statements, actions and decisions in evidence that can be checked or proven to be true.

- **Fact-based thinking** means using facts (observable data, documented evidence) as the primary foundation for reasoning or conclusions.
- **Fact-based communication** means stating things that can be verified
 - e.g., "We emitted 500,000 metric tons of CO₂ in 2024, a reduction of 2.5% vs. our baseline of 2022, verified by a third-party audit." vs. "We care deeply about the environment and are working hard to be deliver the goals of the Paris Climate Agreement."
- **Fact-based decision-making** shows up in sustainability, where objectivity is key, and actions are expected to be justified by real-world data.



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Why is it important?

"What gets measured gets done, what gets measured and fed back gets done well"

- John E. Jones

Being fact-based in sustainability ensures:

- **Accountability** (Are you doing what you say?)
- **Effectiveness** (Is it making a real impact?)
- **Trust** (Are you being honest to your stakeholders?)
- **Cost savings** (both short and long-term)

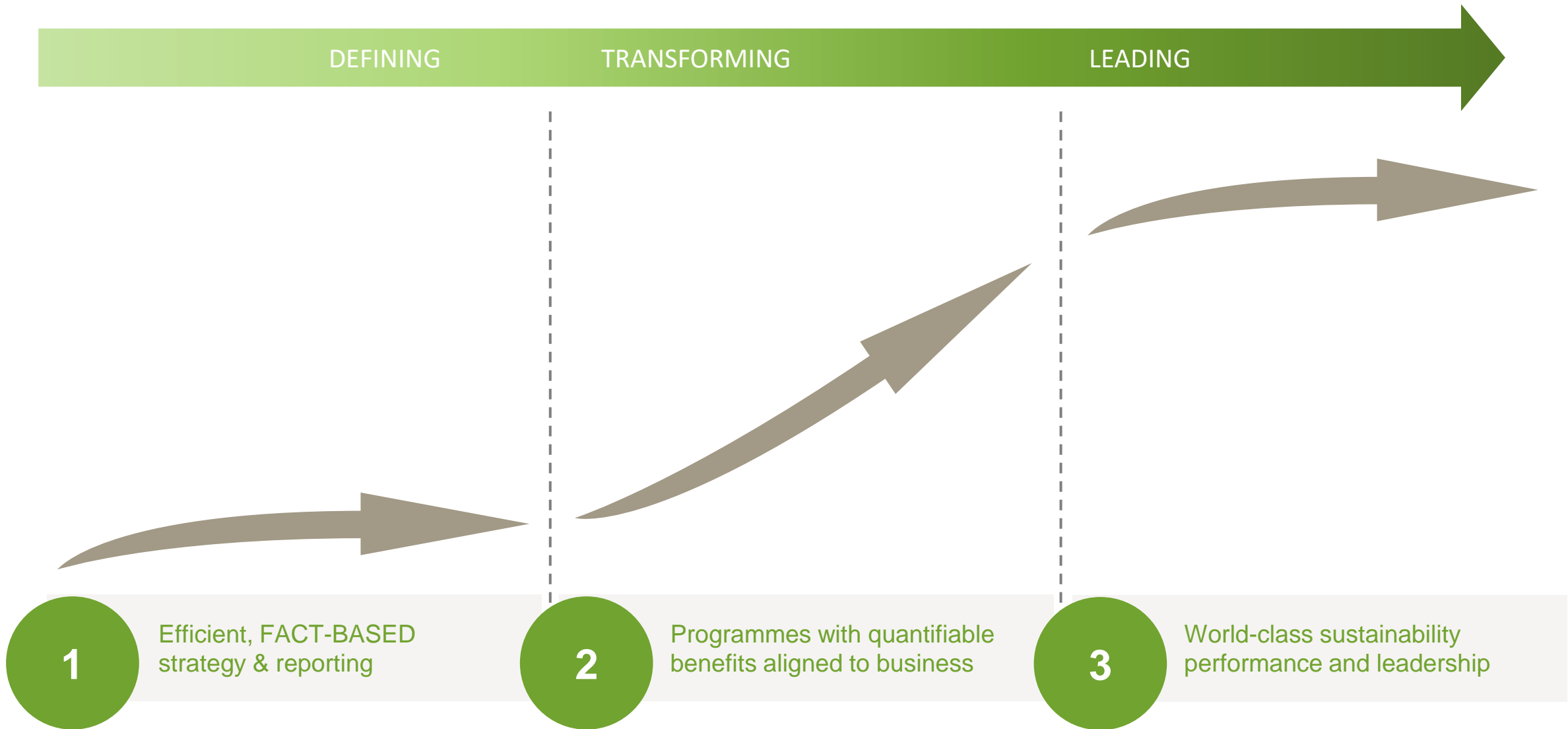
It's also essential in tracking progress toward sustainability goals



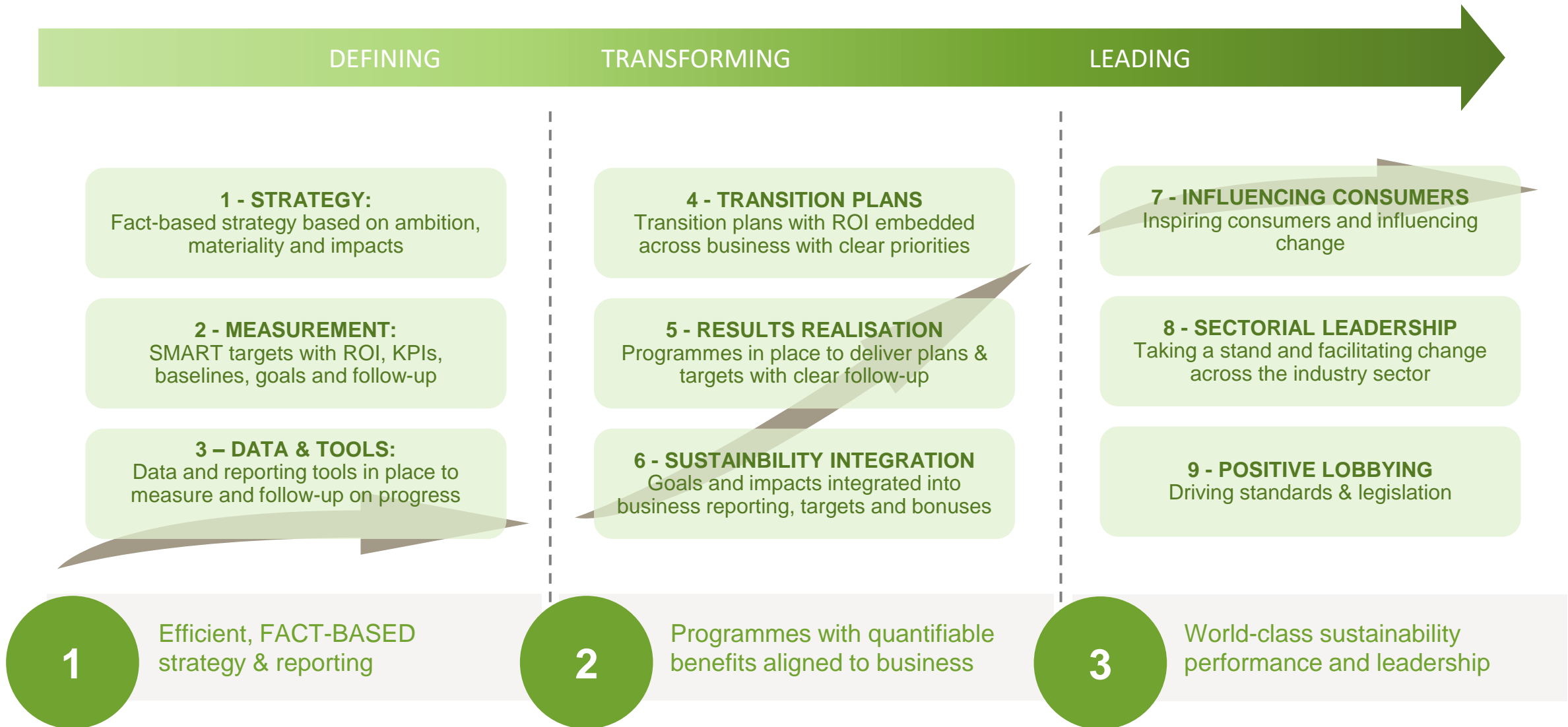
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ESG maturity: the journey from 1 to 3



ESG maturity: the journey from 1 to 3



ESG maturity: Level 1

DEFINING

1 - STRATEGY:

Fact-based strategy based on ambition, materiality and impacts

2 - MEASUREMENT:

SMART targets with ROI, KPIs, baselines, goals and follow-up

3 - DATA & TOOLS:

Data and reporting tools in place to measure and follow-up on progress

Key elements that must be fact-based:

- Value chains & materiality –Upstream/downstream view, IROs and true impact
- Governance – Clear ownership and decision processes
- Ambition & business – Science-aligned and achievable, with clear commercial value
- Policies & Targets – Backed by data, not declarations
- KPIs, Goals & Baselines – Measurable, tracked, and benchmarked with review & owners
- Data mapping & strategy – Governance & structure on data mapped across the business
- ESG & GHG tool – Centralised platform to track KPIs, disclosures and accurate GHG
- Automation & reporting – Reduce manual errors and report aligned with frameworks

ESG maturity: Technology

DEFINING

3 – DATA & TOOLS:

Technology:

Technology is a critical enabler of fact-based sustainability, transforming ambitions into actionable, measurable, and scalable strategies

Key elements technology will enhance your fact-based sustainability strategy:

- Unified Data Management – Centralise sustainability and ESG data
- Precision in Performance Measurement – Tracks performance against a broad set of sustainability metrics and KPIs
- Target Setting and ROI Analysis – Model different sustainability scenarios, set science-based or net-zero targets, and run cost-benefit analyses of potential initiatives
- Compliance and Reporting – Overseeing an ever-changing regulatory landscape with facts
- Employee and Stakeholder Engagement – Transparency, data visualisation, communicate progress
- Planning and Accountability – Sustainability strategies often lack detailed action plans, clear ownership, and budget alignment

ESG maturity : Level 2

TRANSFORMING

4 - TRANSITION PLANS

Transition plans with ROI embedded across business with clear priorities

5 - RESULTS REALISATION

Programmes in place to deliver plans & targets with clear follow-up

6 - SUSTAINABILITY INTEGRATION

Goals and impacts integrated into business reporting, targets and bonuses

Key elements that must be fact-based:

- Transition Plans – Business-wide plans with clear priorities, ROI, and pathways to targets
- Delivery Programmes – Structured initiatives to implement transition plans, with ownership, costs, ROI and timelines
- Follow-Up & Accountability – Systems to track delivery and course correct based on results
- Integration into Business – ESG goals embedded in reporting, performance management, and decision-making
- Incentives & Governance – Sustainability linked to executive and employee targets, bonuses, and business KPIs

ESG maturity : Level 3



LEADING

7 - INFLUENCING CONSUMERS

Inspiring consumers and influencing change

8 - SECTORIAL LEADERSHIP

Taking a stand and facilitating change across the industry sector

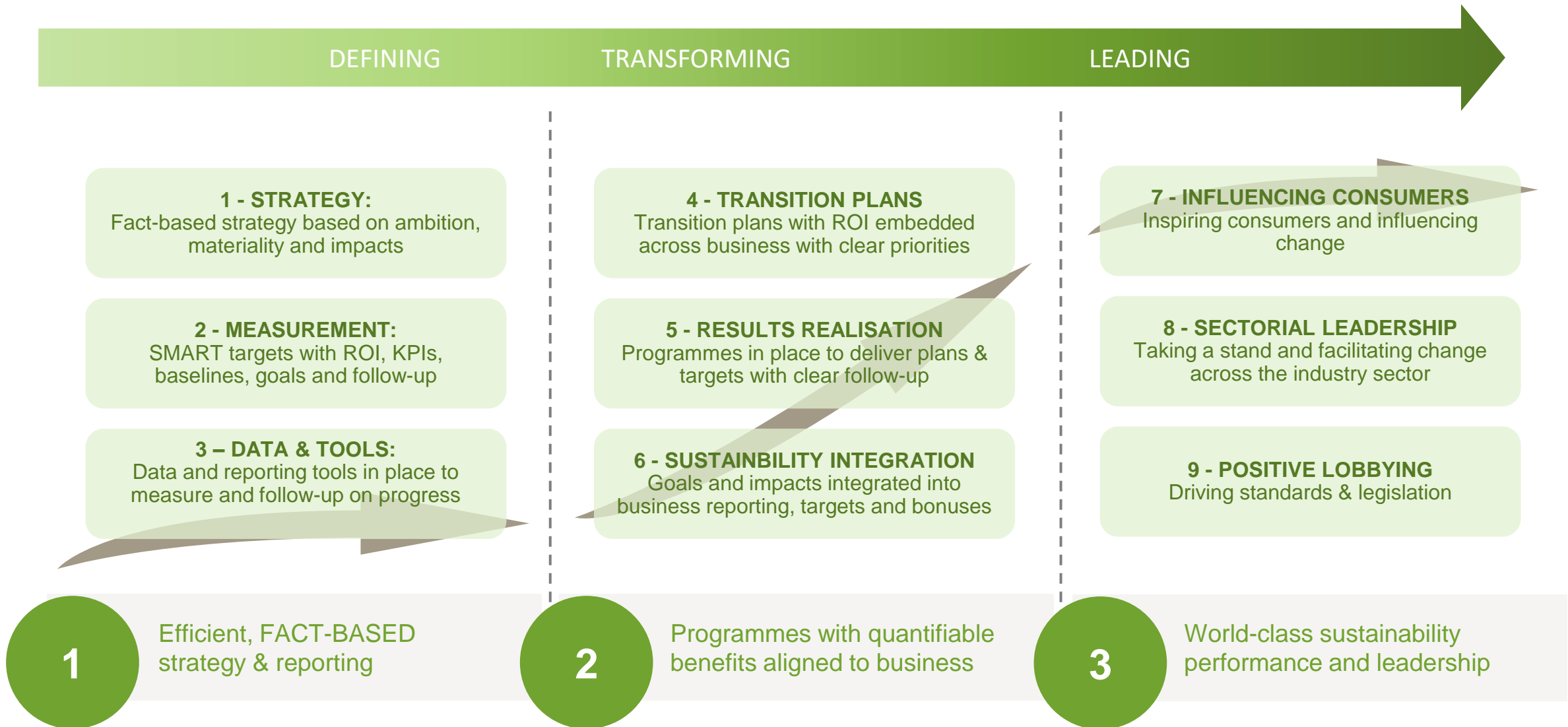
9 - POSITIVE LOBBYING

Driving standards & legislation

Key elements that must be fact-based:

- Stakeholder Insight – Use data to understand and engage consumers, peers, and policymakers effectively
- Influence Strategy – Clear goals aiming to shape consumer behavior, industry practices, and policy
- Positioning & Messaging – Ground leadership claims in impact data, transparency, and clear business rationale
- Collaboration & Coalitions – Build sector-wide initiatives and alliances based on shared evidence and goals
- Policy Engagement – Advocate for regulations and standards using credible data and alignment with business strategy

ESG maturity: the journey from 1 to 3



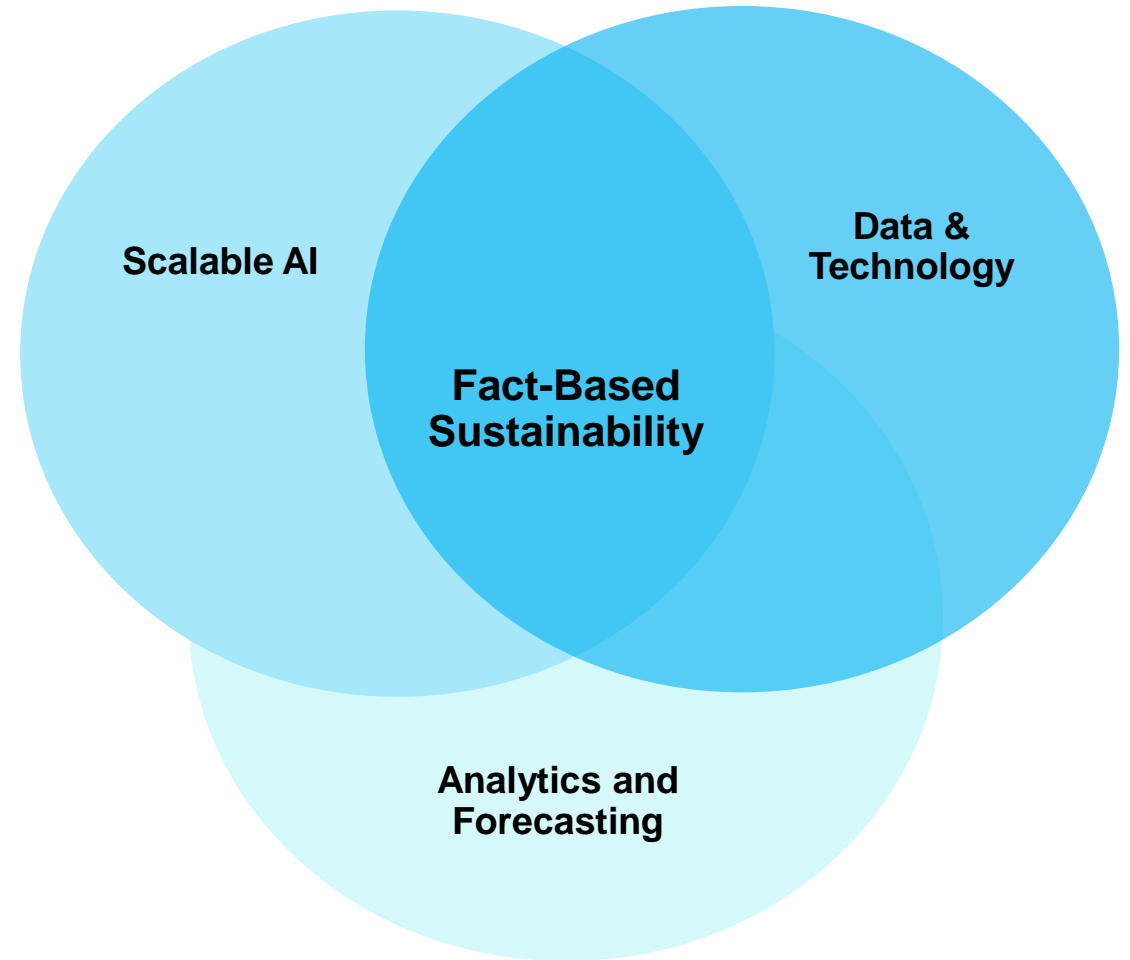
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How IBM can help

We help you a **deliver fact-based sustainability that drives business value** with our:

- IBM enables companies to transform sustainability from ambition to action - with trusted data, intelligent platforms, and scalable AI.
- Best-in-class technology to ensure your data is captured centrally and follows-up on performance
- IBM applies artificial intelligence and advanced analytics to turn complex sustainability data into foresight and prioritise actions that drive the biggest impact.
- IBM works with clients to embed sustainability into core business processes and asset management strategies. This includes operations, supply chain, facilities, and workforce planning.



OUR MISSION

**We deliver
fact-based sustainability**

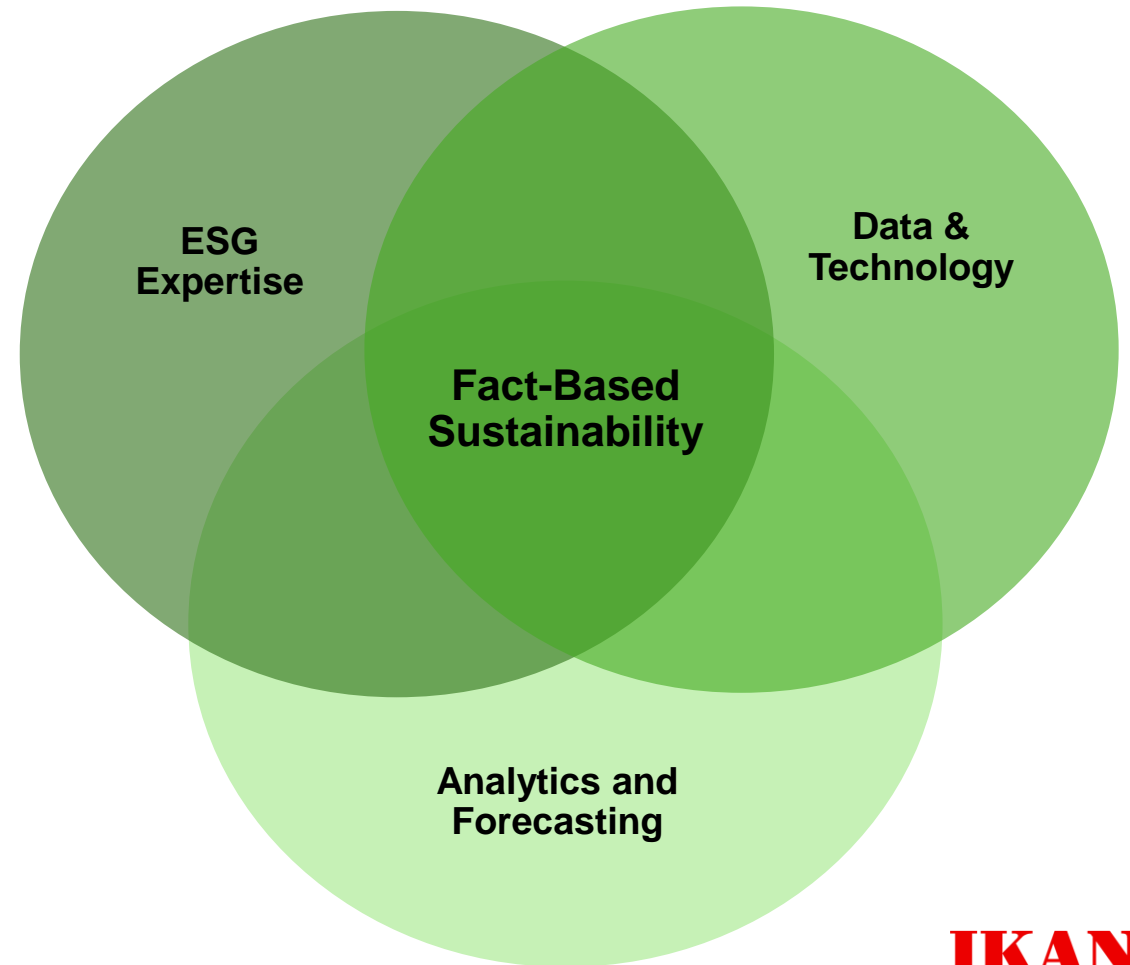
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How Ikano Insight can help

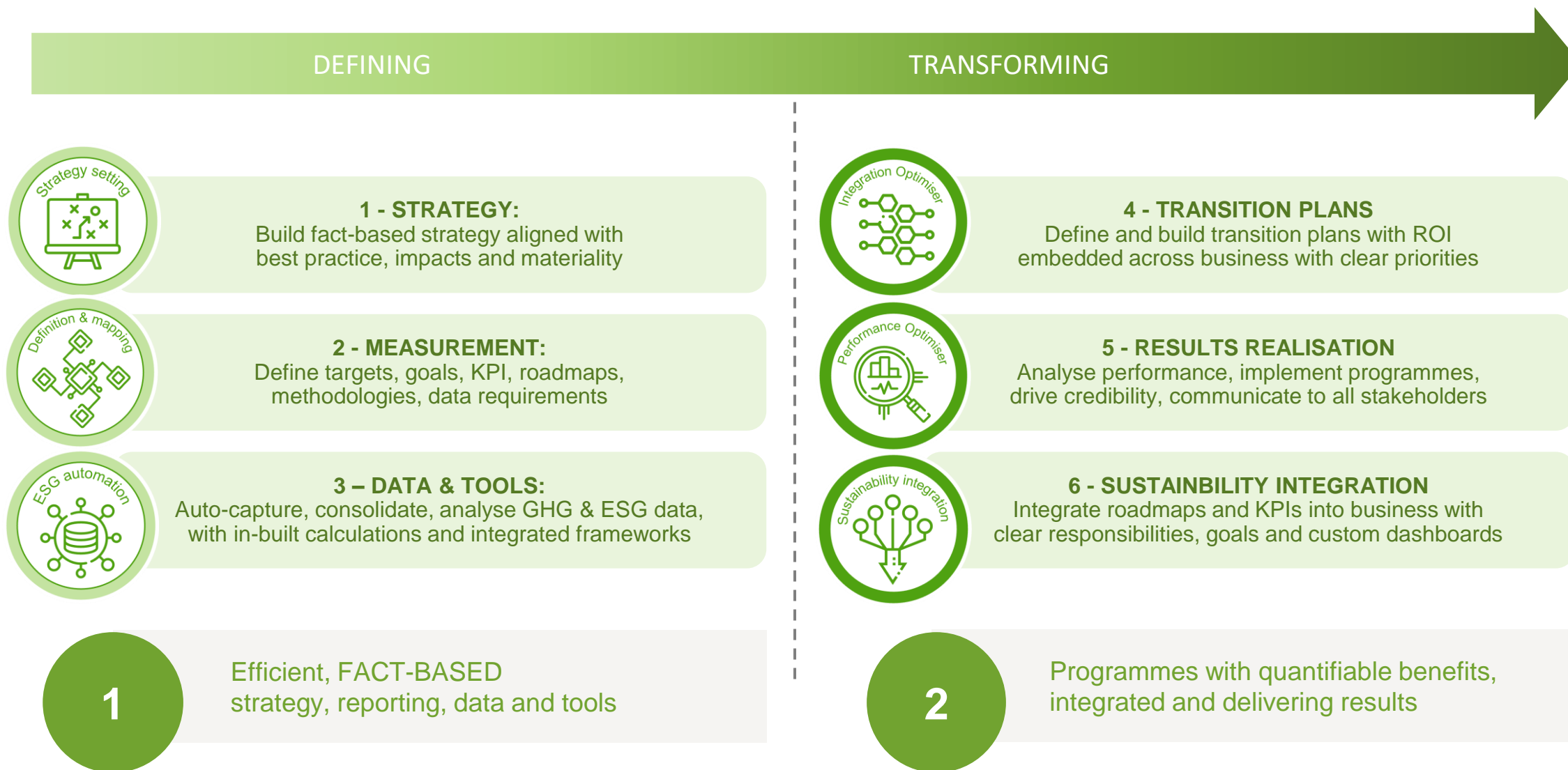
We help you a **deliver fact-based sustainability that drives business value** with our:

- ESG expertise to facilitate the right strategy integrated into your business to drive performance
- Best-in-class technology to ensure your data is captured centrally and follows-up on performance
- Analytics and forecasting to ensure that your plans are delivered optimally

We have a proven methodology & process that accelerates your steps to success and gets this right first-time



Our solutions to enable Fact-Based sustainability





Next step – a simple fact-based kick-off

How to deliver real progress,
and quantify achievement,
from your sustainability strategy

What You Will Achieve

Tailored to your business, this hands-on diagnostic process provides a structured, data-driven approach to:

- Assess your progress
- Enhance your sustainability performance
- Demonstrate your return on investment

This process, including a one-day workshop, will:

- Re-map or identify gaps in your current reporting, targets, and KPIs
- Strengthen your measurement and reporting capabilities
- Prioritise and focus on the key actions needed to drive results

After 2 weeks our report will provide you with a roadmap to become fact-based, personalised for you and your business

Q&A

Thank-you!

If you have any questions or would like to schedule a consultation,
please email info@insight.ikano or contact Peter directly