

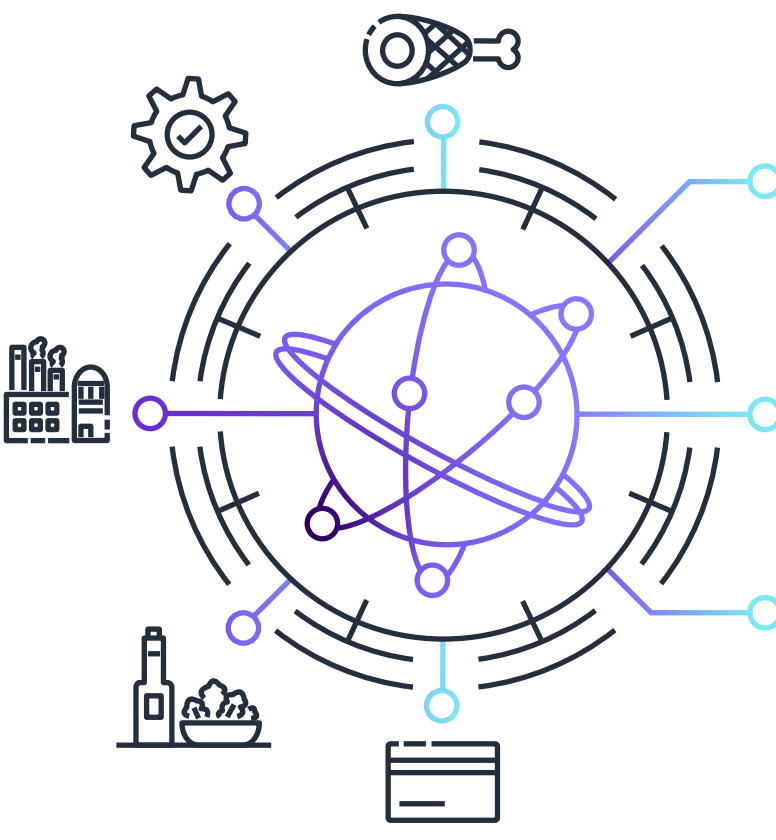


# Doing well by doing good

How Retailers Leverage Technology to Impact Climate Change



## What's good for the planet is good for business



**83%** of consumers say businesses should actively shape best practices around environmental, social, and governance (ESG) issues<sup>1</sup>

**60%** say sustainability is an important factor in their purchase decisions<sup>2</sup>

**34%** are willing to pay over 2x more for sustainable products/services<sup>2</sup>

## But bridging the gap between ambition and action is challenging



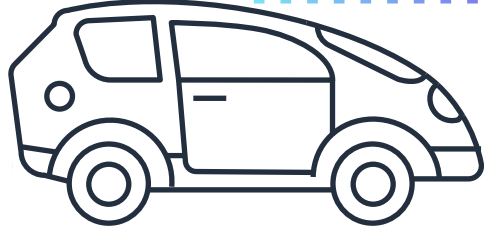
# Data is key to bridging the gap

## Enter Altruistiq, sustainability impact platform powered by AWS

Altruistiq's sustainability impact platform automates data measurement and management. Built on AWS, the Altruistiq platform identifies smart impact reduction initiatives using the latest in data science and cloud technology. It's not magic, but for Altruistiq's customers—companies with combined revenues of more than \$10B—the results can be transformational. Just ask Gousto.



**23%** fewer carbon emissions



or the equivalent of **26,000 cars**

## Gousto finds a recipe for protecting the planet

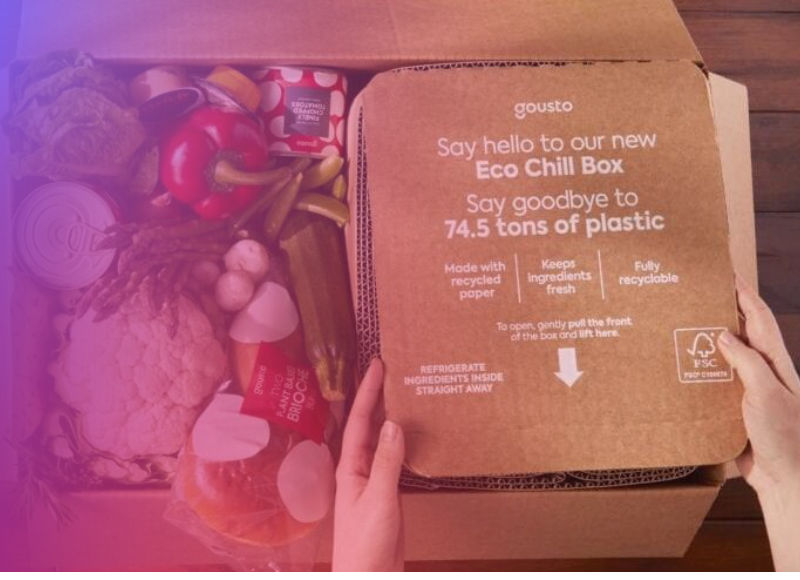
UK-based meal-kit subscription retailer Gousto is on a mission to balance profit and purpose. According to a recent study, Gousto meals produce nearly 23% fewer carbon emissions than comparable meals from supermarkets—the equivalent of removing over 26,000 cars from UK roads.

How? By using the Altruistiq solution to surface insights that seem counterintuitive. Who would have guessed that sourcing tomatoes from Seville had a lower carbon impact than sourcing them from the UK?

[Read the full AWS-Altruistiq-Gousto case study »](#)

**"We know that there are direct correlations between our sustainability efforts and our business growth, and we believe that sustainability should be central to any forward-thinking business."**

Hugh Lewis, Head of Sustainability, Gousto



## Doing more of what is measurably good, and less of what is immeasurably wrong

That's Altruistiq's mission, and thanks to its collaboration with AWS:

- In 2022, Altruistiq will track over 2 MtCO<sub>2</sub>e (metric tons of carbon dioxide equivalent) emissions for customers.
- In 2024, Altruistiq will track over 10 MtCO<sub>2</sub>e of greenhouse gas emissions and identify opportunities for over 6 MtCO<sub>2</sub>e in impact reductions for customers.

**That's sustainability in action.**



1. Amazon Web Services' 2021 Corporate Social Responsibility Survey  
2. Simon Kucher & Partners, Global Sustainability Study 2021  
3. Accounting Today, December 1, 2020  
4. Bain and Company, Achieving Breakthrough Results in Sustainability

Ready for a more sustainable retail future?



Altruistiq makes it easy to turn your sustainability ambitions into actions that make a difference for your employees, customers, community, and world.

[Request a demo from Altruistiq »](#)