

Drive Alignment on Embodied Carbon—Like a CFO

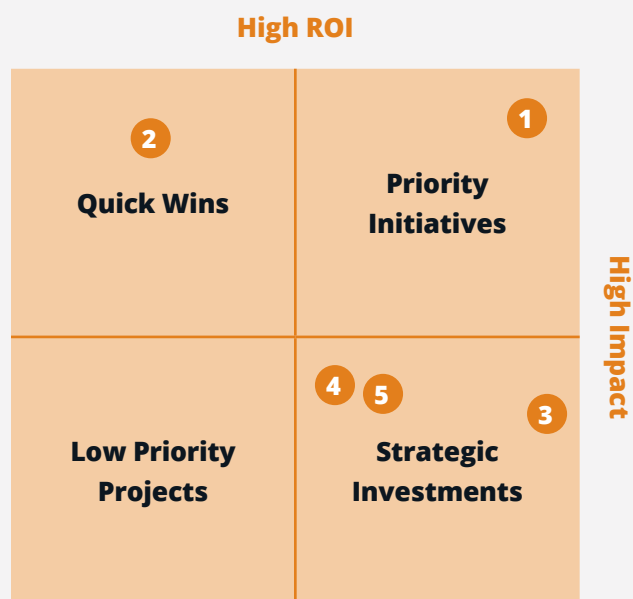
How to make the case for financial, reputational, and operational resilience

For sustainability teams looking to align with finance, procurement, and leadership, this guide offers practical ways to translate climate priorities into business value. Use it to frame embodied carbon action as a lever for cost control, risk reduction, and supply chain resilience.

Positioning Framework: Speak Their Language

Stakeholder	Lead With	Back It Up With
Finance	"This is a long-term value driver and a future risk hedge."	Cost amortization, financial incentives, improved asset value, investor confidence
Procurement	"This is future-proof sourcing."	Supplier flexibility, early mover advantage, compliance-ready materials (EPDs, LCAs, etc.), supply chain resiliency
Leadership	"This supports growth, resilience and reputation."	Customer expectations, investor confidence, operational efficiency, brand trust, market expansion, innovation investment

ROI x Impact Matrix



Examples:

- 1 Integrate low carbon materials into supplier RFPs and specifications**—Signals demand to suppliers, future-proofs sourcing.
- 2 Purchase carbon credits**—Easy to implement for immediate reputational or reporting benefit, but limited long-term reduction value.
- 3 Switch to low carbon concrete** (modest premium)—Higher upfront cost but delivers measurable embodied carbon reductions amortized over the building lifecycle.
- 4 Implement internal carbon pricing** (e.g. \$50/ton CO₂) — Influences future procurement and design decisions, even if short-term financial ROI is minimal.
- 5 Co-create a Total Cost of Ownership (TCO) model** — Shifts decision-making frameworks to value long-term savings and risk mitigation from low carbon choices.

Plug-and-Play Internal Ask Template

“Hi [Stakeholder Name],

Before procurement finalizes specifications, I'd like to discuss opportunities to reduce embodied carbon while controlling costs and lowering risks tied to material availability and compliance.

Would you be open to a working session to review options?”

Overcoming Common Roadblocks

Roadblock	Reframe With This Message
“This is too expensive.”	“While there may be an initial premium, the reduction in lifecycle costs and compliance risk make this a strategic choice.”
“Let’s wait for regulations or market certainty.”	“By leading the curve, we can access green financing, first-mover advantages, and strengthen our supply chain resiliency.”
“Not our job—it’s a sustainability thing.”	“Our goal is to align sustainability with core business objectives, not just ESG targets.”
“Not right now / it seems too complex”	“Let’s begin with achievable steps today. Here are several actions we can take now, each with its own benefits.”

Strategic Business Value

Business Value Lever	How It Shows Up
Supply Chain Resiliency	Improved supplier flexibility and status with contractors and developers adopting low carbon procurement protocols
Cost Savings	Less waste, lower lifecycle costs, reduced retrofitting
Operational Efficiency	Fewer retrofits, streamlined processes, lower rework costs
Revenue Growth	Market expansion, improved asset value
Brand & Customer Value	Product/service differentiation, long-term brand trust, customer loyalty
Investor Interest	Demonstrates smart risk management and long-term value creation



Get in Touch

Learn more about tackling embodied carbon at carboncure.com/embodied-carbon-hub or get in touch with us at carboncredits@carboncure.com.