

Position Green launches ROI Calculator to help companies quantify the business value of sustainability

Malmö, Sweden, 4 March 2026

Position Green launches its sustainability ROI Calculator, a new tool designed to help companies quantify the financial and emissions impact of decarbonization investments. The calculator is based on a financial model developed by Associate Professor Rickard Sandberg at Stockholm School of Economics and translates climate investments into measurable business outcomes such as return on investment (ROI), net present value (NPV), payback period, emissions impact, and potential carbon tax savings.

As sustainability expectations increase across capital markets, companies face growing pressure to demonstrate not only compliance but also tangible business value. The ROI Calculator helps bridge that gap by modelling how decarbonization initiatives can create financial returns through cost savings, risk reduction, revenue growth, and financing benefits.

The launch comes as the financial implications of climate change become increasingly evident.

“Many companies understand the strategic importance of sustainability, but struggle to translate it into financial terms,” said Daniel Gadd, Co-founder and CEO of Position Green. “The ROI Calculator is designed to help sustainability and finance teams speak the same language — connecting environmental impact directly to business value and investment decisions.”

The interactive tool allows companies to test different decarbonization scenarios and instantly see how changes in inputs affect financial outcomes, supporting more informed decision-making and stronger internal business cases for climate and sustainability investments.

With this launch, Position Green continues its mission to help organisations turn sustainability from a compliance exercise into a driver of long-term resilience, competitiveness, and value creation.

Try the ROI Calculator: <https://www.positiongreen.com/drive-business-value/roi-calculator/>

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