

## **The Added Value of Consulting in ESG, Carbon Footprint, LCA, and Ecodesign for Business Competitiveness**

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In today's era of global sustainability imperatives, companies face regulatory, economic, and social pressures to adopt sustainable practices. The role of consultancy in Environmental, Social, and Governance (ESG), carbon footprint, Life Cycle Assessment (LCA), and ecodesign is crucial for enhancing business competitiveness [1].

Companies excelling in ESG practices attract more investment and enjoy easier access to capital, as ESG performance is seen as an indicator of prudent and innovative business management. Effective ESG management also helps companies comply with increasingly stringent regulations, avoiding legal and reputational risks.

Carbon footprint analysis not only demonstrates a company's environmental responsibility but also serves as an internal optimization tool, identifying operational inefficiencies that, once mitigated, can lead to significant cost reductions. A low carbon footprint can also be strategically used as a marketing tool to attract an eco-conscious consumer base. LCA and ecodesign allow companies to design and innovate products with a focus on environmental impact throughout their lifecycle, supporting product innovation and positioning the company as a sustainability leader, a factor increasingly decisive in consumer purchasing decisions [2].

Specialized consultancy is critical in this context, as consultants bring essential expertise, from deep knowledge of current and future regulations to the ability to integrate these practices into business strategies. They tackle technical and strategic challenges, offering customized solutions that align sustainability with business objectives. In conclusion, adopting sustainable practices, supported by qualified consultancy, not only bolsters a company's environmental and social responsibility but also proves to be a strategic investment that generates tangible added value

[1] Nassos, G.P., Avlonas, N., *Practical Sustainability Strategies: How to Gain a Competitive Advantage*, John Wiley & Sons, 2020

[2] Iannuzzi, A., *Greener Products: The Making and Marketing of Sustainable Brands*, CRC Press, 2024