Sustainability Value Propositions to Market

ADVANCED WORKSHOP

Limited Partners play a critical role in working with GPs to translate sustainability commitments into market success for portfolio companies. This ILPA Institute workshop provides LPs with the frameworks, tools, and real world private markets case studies to support GPs and management teams as they develop and launch sustainability-focused value propositions and drive meaningful cost savings from their sustainability programs. Through hands on learning and peer discussions, you will leave ready to guide GPs on how they can capture new revenue streams, enhance margins, and drive premium exit positioning.

This interactive session is designed around five core modules that mirror how sustainability-focused value creation works in practice:

- Crafting the Value Proposition - Discover how to frame sustainability initiatives as customer centric benefits, using market research and customer insights to align product features and benefits with customer purchasing priorities.
- Operational Readiness - Learn how portfolio companies are optimising processes, through decarbonization and broader resource efficiency, to drive cost savings and underpin scalable, sustainable offerings.
- Commercial Launch Strategies - Examine portfolio company B2B and B2C success stories to understand pricing premium capture, channel selection and marketing tactics that resonate with sustainability minded segments.
- Exit Ready Positioning - Explore private markets case studies where clear sustainability credentials have driven higher company enterprise value and learn how to integrate proof points into broader portfolio company equity stories and investor materials.
- Prioritisation Framework - How to prioritise as LPs how and where to focus your engagement with GPs that helps maximize value and leads to more systematic GP sustainability value creation programs.

Key Learning Objectives

- Evaluate how GPs partner with portfolio company commercial teams to guide customer segmentation, pricing strategy and market readiness, ensuring sustainability offerings achieve strong customer uptake.
- Assess GP operational support by examining GP-led decarbonisation and resource-efficiency initiatives, and ensuring GPs drive in-depth operational execution (not just high-level targets) to achieve measurable emissions reductions.
- Benchmark GP collaboration with portfolio company commercial teams to develop pricing models, channel partnerships and marketing narratives that effectively position sustainability offerings in target markets.
- Review GP exit and other sell-side transaction positioning practices by exploring how GPs help portfolio companies integrate sustainability proof points into investor materials to help secure higher valuations at exit.
- Drive LP engagement priorities by evaluating how GPs develop compelling sustainability business cases – identifying companies with the highest ROI potential and focusing GP time and capital on opportunities with clear market demand and operational readiness.

Who Should Attend?

This advanced-practice workshop is designed for the limited partner professional in ESG and Sustainability roles and teams who are looking for a deep-dive into ESG value creation.

Event Details

March 17, 2026 | 9:00 AM – 2:00 PM |New York
(held ahead of the Responsible Invest Forum March 18-19)
USD $499 — includes networking lunch

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Have questions about this advance workshop and other education offerings from the ILPA Institute?

Reach out to ILPA Education at **education@ilpa.org**