

Start Your ESG Program: 4 Strategic Steps on the Journey to ESG Performance

Starting an ESG program requires high-level executive buy-in, resources, strategy, external advice, and a plan for reporting results. It's a process that has numerous stages, but companies that aspire to foster an ESG-driven culture can set up their ESG programs for success with proper planning and consistent execution.

In this infographic, we outline essential action-oriented steps to get you started on your ESG journey.



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Strategic ESG Step

Buy-In and Resourcing

Understand Your ESG Situation

Strategy and Communication

Report Your Progress

Action Items

- Gain support for your ESG strategy from top leadership.
 - Determine the resources required for your ESG program.
 - Set up teams to guide the work, collect data, communicate with stakeholders, and analyze the costs and benefits.
 - Understand the role of third parties and ESG ratings.
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- Gather data from stakeholders on the ESG issues that affect you.
 - Perform a risk assessment based on input from stakeholders and third parties.
 - Benchmark ESG performance against competitors and industry.
 - Identify criteria for short and long-term ESG actions; e.g., investment and risk trade-off.
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- Establish specific, high-level corporate ESG goals.
 - Assign ESG leadership roles with mandates to develop and execute projects.
 - Understand your financing needs and the options available to fund your ESG program.
 - Develop and implement your ESG communication plan.
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- Learn what ESG information stakeholders want reported.
 - Discuss the ESG reporting standards and best practices with a third party.
 - Evaluate the data from your risk assessment to understand your ESG story.
 - Combine the data into an ESG report.

Learn how your company can implement these first steps of your ESG journey by downloading our new ebook, **Getting Started With ESG: What Every Company Needs to Know.**

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Connect With Our Team of Experts to Take the First Steps on Your ESG Journey

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