



Spelling out

E S G

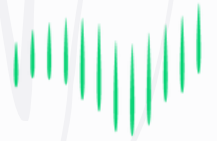
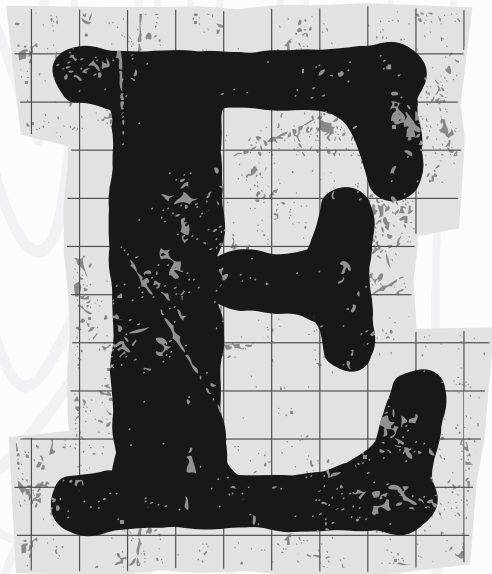


Let's be real...

The components that make up “ESG” are **not buzzwords or optional add-ons**, they represent fundamental elements of modern business.

Whether or not you use the term “ESG,” its key elements — Environmental, Social, and Governance — are what stakeholders evaluate when assessing your company’s integrity and impact.

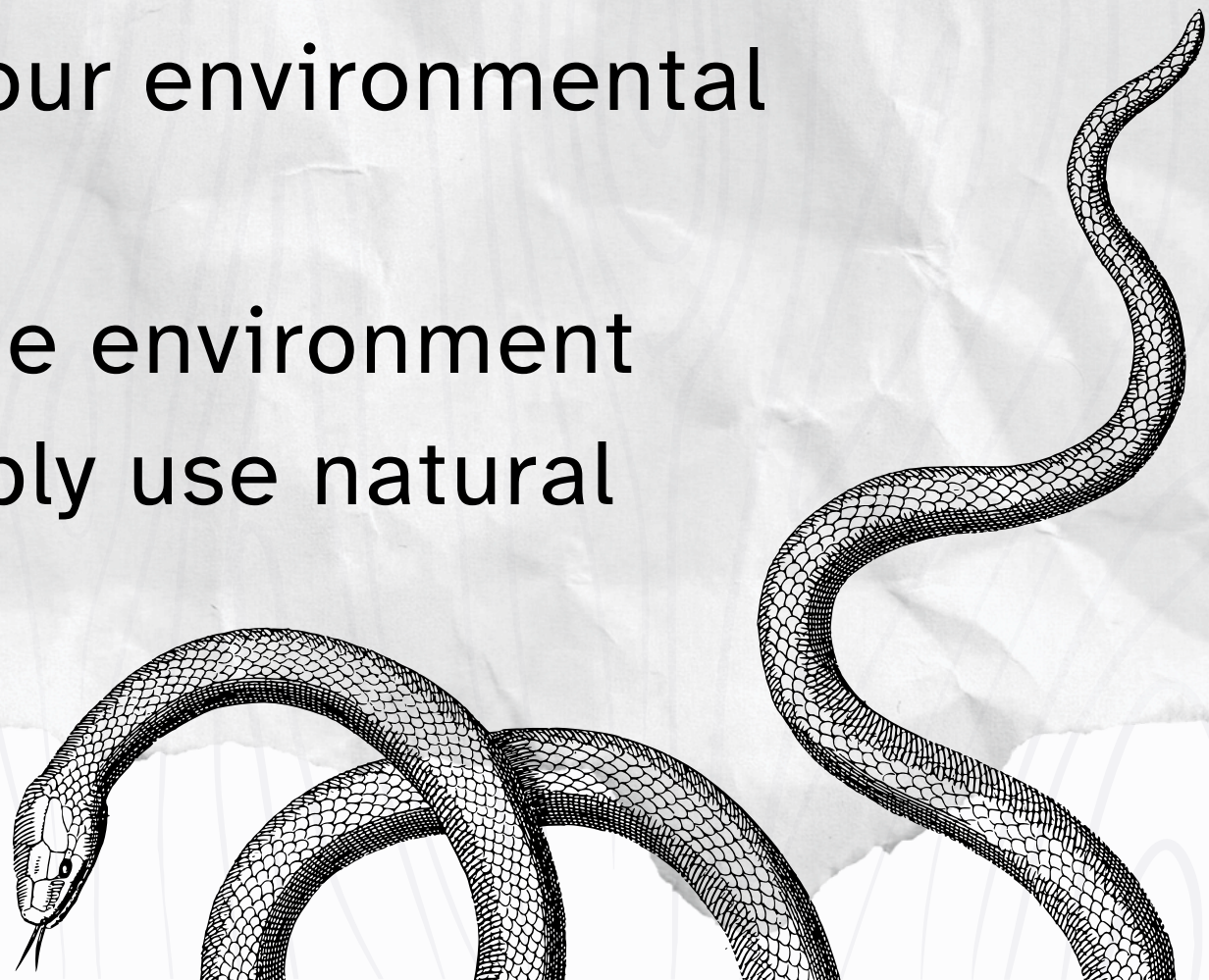
Let’s look into what each component entails.



is for Environmental

Do you...

- Reduce your environmental footprint
- Protect the environment
- Responsibly use natural resources



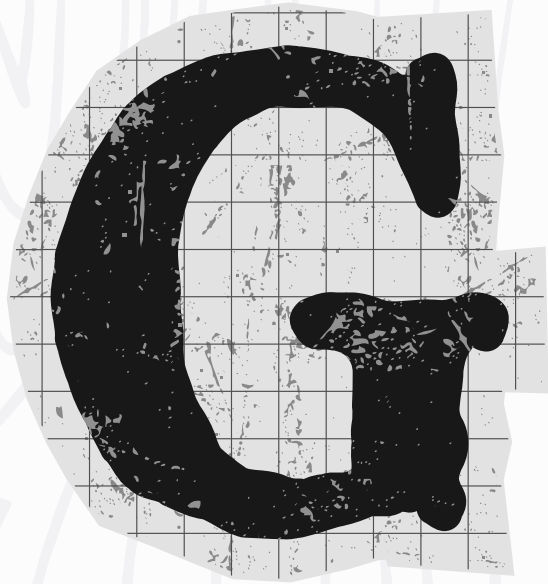


is for Social

Do you...

- Improve people's lives
- Care for your employees
- Offer equal opportunities





is for Governance



Do you...

- Positively contribute economically
- Have ethical and fair business practices
- Have operation and supply chain transparency





It's all connected

Just like all our reputation metrics, **E, S, and G** are intertwined.

How your business addresses Environmental concerns says a lot about your care for communities (Social) and how your company operates (Governance).

Committed efforts in these key areas will elevate your reputation across the board.

Your stakeholders are watching



Read the full Ultimate Reputation Guide
for more insights

