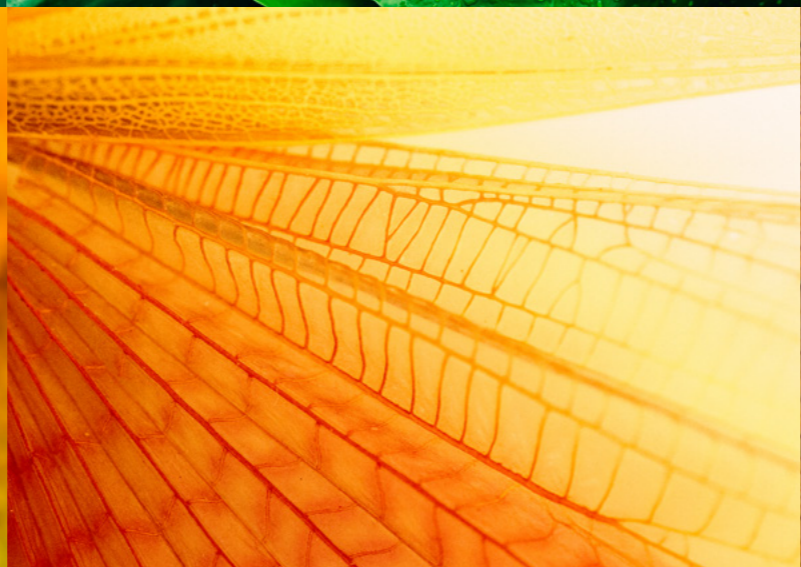
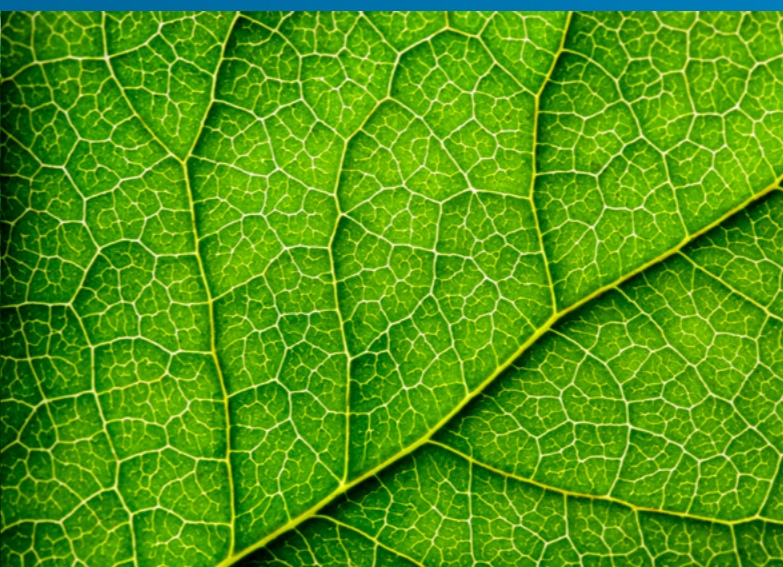


ESG A STORY WORTH TELLING



In this paper, you'll discover:

The 4 Ds of ESG

03 From commitments to
credible communications

Our latest ESG thinking

07 Our perspective in the
run-up to COP26

Actions not Words series

09 Showcasing ESG innovators
and behaviours

ESG is not a nice-to-have

It's the lens through which business
needs to focus, act and evidence.

As the lens of ESG clarifies and intensifies business behaviour, the big net zero commitments and rhetoric are starting to be delivered with bold moves. Be warned: there will be no place to hide. ESG must be central to operating practices.

The data that underpins your ESG commitments, needs to be evidenced and transparent. And communications need to cut through the net zero cacophony to ensure E, S and G ambition is heard and understood.

That's why, to deliver our purpose to transform the world of finance for the better, we're working with companies to help them accelerate and communicate change towards a future where not only can their business and audiences thrive, but society and the planet too.

The 4 Ds of ESG

To help our clients meet their increasing ESG commitments and ambitions, we've developed the 4 Ds of ESG, to ensure credible and impactful communications.

They focus on addressing four key areas of challenge, and result in greater alignment between Sustainability and Marketing teams, in order to surface the data-led sustainability proof points and avoid the reputational risk of greenwashing.

They aim to deliver a consistent, differentiated and evidence-based narrative that a business can operate by, and be recognised for by, all stakeholders.

The 4 Ds

Confidence in ESG-related marketing and communication campaigns is dependent on getting the 4 Ds right.

What do you need to do?

DATA

Identify data-led key messages and validate against stakeholder expectations.

- ▷ Benchmark performance against best practice.
- ▷ Prioritise owned and easily accessed data in the public domain.

DARING

Agree daring commitments to underpin a compelling and ownable narrative for impactful ESG communications.

- ▷ Companies need to dare to take a leadership role, rooted in their purpose and for the long term.
- ▷ Be bold. Be all in. Galvanise internal pride.

DISCLOSURE

Showcase audience and market-specific content, recognising different levels of ESG appetite.

- ▷ Use journey maps to provide tiered, visualised information to increase engagement and transparency.

DIALOGUE

Develop ongoing stakeholder dialogue to meet evolving sentiment.

- ▷ Recognise changing ESG sentiment by stakeholder – from consumer; investor; adviser; media – and tailor communications.

The lens of ESG is here to stay

Now is the time for brands to reset, to lean into their purpose and their commitments to their employees, community and investors.

Helping to transform the world of finance for the better is what gets us out of bed each morning. We thrive on making a difference, by creating more inclusive, transparent and fairer financial brands.

We all have a part to play in realising the full potential that financial brands and financial services can play in creating a world worth inheriting.

HERE'S HOW WE'VE HELPED

realise credible and impactful ESG communications:



Unlocking
the power
of advice

Women are much less likely to invest, feeling the investment market is not for them, and so miss the opportunity for money to work as hard as it could – which is a dramatic issue for society and the industry, as women live longer and are wealthier than ever before.

We helped create a movement led by Fidelity, to unlock the financial power of women, with high-impact creative, supercharged thought leadership, digital and social content.



Short-term real estate financing is a cottage industry, with lots of companies doing a bad job, Atelier saw this as an opportunity to do it the right way. Atelier's custom property finance solutions are designed in collaboration with brokers and developers, driven by technology, and strive to make a positive lasting impact on communities and the environment.

As a responsible lender, every loan balances opportunities and risks, identifying and taking into account the environmental, social and governance impact of the finance it provides. We were tasked with creating a unique proposition and visual identity for the Atelier brand, and the development and delivery of its go-to-market brand launch.

The new brand is being launched in September, with a brand-new look and feel, website, brand film, thought leadership and promotion across email, social and press. Atelier constantly challenges itself to be better and do better, and later in 2021 we will also be helping it launch an industry-first sustainable lending programme, to incentivise smaller SME developers to reduce the carbon impact of their developments. Atelier's long-term goal is to be the first company to lend solely on net zero carbon real estate.



The FRC's UK Stewardship Code sets out high expectations of those investing money on behalf of UK savers and pensioners.

J O Hambro Capital Management (JOHCM) came to us for help in producing its first Stewardship Code report in early 2021, with a view to become a signatory to the code. Importantly it was also an opportunity to present the ethos and story of the company to clients and prospects, outlining the new journey it was on.

As this was also the first piece of fully designed marketing content JOHCM had gone out with, we established the thematic design concept and set up a template for the document, as well as full design and copy.

HERE'S HOW WE'VE HELPED

realise credible and impactful ESG communications:



edentree
investment management

While its fund performance was stellar, ethical specialist Ecclesiastical Investment Management was underachieving against rivals.

Taking a digital-first approach, we completely rebranded EIM, positioning the new EdenTree brand as an investment service that lets everyone invest ethically and profitably.



Foresters
Friendly Society

Lockdown provided a special moment in time for us to help Foresters Friendly Society to reach the often-overlooked young family audience.

We used social and a beautiful board game to teach children about money management, and how to build their financial future. Reaching 1.2 million people, it's not surprising it was shortlisted for the Best Cause-Led Influencer Campaign.

HAPPY-SPEND HOPPER

STORING SQUIRREL



VESTPOD

Women are mobilising around gender issues. We saw potential in galvanising a tribe of women around money, and investing through Vestpod's social network.

Utilising Vestpod's current social channels, we targeted this audience with a fresh look and feel, and encouraged engagement with content to help provide a public voice on the issues at hand.

Our latest ESG thinking

We know that the second half of 2021 will have a snowball effect of bold environmental actions, as we build towards COP26 in Glasgow, where the eyes of the world are expecting the world's leading financial centres, such as the City of London, to lead the way to achieve a zero-carbon future.

But carbon reduction is just one part of the E challenge, with nature-positive strategies now increasingly expected. Outstanding S remains a company's licence to operate, and of particular importance in Asia, while failure to recognise the importance of G can be toxic for the future.

“ To identify the largest opportunities and to manage the associated risks, disclosures of climate risk must become comprehensive, climate risk management must be transformed, and investing for a net zero world must go mainstream ”

MARK CARNEY

A few quick THOUGHTS

“ Be warned, there is no place to hide on ESG. It has to be central to business operating practices and communications. It’s the lens through which business needs to focus, act and evidence ”

KIRSTY MAXEY, CEO

[▶ LISTEN NOW](#)

“ Our work in APAC has highlighted the distinctive and varied regional nuances, not just in communication terms, but what the focus should be. There are very different drivers that easily contradict a centralised or global perspective ”

JAMES MAXWELL, ECD

[▶ LISTEN NOW](#)

“ As the urgency around climate and biodiversity intensifies, we need innovative solutions to protect, nurture and regenerate our planet and society. Natural capital is the emergent asset class set to save both ”

FIONA COUPER, CMO

[▶ LISTEN NOW](#)

A few quick THOUGHTS

“ It’s rarely considered that your money has its own carbon footprint, and your pension is potentially the largest contributor. The collective impact of switching out of default funds into ESG funds is enormous ”

EMILY THOMPSON, COMMUNICATIONS STRATEGIST

[▶ LISTEN NOW](#)

“ Banks are under great pressure to help create change on a global scale. With perceptions of greenwashing rife within the industry, implementing an effective ESG strategy needs to be thought of as way more than a marketing and PR activity ”

WENDY WATHERSTON, PR DIRECTOR

[▶ LISTEN NOW](#)

“ Governance can sometimes be given a backseat in ESG. It should always have a seat at the table, as it’s critical not only to business success but also to creating a positive culture ”

ELLIE POCOCK, PR ACCOUNT DIRECTOR

[▶ LISTEN NOW](#)

Actions not Words series

In the run-up to this year's COP26 Climate Summit in Glasgow in November, we shine a spotlight on the leading companies, products and behaviours that support the call for the UK to develop a world-leading net zero financial system.

➤ WATCH NOW

iCLIMA EARTH

iClima Earth is a London-based, green impact fintech that's redefining climate change investments. Motivated by the concept that the best way to reduce CO2 equivalent (CO2e) in the atmosphere is by not emitting in the first place, it seeks out the companies that can decarbonise the planet. It has launched the world's first decarbonisation ETF, which offers exposure to companies that offer products and services that enable CO2e avoidance solutions, and quantify that impact.

Its research data and methodology lead with the E, integrate the S and G as risks into its analysis, and is shared openly. The ETF focuses on five sub-sectors: green energy, green transportation, water and waste improvements, decarbonisation-enabling solutions and sustainable products; while its single-minded metric, in terms of gigaton of potential avoided CO2e emissions, ensures transparency and evidence that the investment market is often missing.

Why is it important?

Innovative products such as iClima Earth's Decarbonisation ETF are answering the demand from investors, regulators and customers for the banking sector to reduce its exposure to climate risk. iClima Earth's Decarbonisation ETF is an investment vehicle for those who want to go further, not only avoiding climate risk, but actively supporting the innovators that will reduce carbon being produced in the first place. It's a product with impact, that can be fully measured. It's the perfect example of purpose and profit in harmony.

➤ WATCH NOW

CULTIVO

With offices in the US, UK and Mexico, Cultivo is a California-based fintech with a mission to unlock investment in nature, at scale. Purpose-led, to take care of nature so that nature can take care of us, it is an innovator in developing an asset class that provides a healthy financial return, as well as positive natural and social returns and employment creation. The projects it secures investment for are carefully selected using a biodiversity-first approach, and are analysed to forecast the value of their natural capital.

Using the principles of protect, manage and restore, Cultivo has developed a special-purpose instrument that allows institutions to invest on a commercial basis, with returns coming from carbon and biodiversity offsets, and other factors such as improved soil quality or eco-tourism. Cultivo's ambition is to unlock \$1 billion of investment over the next five years in at least 3.5 million hectares of restoration projects, including forests, grasslands, wetlands and regenerative agriculture.

Why is Cultivo important?

In the global race to net zero, nature-based solutions could account for 30% of carbon mitigation goals, but currently attract only 3.0% of the funding allocated to emissions capture. The key is to bring in finance, but in a responsible and sustainable way. Cultivo is creating an innovative investment and financing nature-based vehicle, which works in partnership with the investors, landowners, NGOs and project developers. It's a global solution for a global challenge. As it says, only by working together can we restore and protect nature at scale.

ALLIANCE TRUST

Last year, investment trust Alliance Trust pushed the boundaries of good corporate governance, addressing a significant industry issue: customers who'd become separated from their assets – bank accounts, pensions, investments, life insurance and more. Research agency Gretel estimates this now affects almost 20 million clients, with a total lost value exceeding £50 billion. Separation takes place easily: people move without telling providers their new address, die without their families knowing which products they have, or simply forget they have them.

While there's no mandatory obligation on a provider to actively track down and reunite families with their assets, it's not only putting the customer first, it's also a practical demonstration of good corporate governance.

Why is it important?

It would have been easy to do nothing, but Alliance Trust practised great governance, by setting out to reunite shares with shareholders, many of whom were not even aware of their shareholdings. In some cases this amounted to tens of thousands of pounds. Good corporate governance leads to increased investment and improved shareholder approval, and it's still sufficiently uncommon to be seized upon by the media when they hear about it; in this case resulting in highly positive coverage in the Mail on Sunday online.

When our industry is often seen as the fall guy for consumer debt, repossessions and wider societal woes, actions such as Alliance Trust's speak positive volumes for it, UK financial services, and how we can all build back better following the pandemic.

Create **STORIES** worth telling



Teamspirit

Come talk to us about your ESG
ambition and let's create the stories
worth telling together

hello@teamspirit.uk.com

