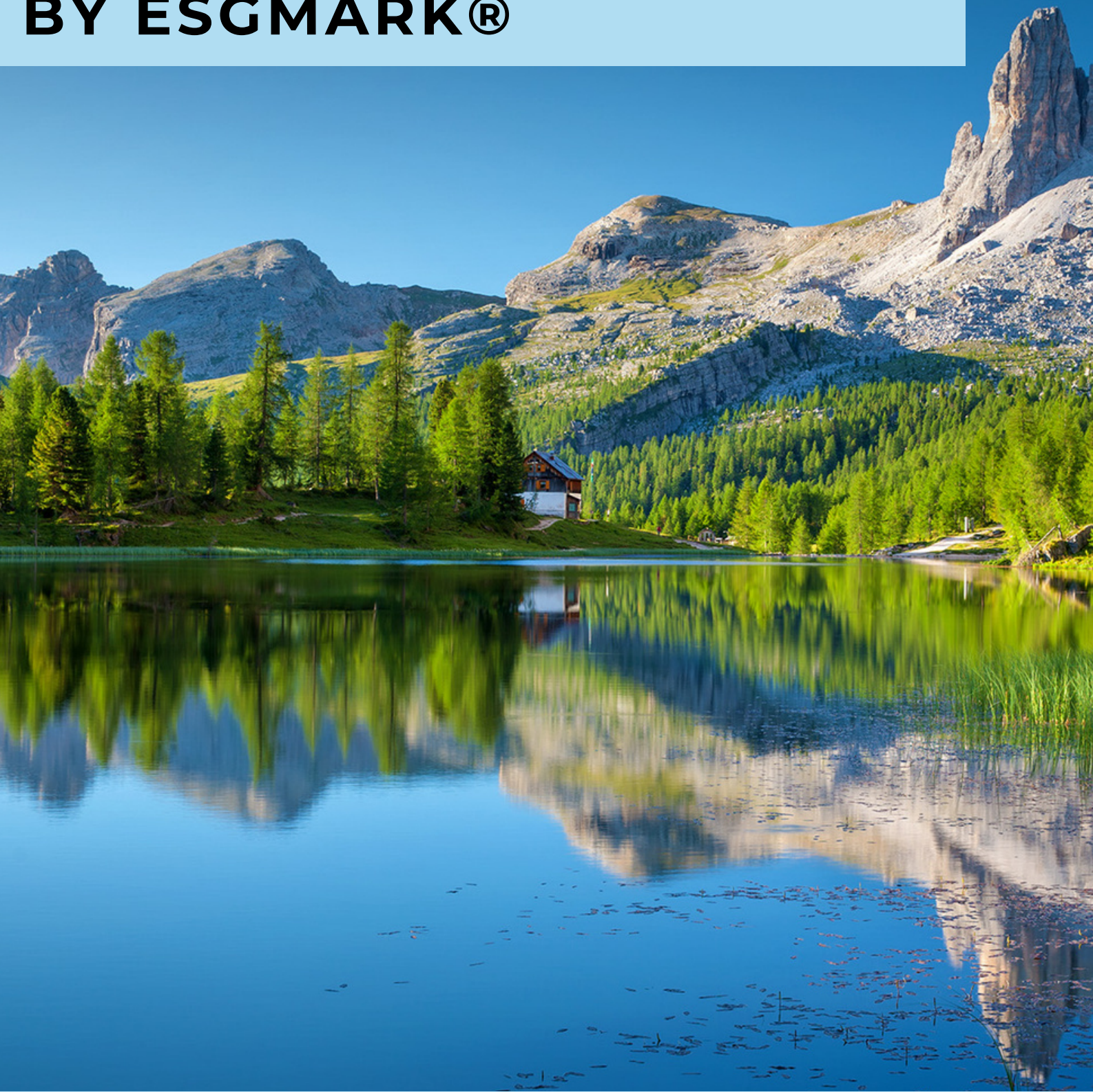


AN INTRODUCTION TO ESG BY ESGMARK®



mgi worldwide

WITH
CPA ASSOCIATES INTERNATIONAL





WHAT IS ESG

ESG stands for environmental, social and governance.

In simple terms, ESG encapsulates a way of doing business that considers strong performance evaluated through these three non-financial lenses, as equally important as pure financial performance.

ESG objectives help businesses to contribute to achieving the UN's Sustainable Development Goals, which are a blueprint for safeguarding the planet and improving the lives of global citizens.

As the concept has shot to prominence in recent years, stakeholders including investors, clients, employees and partners are increasingly demanding that the businesses they associate with can demonstrate strong ESG credentials.

WHO ARE ESGMARK®?

ESGmark® is a community of like-minded businesses, joining together in our shared goal of making business a force for good. Achieving the ESGmark® certification is evidence that an organisation demonstrates strong ESG credentials and is committed to a journey of positive change. It is a symbol of trust and distinction, which allows stakeholders to identify organisations who believe in and act to deliver a fairer, more sustainable future.

ESGmark®'s mission is to inform, educate and empower organisations to act, help them navigate their ESG journey and to promote their ESG credentials to their stakeholders.



HOW TO GET STARTED

It can be overwhelming to know how to start considering your ESG strategy. Below we have indicated just some of the many considerations involved in conducting an ESG assessment of your business. We hope this provides food for thought and prompts the beginning of a conversation within your business.

A vertical light blue bar is positioned to the left of the 'ESG' text. The background of the page features a misty forest scene with tall evergreen trees and a soft, hazy atmosphere.

E

- Have you taken any steps to assess and mitigate your carbon footprint?
- How does your office manage its waste disposal? Are staff given the opportunity to recycle all recyclable materials?
- Is the energy supply to your office(s) from a renewable source?
- Do you assess the environmental credentials of your suppliers?

S

- Do you have a broad suite of policies to ensure all your staff are fairly treated and represented, and have the opportunity to voice any concerns?
- Are your staff policies updated on a regular basis to keep up with local best practice?
- Do you/ how do you monitor the treatment of staff within your suppliers and supply chain?
- How does your firm contribute to the wider community? Does your firm support any charities?

G

- Would your business benefit from the involvement of independent non-executive directors?
- How are your financial and non-financial KPIs communicated to the company as a whole?
- Are ESG factors reflected in your everyday business making decisions?
- Who has responsibility within your firm for delivering and monitoring the ESG strategy?



ESGmark® is proud to be working with MGI Worldwide to deliver comprehensive education on ESG strategy to member firms.

If you would like to begin your firm's ESG journey, please do not hesitate to get in touch at info@esgmark.co.uk.

For the latest news and thought leadership from the ESGmark® team and community, please follow us on LinkedIn here.

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