

How we live
is what
makes us
Real ♡

Living Your Values

Incorporating ESG Into Your
Personal and Professional Life

OVERVIEW

The Rise of ESG Globally

PASSION LED US HERE

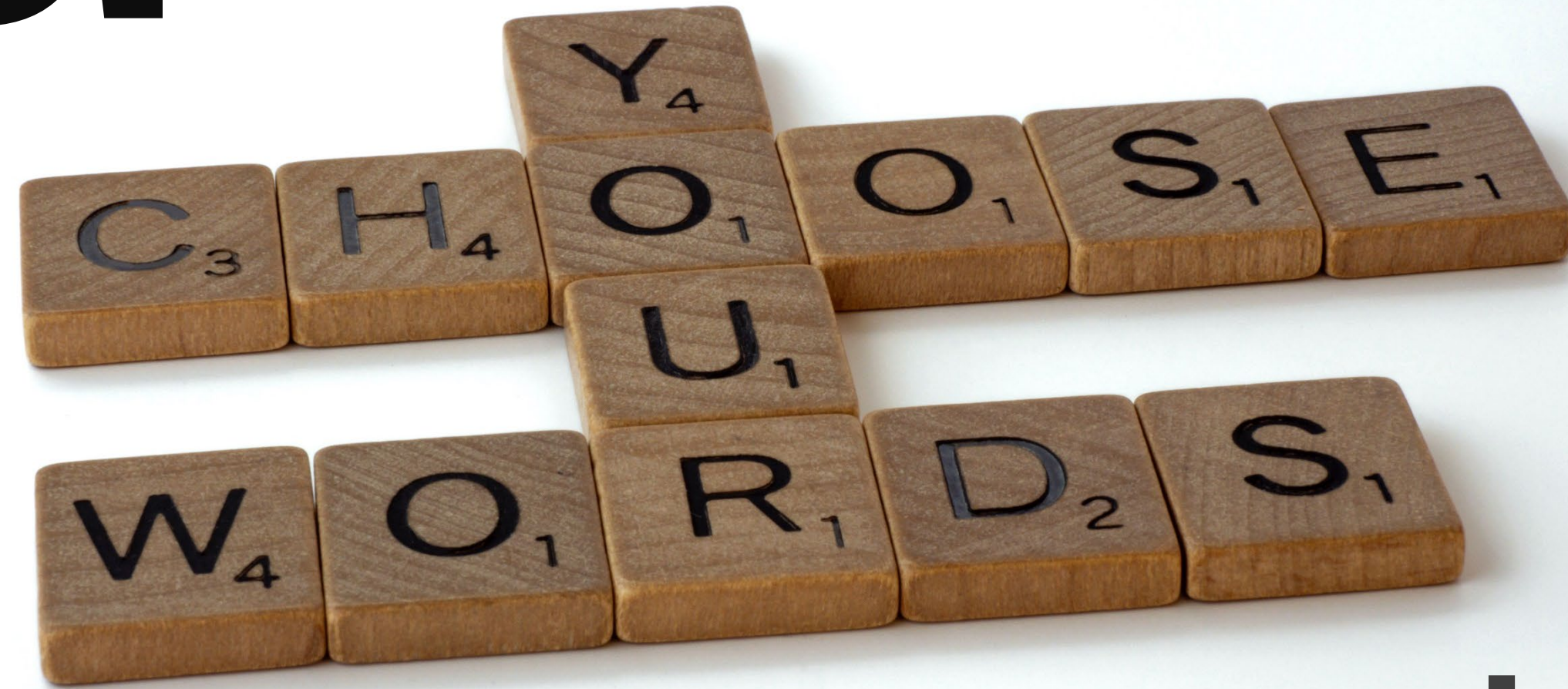
ESG

corporate
citizenship

CSR

sustainable
development

cause
marketing



PURPOSE

sustainability

corporate
responsibility

**SOCIAL
IMPACT**

UNDERSTANDING THE SPECTRUM FROM CSR TO ESG

While the origins of what today is known as CSR, ESG or sustainability date back to WWII in some companies, largely CSR departments rose to “table stakes” over the last 30 years. Today, these functions inside companies are rapidly enhancing sophistication, and the function’s evolution is faster than ever before.

Philanthropic Investment

As corporations developed enhanced community relations programs, especially when profits increased, corporations invested tax deductible dollars to support community needs.

Minimum
Expectation

Community Relations

As far back as WWII, corporations were expected to interact with the communities where they operate.

Minimum
Expectation

Employee Volunteerism

Both corporate employees and community partners see an opportunity to support community needs with donated time and talents.

Experience-Based
Expectation

THE SPECTRUM FROM CSR TO ESG

Recent rapid
evolution
continues

Corporate Social Responsibility

Companies create departments specific to CSR, often with a responsibility for social investments as well as reporting and transparency.

**Normative
Expectations**

Sustainability

CSR departments grow beyond social responsibility to responsibility including business-focused results and long-term sustainability – for the company, people, and the planet.

**Ideal
Expectations**

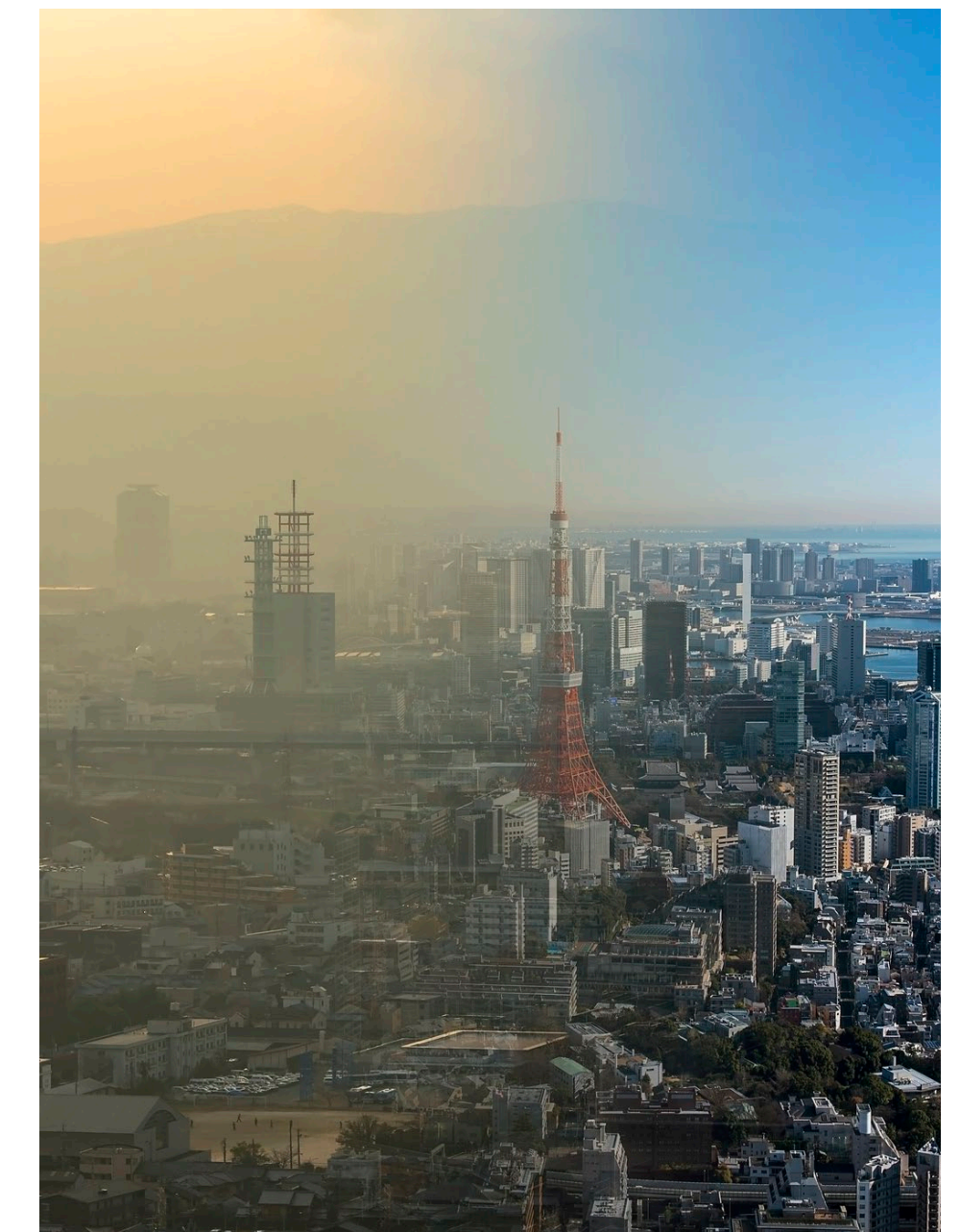
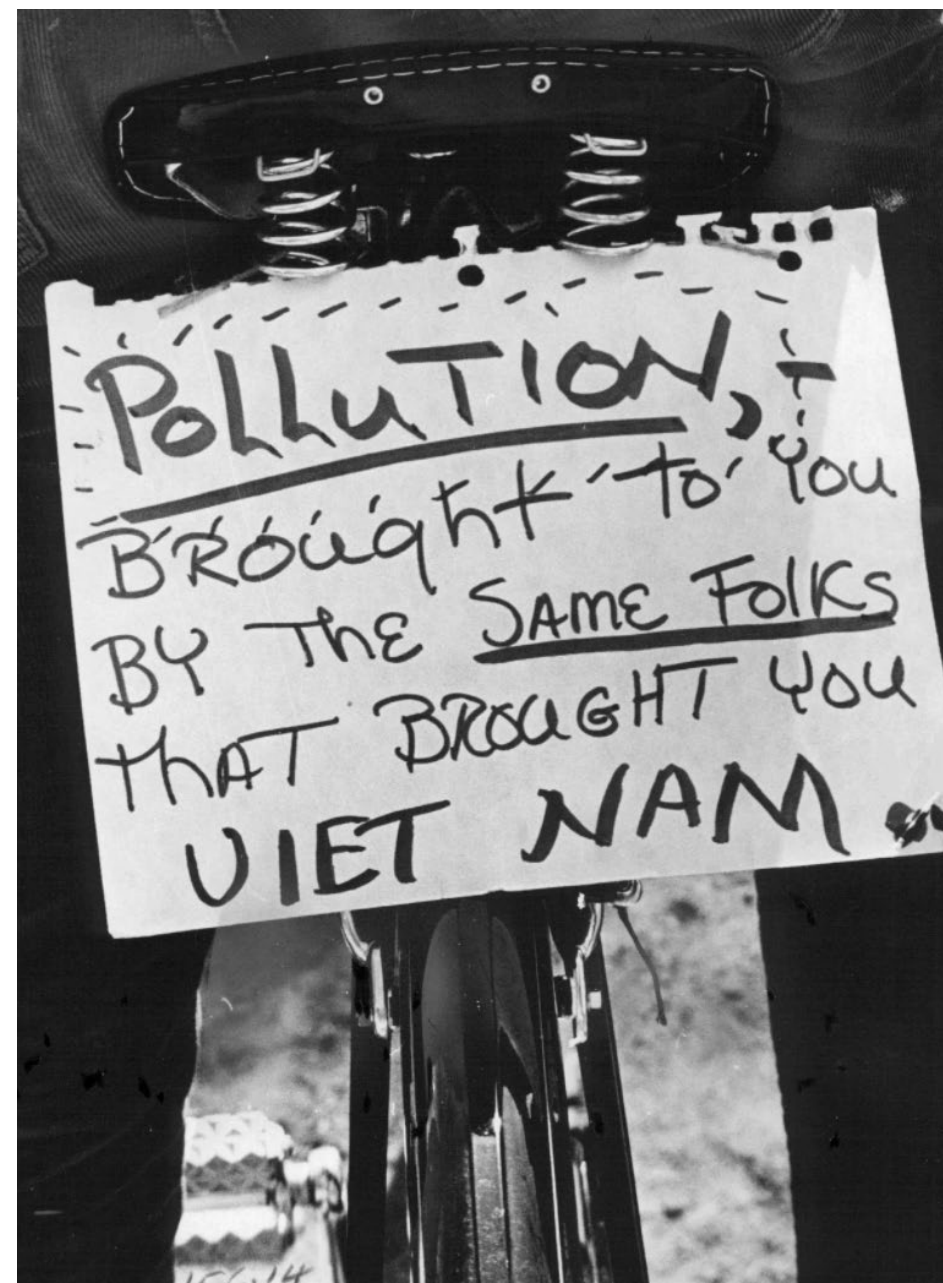
ESG and Business Transformation

Environmental, social and governance factors are actively considered in the business' models and strategy.

**Growing
Expectations**

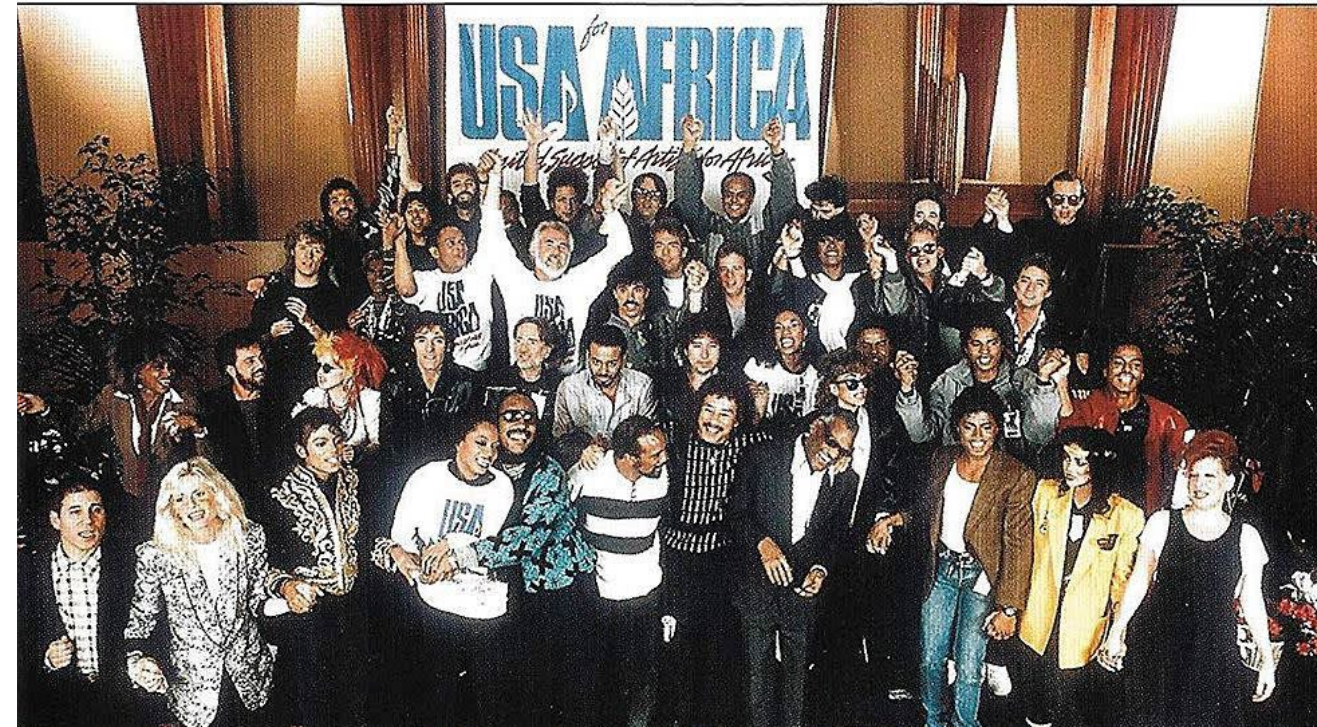
“SAVE THE EARTH” GAINS GLOBAL TRACTION

Activism and environmentalism collide following the Vietnam War and rise over decades leading to 1990’s Clean Air Act and other key legislation around the world.





We Are The World THE STORY BEHIND THE SONG



SOCIAL ISSUES RISE

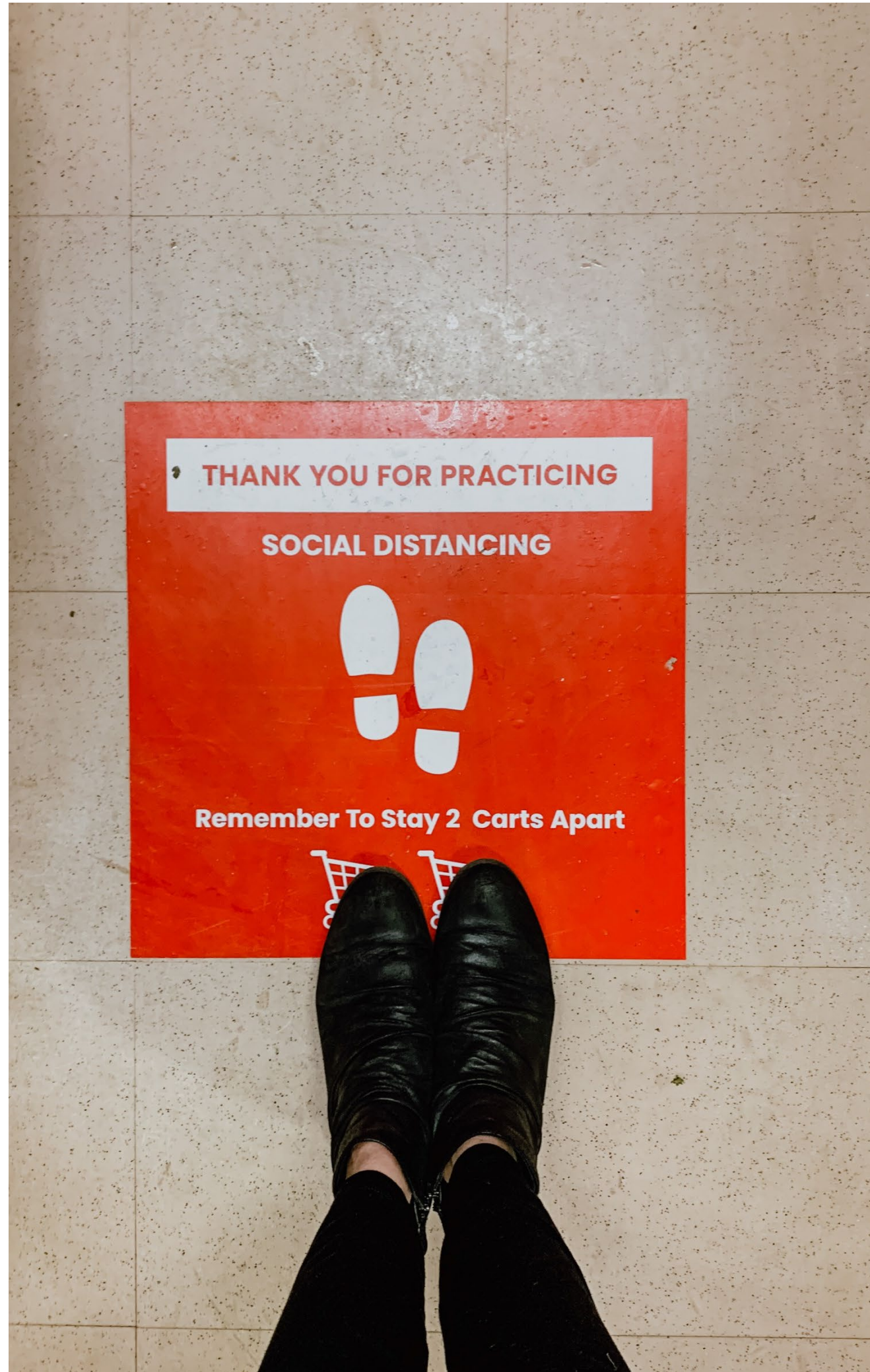
World hunger, the AIDS epidemic, and other global social issues take center stage as celebrities and world leaders draw attention to key issues. Charitable giving rises steeply



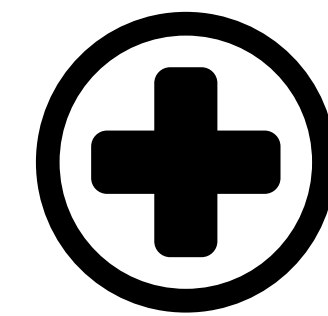
CORPORATE TRUST WANES

The 2000s produce the largest corporate scandals in history.

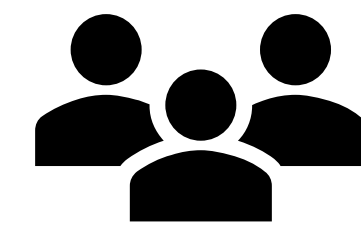
From Enron to Lehman Brothers, Bear Stearns and AIG, company after company experienced public scandal, bankruptcy and ruin in a short period. The tech bubble burst, the housing bubble burst, and consumers didn't know who to believe.



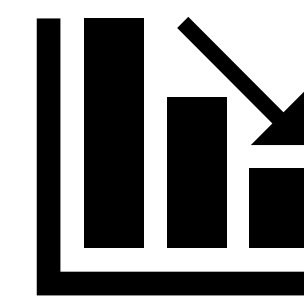
COVID BOOSTS ESG AWARENESS



Can I trust I'm safe with you?



Are you taking care of your people?



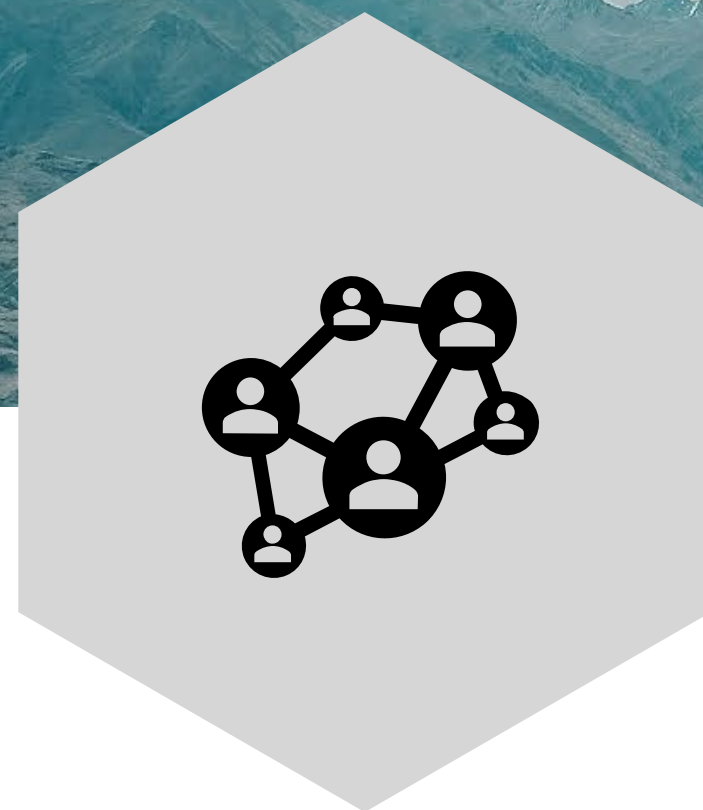
Will you still exist post-pandemic?

UNDERSTANDING THE ESG LANDSCAPE



Environment

Climate, resource usage, waste, regulations, activism



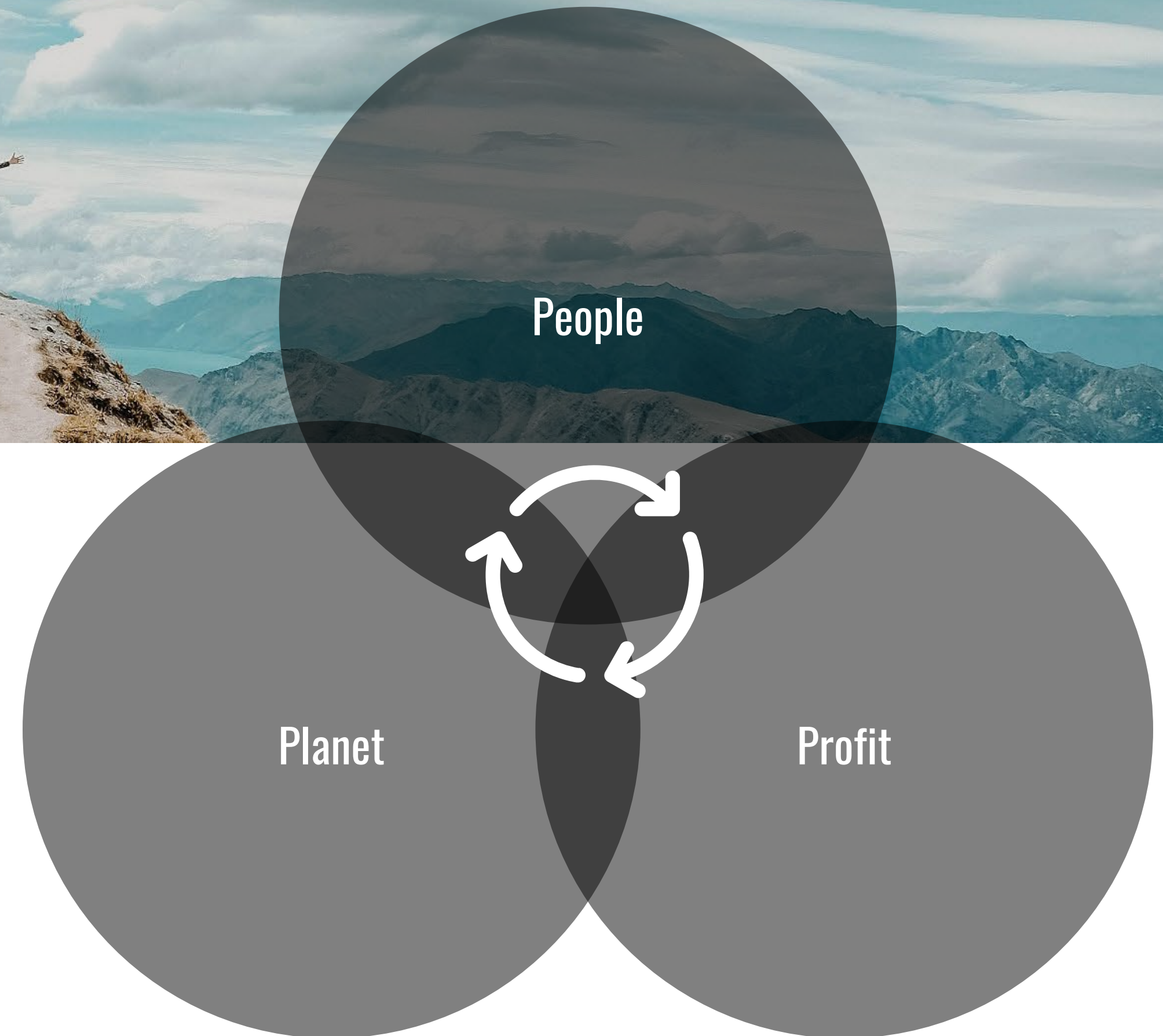
Social

Human capital, stakeholder relations, social programs



Governance

Board governance, annual reporting, corporate policies





LIVING YOUR VALUES

With Your Time and Talent, Your Habits and Choices





FIND YOUR “WHY”

- Who are you professionally?
- What makes you tick personally and professionally?
- What does the future look like for you and your family?
- What are you afraid of?
- What gets you fired up?
- Who do you want to help succeed or grow?

On one hand: CEO
On the other: Aunt to 7!

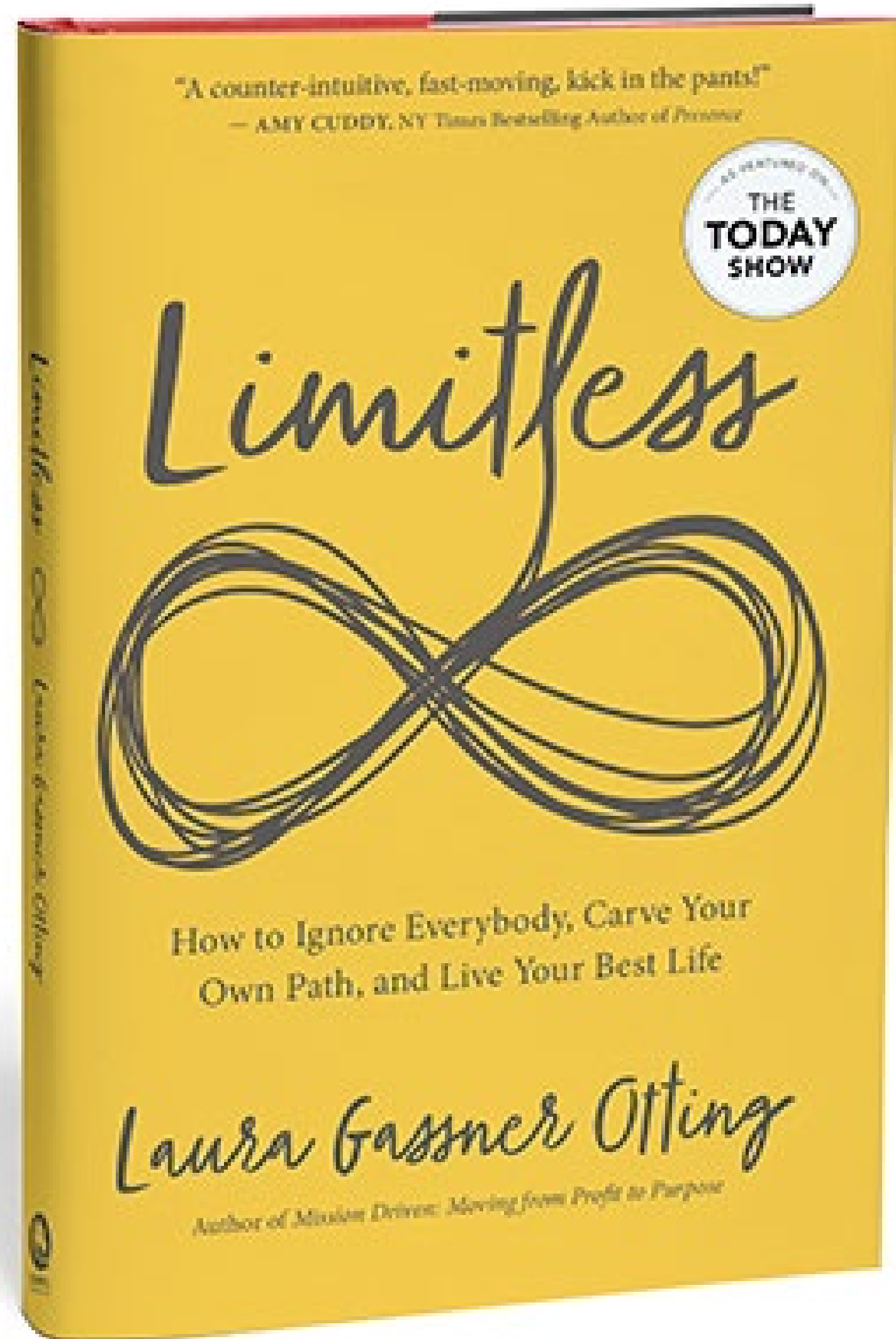




GIVING TIME AND TALENT

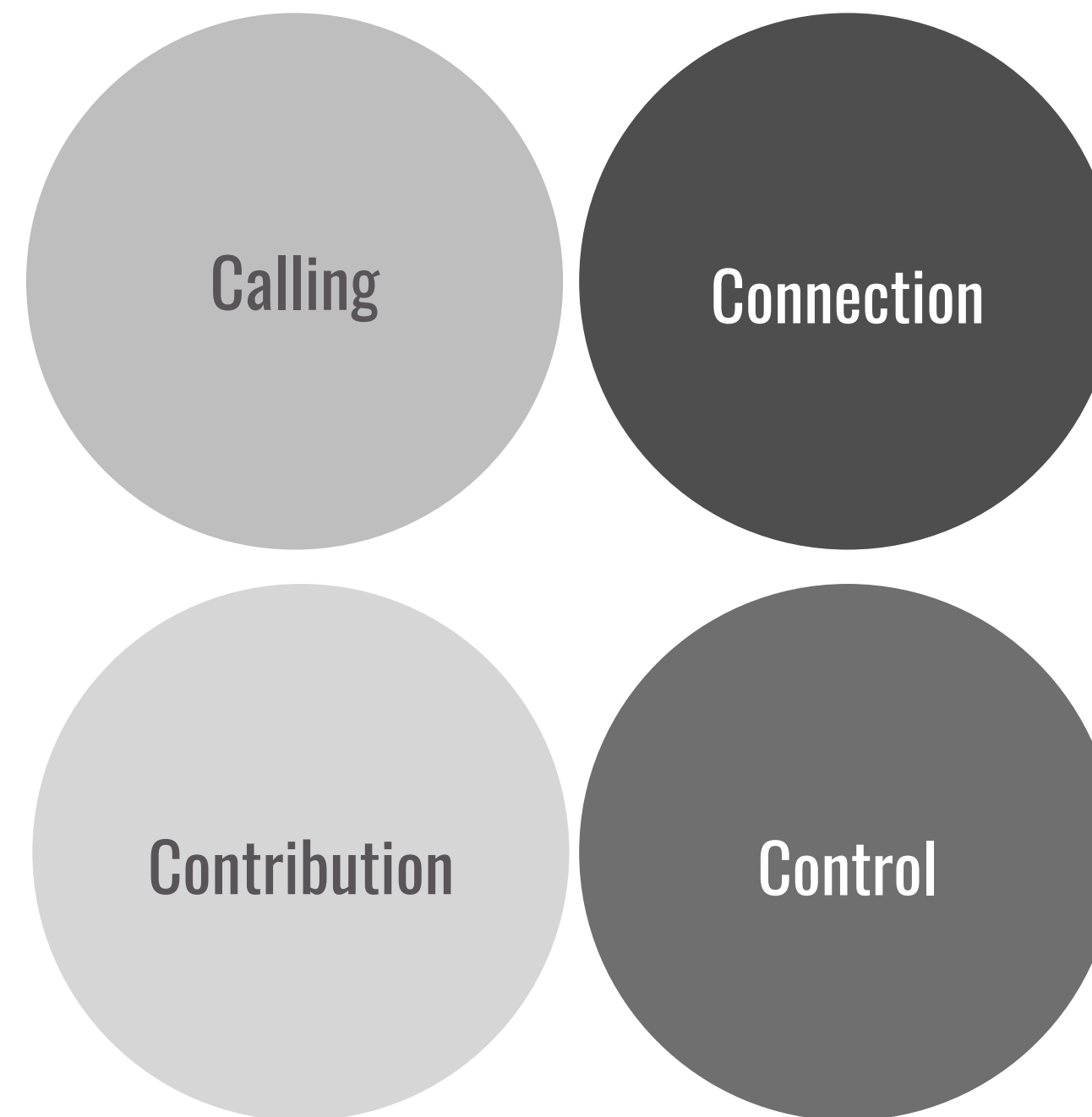
To Causes You Support





Achieving “Consonance” In Your Life

Consonance is “the sense of frictionless belonging, of momentous stride, of core relevance. It is a guiding force that reveals how your work contributes to your overall life’s plan.”



Four Key Questions

- Will doing this thing help you?
- Will it help others?
- Will it bring you joy?
- Can (or should) someone else do it?

CONSIDER THE KIND OF VOLUNTEERISM MOST INTERESTING TO YOU



- All volunteerism is important but understanding what's most important to you can help formulate the most connected approach to an opportunity
- Consider Deloitte's framework for types of volunteerism (left) and the kinds of competencies each level of volunteerism can inspire in your work.



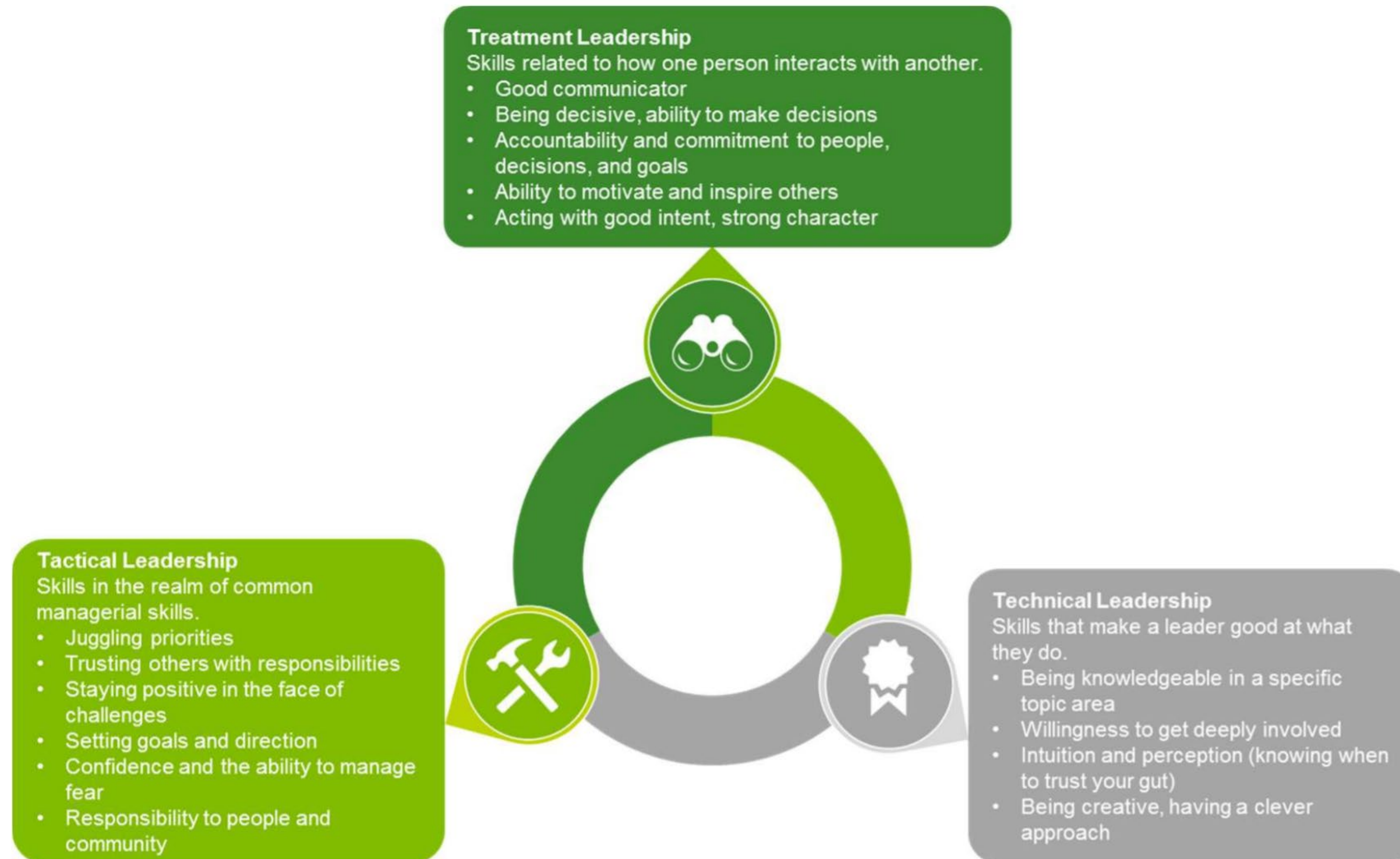
68% of nonprofit respondents report that they **don't have enough financial resources to do the work they do.**

25% of nonprofit respondents report that **they are responsible for more than one role at their organization.**

SKILLS MATTER

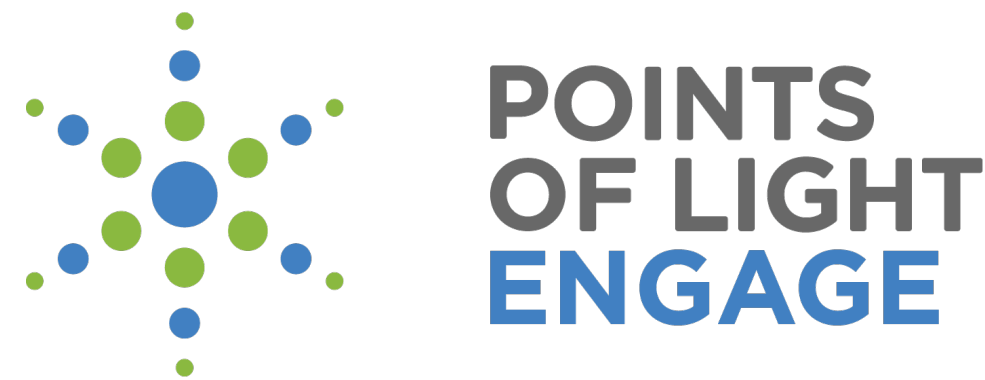
Skills-based volunteerism has the highest impact of any type of volunteerism in nonprofit organizations. Use your resources, abilities, talents and networks to help a nonprofit meaningfully scale their resources and expertise.

CONSIDER VOLUNTEERISM AS A LEADERSHIP DEVELOPMENT OPPORTUNITY



Different types of volunteerism connect to different types of leadership. How will your volunteer activities help you develop skills necessary in building your career?

FINDING VOLUNTEER OPPORTUNITIES



Points of Light's Engage Platform

Search thousands of volunteer opportunities around the world based on your location and keywords.

<https://engage.pointsoflight.org/>



Taproot Foundation's Taproot Plus Portal

Find skills-based volunteerism project by linking your LinkedIn profile and searching projects in every topic, social issue and locations around the world.

<https://engage.pointsoflight.org/>



VolunteerMatch

VolunteerMatch's Virtual Opportunities Portal

Find volunteer opportunities with nonprofits in your local community.

<https://www.volunteermatch.org/>



ProBono.net

Explore ProBono.net's national and regional justice networks to identify pro bono-specific volunteer opportunities.

<https://www.probono.net/network/our-networks/#regional>



Become a Hub for a Cause in Your Organization

- Share what you learn and experience as a volunteer across your company
- Watch for cause-related news stories and industry topics to share across your organization
- Take time to learn about the organizations/causes supported by your company and in your field

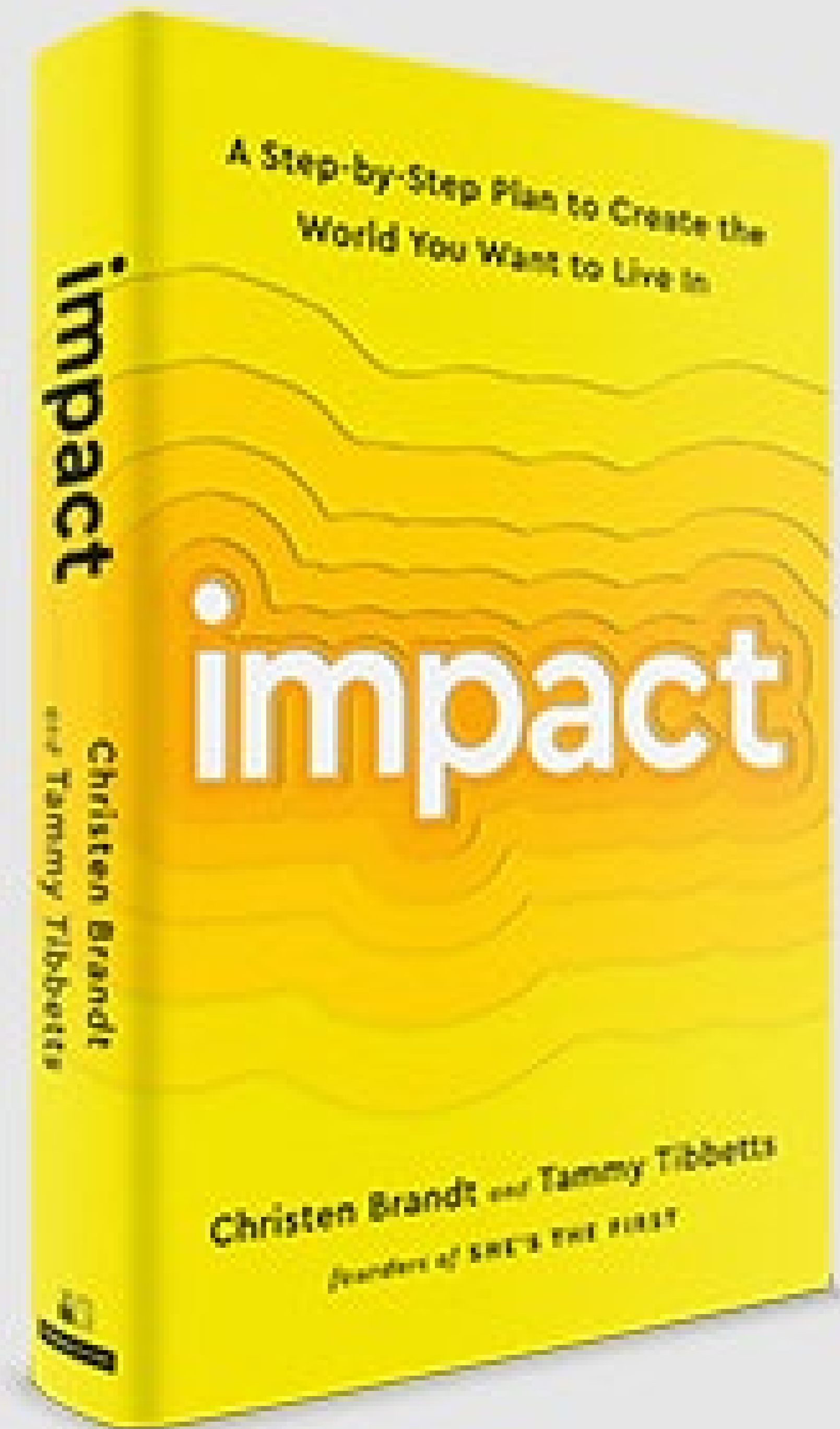
**SHARE YOUR
IMPACT WIDELY**



INVESTING IN CHANGE

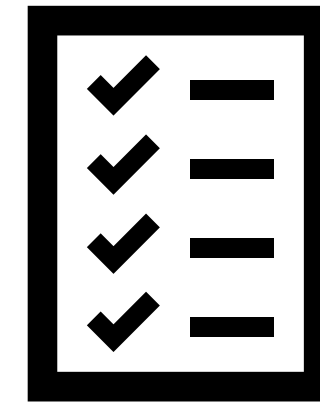
You Can Believe In

MAKE A CHANGE.



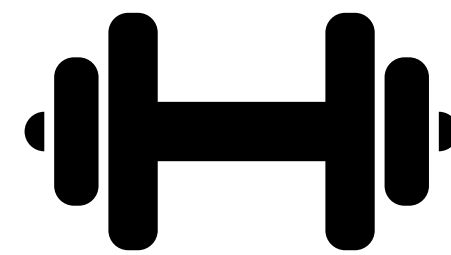
Consider the Kind of Investments You Can Make

Christen and Tammy recommend separating your impacts into three key categories:



Every Day Impact

- Something you can do quickly without too much energy.
- Something you can easily afford.
- Can be a habit or recurring action.
- Fits easily in your daily life.



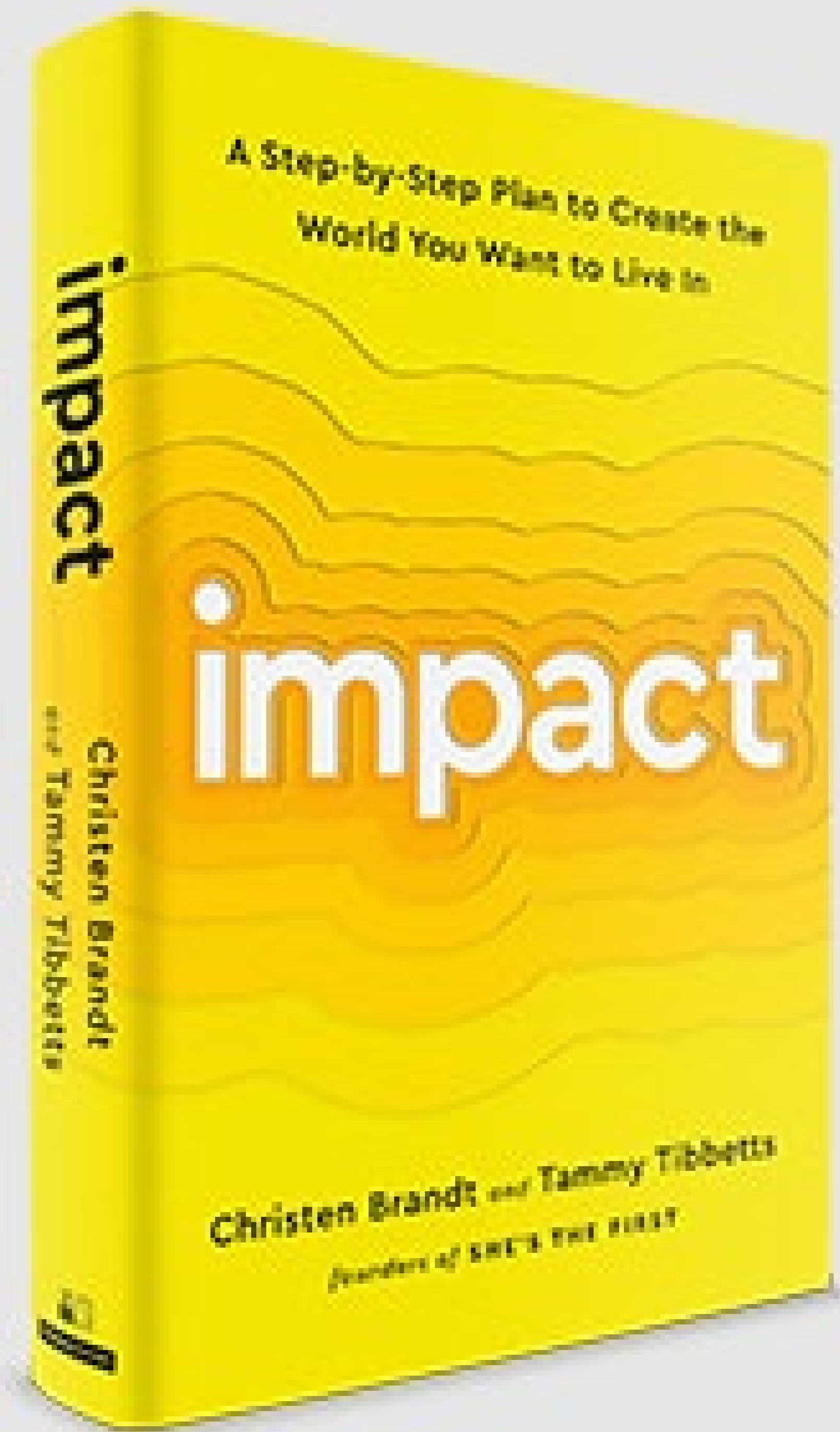
Medium Effort Actions

- Requires slightly more time, energy, funds or resources than everyday actions.
- Can be ongoing projects or volunteer roles.
- Might make you stretch a little to achieve.



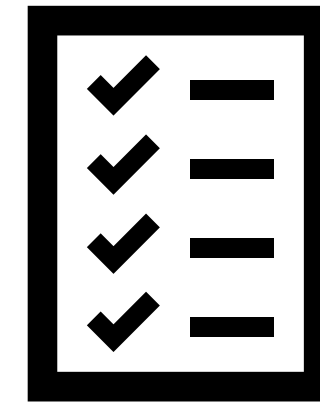
High Effort Actions

- Involves big, audacious goals.
- Something you would feel immensely proud of accomplishing in your life.
- Really stretches your skills and allows you to grow along the way.



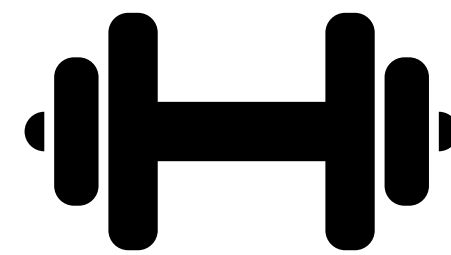
Consider the Kind of Investments You Can Make

A few ideas for impact:



Every Day Impact

- Automate a monthly donation of a small amount to a favorite charity.
- Donate a few dollars every time someone asks.
- Share messaging on social media or via email.



Medium Effort Actions

- Volunteer at a day-long nonprofit event.
- Join a committee or auxiliary board for a nonprofit.
- Host an online fundraiser for a major day in your life.
- Look into matched giving at your organization.



High Effort Actions

- Join a nonprofit Board of Directors.
- Run a race and fundraise for an organization or cause.
- Make a major gift to a nonprofit organization.
- Consider your planned giving options.

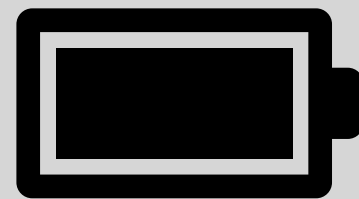
YOUR IMPACT CHECKLIST

TO DO LIST



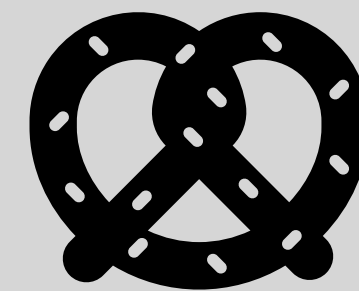
Time Matters

Put your giving on your professional calendar, don't make it "separate and personal"



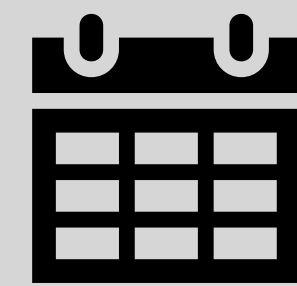
Energy Matters

When are you most or least energetic? When can you dedicate the best of you?



Flexibility Matters

Bring your causes with you in both personal and professional ways.



Ease Matters

Build it in, make it easy and automated as often as you can.

MAKING CHOICES

With Values and Sustainability in Mind





The Rise of the Glass Box Brand

“Back in the day a **business was a black box**. For outsiders, it was pretty hard to see what was going on inside. The brand was painted on the outside of the box. People [...] either liked it or they didn’t.

Today a business is a glass box. Outsiders can easily see inside. They can see the people and the processes. **They can see the values**. They can even see what the people inside the box *feel* about what they’re doing. **That’s thanks to the transparency that is part of a connected world.**” -David Mattin

TRANSPARENCY
RULES THE DAY

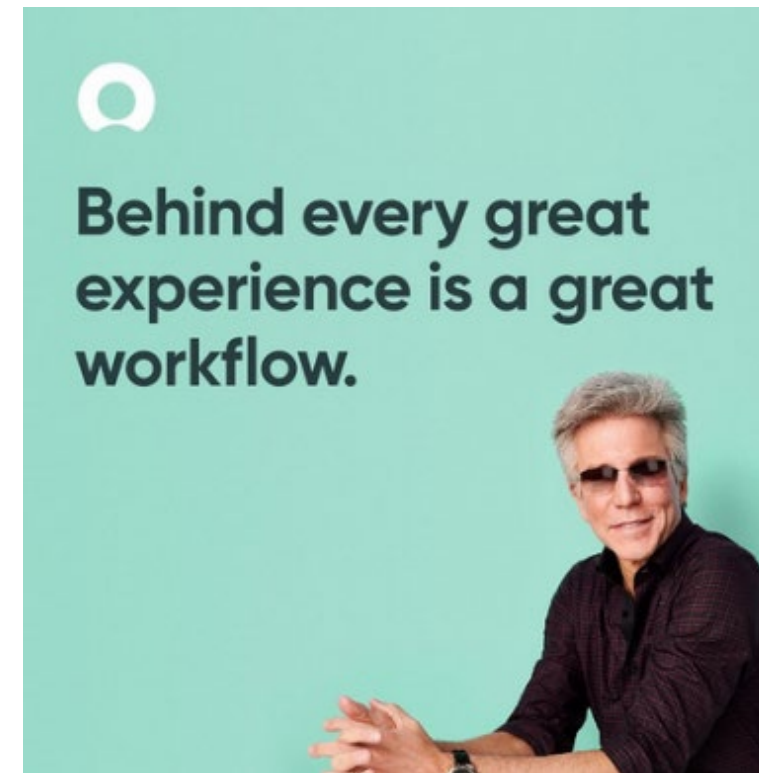


EXAMPLES: GLASS BOX BRANDING



Marriott

Cleanliness Council redefining cleaning and safety standards



Service Now

Commits to “no layoffs for 2020” for their 11,000 plus global workforce



Union Square Hospitality

Transparency on commitment to being a good “unemployer”

CORPORATE INNOVATION AND ESG INITIATIVES

ESG leaders are harnessing the expectation of innovation from their CEOs and creating groundbreaking ESG programming that proves ROI and inspires stakeholders.



allbirds

Incorporated ratings firm ISS ESG to conduct the first-ever “sustainable public equity offering” with its IPO, ensuring trackable ESG goals for shareholders as they go public.



salesforce

Has dedicated \$150 million since 2017 for Salesforce Ventures Impact Fund to support a new generation of startups focused on positive social change.



EVERLANE

Everlane shows consumers exactly what they’re paying for – fabric, construction, duties, transportation. They even display their markup and adjust pricing based on costs in real time.



rubrik

Rubrik invites all 900 employees to attend meetings of their Board of Directors and ask questions freely.

Sources:

Allbirds: <https://footwearnews.com/2021/business/financial-news/allbirds-ipo-filing-sustainable-sneaker-brand-public-1203172876/>

Salesforce: <https://www.salesforce.com/news/press-releases/2020/10/06/salesforce-ventures-launches-second-100-million-impact-fund/>

Everlane: <https://www.everlane.com/about>

Rubrik: <https://www.inc.com/raj-jana/3-ways-to-maintain-great-company-culture-while-scaling-quickly.html>

MT consulting

DATA AVAILABILITY

Today's reporting landscape

Today, more than 30,000 companies globally use the GRI framework in reporting. Beyond that, a global rise in sustainability indices, industry-specific and issue-specific certifications have arisen. Sustainability leaders spend thousands of hours each year responding to and staying abreast of these individual transparency requests.

Reporting Frameworks



Investor Reporting



FTSE4Good

Industry Specific



Issue Specific



MT consulting

SUPPLY CHAIN SUSTAINABILITY

Generating Value Up and Down the Value Chain

To have a positive impact and run a true “triple bottom line business” focused on people, planet, and profits, companies now know they must extend their CSR and ESG strategies beyond their four walls and across their value chain. Certification strategies, memberships in industry alliances and open communications with suppliers are key to a strong value chain for any company.

Most Important Certifications

Industry Leadership Groups



LEADERS ACROSS THE ESG SOPHISTICATION SPECTRUM

Though traditional CSR is growing into ESG, there are still important leaders across the spectrum of sophistication. Some companies continue to stand tall on a history and continued focus on philanthropy. Others focus heavily on environmental sustainability. Some newcomers to the space are finding key points of disruption in recycling and circular economy, consumer marketing, transparency and product stewardship. Few companies “get it right” in all key spheres, but there are some true ESG giants whose practices can inspire companies globally.

True ESG Giants

A global reputation for “getting it right” in all areas of ESG and transparency

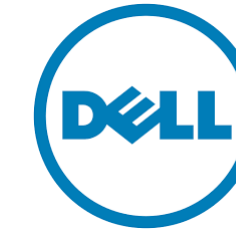
patagonia®



Microsoft



Unilever



Philanthropic Leaders

Logo recognized as a community leader and investor in social issues

usbank

Lilly

verizon✓

Kellogg's



Strength in Sustainability

Known specifically for environmental innovation and commitment

Interface®



method.

VISA



Disruptors and Newcomers

Companies building ESG directly into business models, even before scale



YETI®

EILEEN FISHER



MT consulting

FIRST, CHOOSE AN ISSUE OR GOAL

Focus on an “all or something” mentality to do a little more in an ongoing time period.

1

Learn More

Read articles, listen to podcasts, find frameworks for how to measure success or impact in this issue area.

2

Get a Little Better

Find a way to decrease negative impact or increase positive impact in small, manageable ways.

3

Set a Big Goal

Set a clear quarterly or annual goal to change your habits or level of impact over a longer period.

EXAMPLE: MEAT

Focus on an “all or something” mentality to do a little more in an ongoing time period.

1

Learn More

Read about animal treatment ethics and processes used by companies you buy from in their supply chain.

2

Get a Little Better

Implement one “meatless” day per week or make a decision to stop purchasing certain types of meat products.

3

Set a Big Goal

Find a local meat supplier who emphasizes sustainability and buy directly from that group for a year.

EXAMPLE: COSMETICS FREE FROM CERTAIN CHEMICALS OR INGREDIENTS

Focus on an “all or something” mentality to do a little more in an ongoing time period.

1

Learn More

Understand the ingredients that are “hot button” in the marketplace, and which are most concerning to you and your family.

2

Get a Little Better

Find replacements for your most used products that are more environmentally friendly or have less harmful ingredients.

3

Set a Big Goal

Set a “no buy” goal for a certain period of time to learn what it takes to completely transition your buying in a given area.

YOUR CARBON FOOTPRINT

- Calculate your carbon footprint – use an online calculator like Ecowalla and monitor your changes regularly.
- Does your power company allow you to opt into **renewable energy mix** in your home power purchasing?
- Find ways to decrease in-home carbon footprint through **simple changes**: LED lights, dishwasher settings,
- **Limit drive time** or consider switching to an electric vehicle, carpool, bike to work.
- **Participate in any recycling programs** available in your area



EXAMPLES OF FLIPPING THE “SUSTAINABILITY SWITCH”



Laundry

Swap plastic jugs for low carbon sheets.



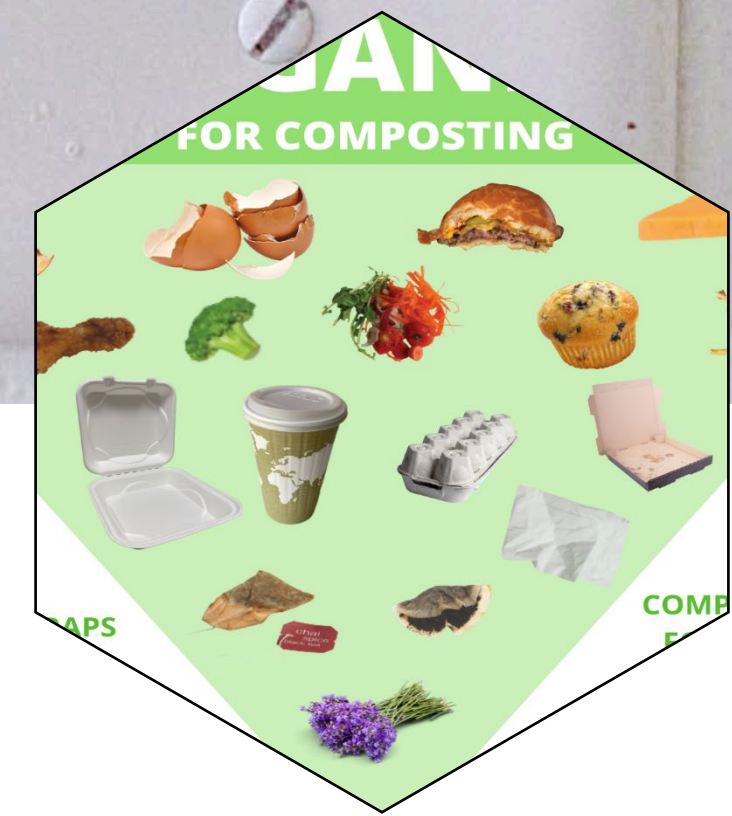
Meat Free Fast Food

Find a fun, meat free restaurant to replace fast food.



Alternative Recycling

Find groups to recycling hard to recycle items.



Organics Recycling

Research organics recycling options in your city.





Look Around for Small Sustainable Opportunities

- Eliminate paper and waste in your office, encourage your team to do the same
- Look for opportunities to save energy
- Champion initiatives for your team and office

**START SMALL,
TAKE ACTION**





Say yes!

“After the final no, there comes a yes
And on that yes, the future world depends.”

-Wallace Stevens

**MOST IMPORTANT,
STAY OPEN TO
POSSIBILITIES**



THANK YOU!



Email

marcy@marcytwete.com

Phone

312.882.0826

Web

www.marcytwete.com
www.linkedin.com/in/marcytwete