

the ULTIMATE ESG guide

in one page...

ESG (Environmental – Social – Governance) is a measure of an organization’s specific ethical efforts – and it’s not a made-up RepTrak-ism. It’s a globally recognized standard valued by investors, consumers, and employees alike, shaping reputation and public response.

This corporate ethicality isn’t just for hippies or optimistic startups, it’s a powerful element that distinctly impacts consumer behavior, investment prospects, and employer branding. Supporting a strong ESG has measurable benefits, while a weak ESG can have dire consequences — and ESG is down, worldwide.

[Read the full report](#)

Environmental

- Reduces environmental footprint
- Protects the environment
- Responsibly uses natural resources

Social

- Improves people’s lives
- Cares for its employees
- Offers equal opportunities

Governance

- Positive economic contribution
- Ethical and fair business practices
- Operations and supply chain transparency

36%

have felt “betrayed by what a company stands for”

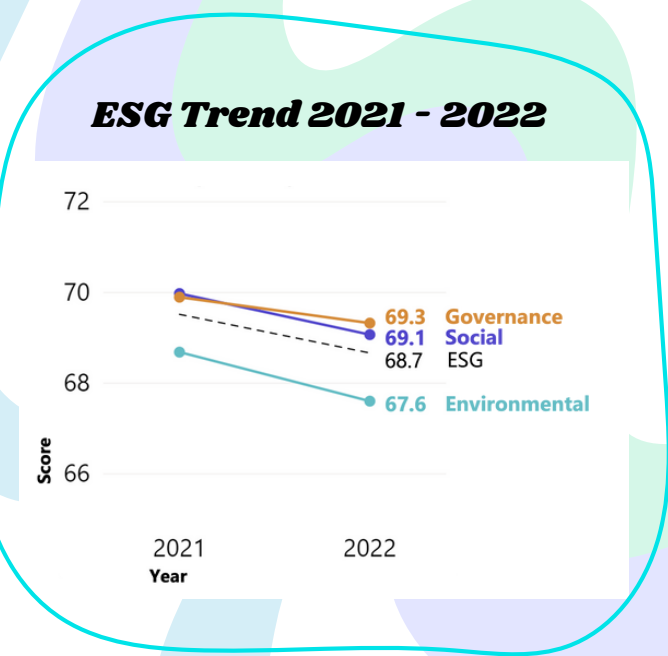
47%

have stopped doing business with a company as a result

63%

of global consumers prefer to buy from companies that “stand for a purpose that reflects their values and beliefs” and will avoid those that do not.

Companies with outspoken CEOs across social justice, environmental, and political issues had higher average Reputation Scores



- ### Your ESG To Do List
- 1 Start your ESG journey (*the Ultimate ESG Guide is a great place to begin!*)
 - 2 Gather your metrics
 - 3 Determine strengths and weaknesses
 - 4 Involve all departments
 - 5 Develop distinct action plans, including communications
 - 6 Go beyond the green wash
 - 7 COMMUNICATE
 - 8
 - 9 Continue the ESG cycle

Read the full Ultimate ESG Guide for more data, more insights, and more action items!

