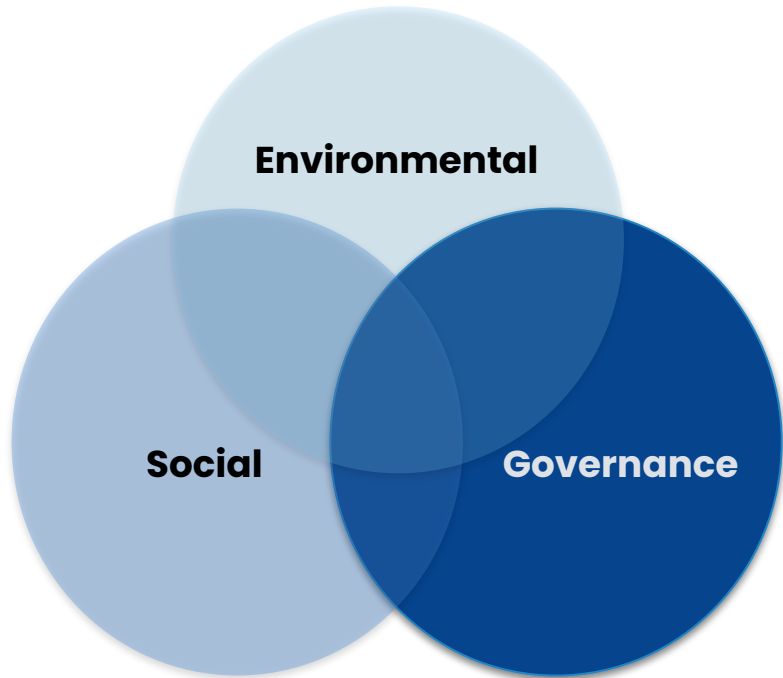


Intention to Impact:

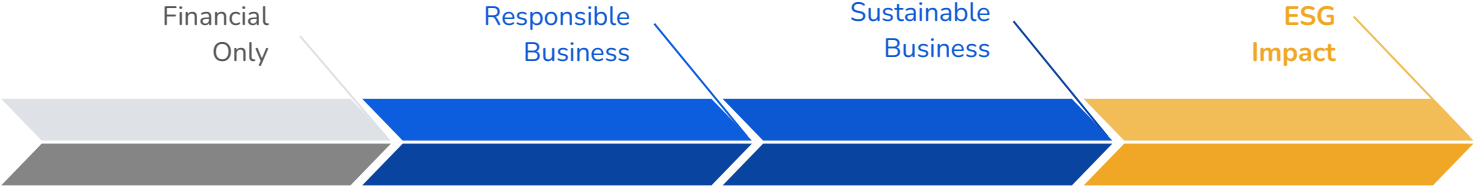
A Guide to Getting Started with ESG

What is ESG?



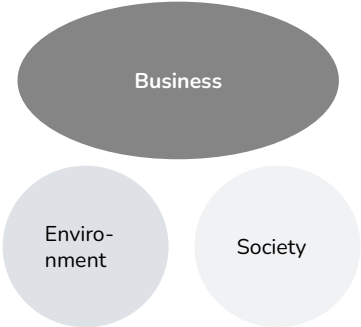
ESG is an acronym for **environmental, social and governance**, and refers essentially to a framework for the environmental, social and ethical practices of a company. The term was most commonly used by the investment community to describe investors who made decisions not only looking at financial returns, but also factoring in ESG criteria. Use of the term has expanded as companies seek to set and operationalize goals in these areas, evaluate suppliers along these criteria, and consumer and employee interest in these topics is growing. The terms “Impact” and “Sustainable” are often used interchangeably with ESG.

ESG is evolving how companies create value



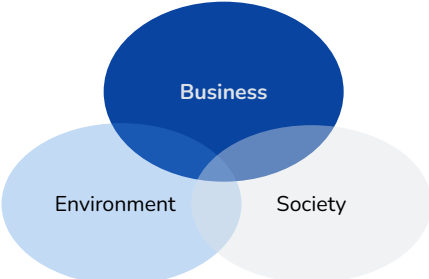
Delivering financial returns

Limited regard for Environment, Social and Governance issues in pursuit of **shareholder value**. Companies privatize gains and externalize losses



Mitigating ESG risk to protect value

As companies move from mitigating risk to realizing the value of ESG opportunities, **Shared Value** is created. Business still comes first and negative impacts are often not sufficiently internalized

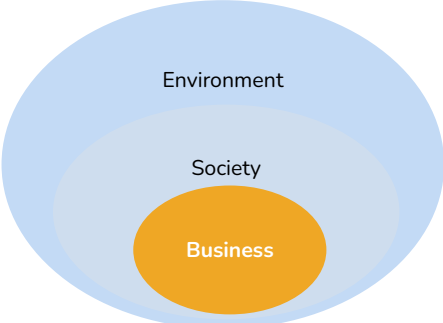


Pursuing ESG opportunities to enhance value

Capitalizing on the opportunities that intersect business and ESG outcomes amplifies **Shared Value** for the company, community, and climate. "Doing Good" drives business, but can be hard to measure impact.

High impact ESG solutions drive innovation and value

Moving beyond intersectionality to a holistic approach to ESG with unified strategies, goals, and KPIs unlocks **System Value** across the whole organization.



ESG is not just risk mitigation,
it is a huge opportunity for
growth and innovation

4 Reasons Why ESG Matters

1. Nearly 1 out of 4 investment dollars now has an ESG lens, meaning they will look at your ESG data as part of the investment.
2. Companies with strong ESG track records outperform those that don't.
3. Employees, particularly young ones, won't work for a company with a poor ESG record.
4. Your customers, both businesses and consumers, are evaluating your ESG practices as part of their buying decisions.

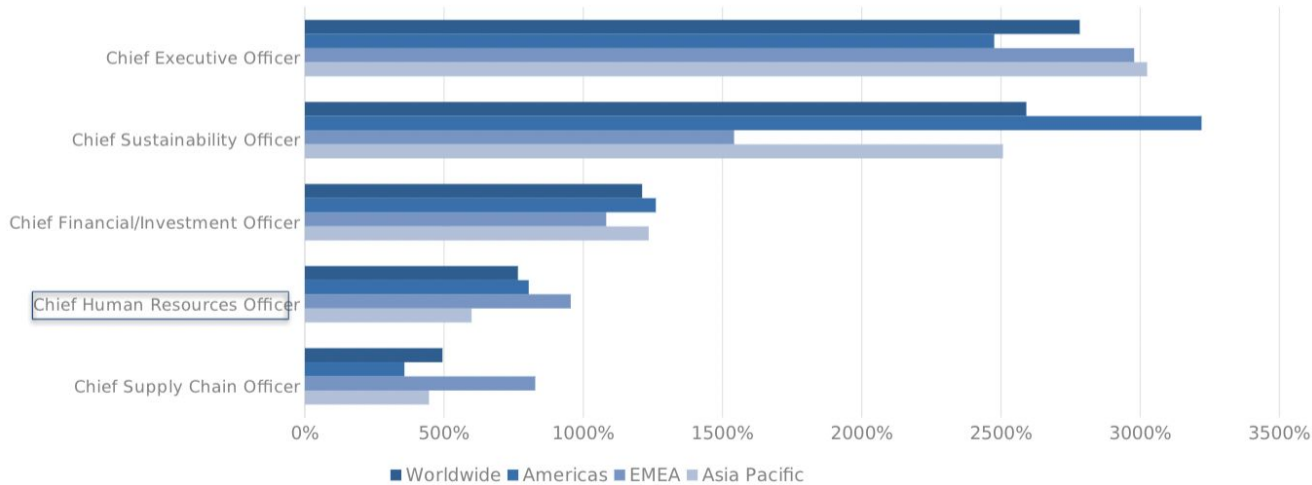
The expectation is no longer just do good, now it is do less harm

Emerging trends in ESG

- ▶ **Climate change** is all around us. Climate disasters are more destructive and more frequent, costing
- ▶ **Workforce** is changing. Purpose and reputation matter. Remote work is normalized and working from home means that life and work are more interconnected than ever before.
- ▶ **Supply chain** issues were highlighted during the pandemic and not likely to get better any time soon.
- ▶ **Emerging regulation and standardization** of reporting frameworks means an end to voluntary reporting.
- ▶ **Accountability and transparency** are tantamount, which will lead to more rigorous, reliable data collection, management, analysis and reporting across E, S, and G issue areas.
- ▶ **Investor and stakeholder expectations** demand progress around core issues material to business that demonstrate a measurable, positive impact on the climate, communities, and company.

ESG roles are emerging with intersections across the organization

Q. Who is mainly responsible for the sustainability/ESG strategy, implementation, and related purchasing decisions in your organization?
(Top 5 responses globally ranked)



ESG roles sit in many departments depending on what issues are most material to the business and who owns that impact.

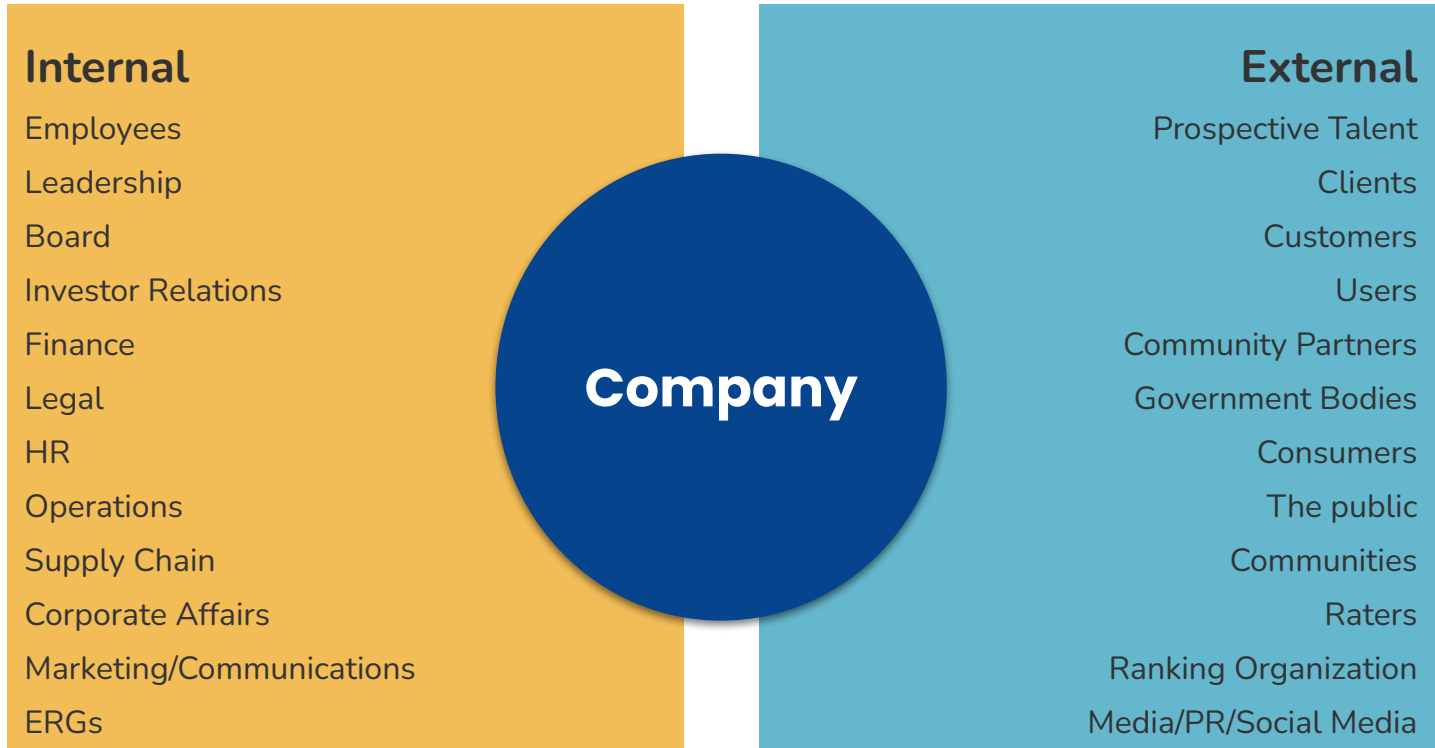
- ▷ Legal
- ▷ Supply Chain
- ▷ Operations
- ▷ Corporate Affairs/Comms
- ▷ Investor Relations
- ▷ HR
- ▷ Finance

ESG is a journey.
No one expects perfection, they just
want to see that you are taking action
and moving in the right direction.

7 Steps to Getting Started with ESG

1. Identify your stakeholders
2. Assess materiality & opportunity for impact
3. Set goals, outcomes, & metrics
4. Build your plan & your team
5. Launch your strategy & evaluate your progress
6. Report your impact and share your story
7. Recalibrate

1. Identify Your Stakeholders



Quick Tip: Employees are the #1 stakeholder for leading ESG companies

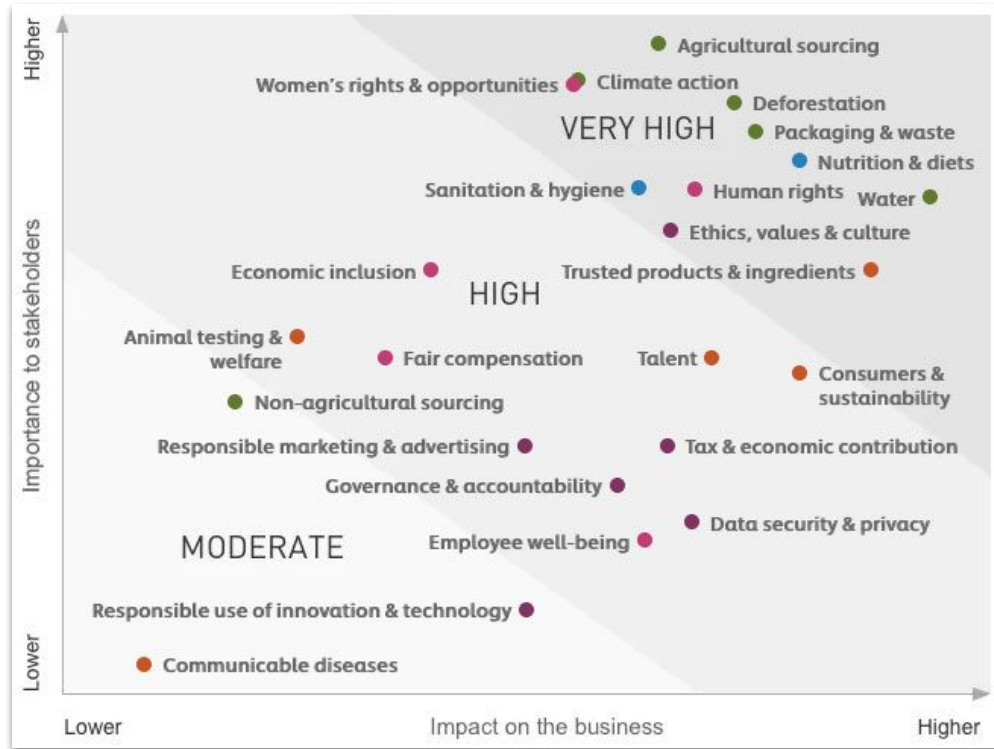
2. Assess Materiality and Opportunities



Materiality assessment checklist:

- ✓ Define issue areas, stakeholders, and inputs
- ✓ Survey and interview stakeholders to hear what matters most to them and your business
- ✓ Plot issues by stakeholder importance vs business value
- ✓ Prioritize the areas with the biggest impact
- ✓ Socialize and refine the matrix
- ✓ Communicate focus areas internally and externally

Focusing on the issues that matter most



Quick Tip: Materiality Assessments are snapshots in time and should be reevaluated every 2 years or whenever there are major evolutions to your business or external factors

Additional sources for evaluating priorities:

- ▷ Needs assessments
- ▷ Org design
- ▷ Operating model
- ▷ Supplier Commitments
- ▷ Gap Analysis
- ▷ Industry benchmarks
- ▷ Competitor Analysis
- ▷ Global goals and targets

Example from [Unilever](#)

3. Set Goals, Outcomes, and Metrics

- Set clear, specific goals
- Challenging, but achievable
- Cover priority issue areas
- Align with global goals, benchmarks, and standards
- Secure team commitments and buy-in
- Link metrics to outcomes, and goals
- Build in feedback loops

Additional resource: [Why Ambitious ESG Goals Matter?](#)

Now that you know the issues that are material to your business and are important to your stakeholders, setting goals that are based on the priority areas that you can most impact will come naturally. Understanding what are going to measure and how you are going to collect and report your data is an essential part of the process. You can't tell the story of your impact without data and without knowing what you are trying to achieve. Audacious goals are great for motivating people and making a big splash, but if you can't show your progress and demonstrate, with transparency, the impact you are having, employees and customers will call you out for "[Greenwashing](#)".

4. Build Your Plan and Your Team

Develop an Action Plan:

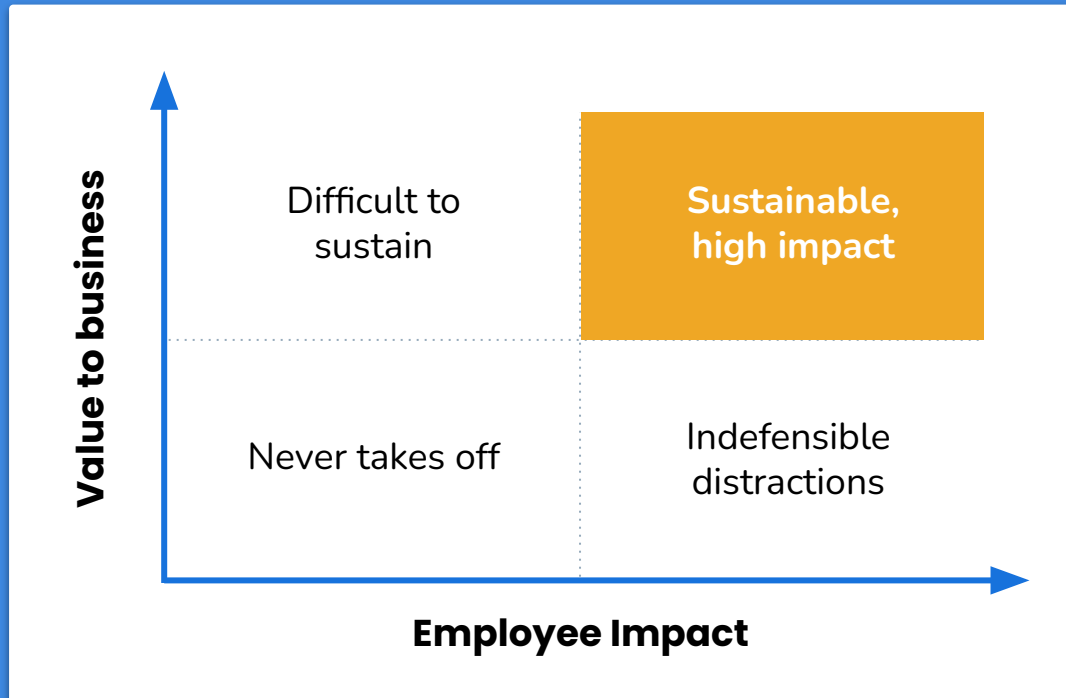
1. Understand your resources, dependencies, assumptions, metrics, and process
2. Create an implementation plan with timelines, milestones, and owners:
 - ✓ Who
 - ✓ What
 - ✓ When
 - ✓ Where
 - ✓ How
3. Evaluate, Adjust, Report.

Influence without authority:

1. Find your allies and those who have shared ownership over the priority issue areas
2. Understand what they are doing and how that impacts your key issues and strategy overall
3. Share your goals, material issues, and KPIs so that you can speak the same language
4. Show them how this work will help them achieve their goals
5. Build committees of cross functional teams for each of your key issue areas
6. Identify what levers you can influence across the organization (supply chain, onboarding, operations, recruiting, communications, etc)

5. Launch Your Strategy and Measure Progress

The formula for sustainable culture engagement



WeSpire can help by centralizing and simplifying employee engagement programs

We provide the platform and tools...

Centralized
enablement
tools



350+
ready-to-launch
programs



Continuous
behavioral
engagement



Measurable
impact
reporting



Across the areas that matter...



SUSTAINABILITY



SOCIAL IMPACT



INCLUSION



WELLBEING

And integrate with your key systems

HR Platforms



ORACLE



SAP

workhuman*

Achievers

Internal Communications



Microsoft Teams



slack

G Suite

yammer

Data & Reporting

servicenow



Power BI

salesforce

sphera®



Enablement tools to safely empower employee ownership



Design

Build or customize 350+ ready-to-launch programs easily including: events, giving & matching, volunteering, grants, groups & ERGs, carbon measurement, and more.



Communicate

Ready-to-go communication templates and tools allow program operators to easily market and coordinate their programs internally.



Manage

Manage users, groups, teams, setup giving opportunities, calculate volunteer hours, manage events, and more, all from one platform.



Measure

Easy to understand reporting allows program operators to see the impact and improvement of their programs over time.

Over 350+ ready-to-launch programs

SUSTAINABILITY

Recycling • Energy Saving
Waste Management
Water Reduction • Carbon footprint

SOCIAL IMPACT

Volunteer Management
Grants Management • Giving
Community Relation • Global Goals

INCLUSION

ERGs • Diversity and Inclusion
Purpose • Innovation
Psychological Safety

WELLBEING

Fitness • Mindful Eating
Meditation • Stress Management
Healthy Habits • Financial



How Big is Your Footprint?

Feb 15, 2022 - Mar 15, 2022



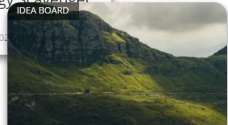
Earth Day Volunteer Event: Local Park Cleanup

Apr 22, 2022



Vampire Energy Scavenger Hunt

Jan 17, 2020 - May 24, 2020



Your Green Ideas

Feb 21, 2022 - Mar 25, 2025



Company Giving Your Feedback

Oct 19, 2021 - Jun 30, 2022



Volunteering

Feb 18, 2022 - Mar 18, 2022



The Greater Boston Food Bank

Volunteer Day at the Greater Boston Food Bank

Sep 16, 2022



Tackling Food Insecurity

Nov 4, 2019 - Ongoing



Implicit Bias S Hunt

Feb 21, 2022 - Ongoing



Psychological Safety: Managing & Leading Inclusive Teams

Mar 2, 2022 - Ongoing



What does being an ally mean to you?

Feb 21, 2022 - Mar 31, 2022



#BlackLivesMatter Matching Giving

Jun 1, 2020 - Ongoing



Wellness Webinar!

Mar 31, 2022



Steps Challenge

Mar 7, 2022 - Apr 3, 2022



Share Your #1 Healthy Habit

Feb 16, 2022 - Apr 30, 2022

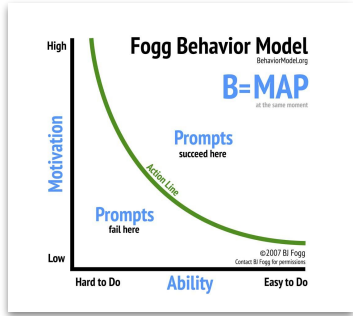


Stigma-Free Mental Health

Feb 16, 2022 - Mar 16, 2022



We leverage behavioral science to continuously engage



Motivation

- Gamification & rewards
- Shared achievements



Ability

- Easy to use platform
- Simple actions, daily



Trigger

- Interact socially
- Notifications

One time “Dots”

Learn about the history of International Women's Day



🕒 Complete again anytime

Learn about this year's theme: #BreakTheBias



Time “Spans”

Volunteer virtually for a month



Browse the web for virtual volunteering opportunities and find one that suits your skills, interests and availability. You choose your project based on how much time you have to give. Fifteen minutes? One hour? There's a job for you and your charity of choice will thank you for it!



Lasting “Paths”

Find out your home's solar energy potential at Project Sunroof



Find out if solar is a good fit for your home with the help of Google's Project Sunroof. Simply enter your address and you'll get an instant read on the hours of usable sunlight, the square footage available for solar panels, and the potential dollar savings for installing solar on your home. Pretty powerful stuff, so to speak!

[Click here to get started with Project Sunroof.](#)





We make tracking progress and ESG reporting easy

Team impact

Our collective actions taken have saved

- Emissions**
20 railroad cars of coal worth of emissions
14,386,490 pounds
- Energy**
Enough energy to power New York City for 70 minutes
7,303,840
- Fuel**
Enough fuel to move a 10,000 ton freight train 18,200 miles
388,881 gallons
- Trees**
9,008 reams of copy paper
540
- Waste**
102 dumpsters worth of trash
225,311 pounds

Program analysis

Most Popular Events By Volunteer Hours

Helping Your Local Farmer's Mark...	1,048
Weekend Long Adventure at Silve...	1,018
Let's Talk About The Earth & Us	993
Carbon Series: Your Favorite Offset	986
Kitten Adoption Day	976
I Can Recycle Too!	974
Birthday Party at SilverHQ	919
Silver Motors Tedx Sessions: The Fu...	871

ESG impact

Carbon-Reducing Campaigns and Actions

Popular Carbon-Reducing Campaigns by Number of Participants

Demystifying Carbon Offsets	133	13.8%
Reduce Our Reliance on C...	123	12.8%
Travel Simple	99	10.4%
Integrate Green Frameworks	95	9.9%
Best Diet for the Planet: Ea...	82	8.4%
Simplify Your Choices	80	8.4%
Reduce Waste in the Home	73	7.6%
Reduce Our Energy Consum...	73	7.6%
Greenify Your House	58	6.0%
To Veggie!	38	3.9%
House on Off	26	2.7%
Simplify with Electrification	20	2.0%
Other	41	4.1%

Popular Carbon Reducing Actions by Number of Participants

Switch to reusable lunch c...	129	6.2%
Sign up for e-versions of p...	111	5.4%
Share a sustainable flo...	102	5.0%
Unplug your tech	93	4.7%
Add insulation to your walls	91	4.5%
Add insulation to your garage	91	4.5%
Try an eco-friendly car...	87	4.3%
Turn down your hot water...	82	4.1%
Sign up for e-versions of p...	73	3.7%
Join or host a costume swap	72	3.6%
Conserve office supplies...	68	3.3%
Install carpeting made from...	65	3.2%
Other	917	45.6%

Number of Carbon Actions Taken per Month by Month

Month	Number of Carbon Actions
2020 Jan	12
2020 Feb	8
2020 Mar	15
2020 Apr	8
2020 May	14
2020 Jun	14
2020 Jul	8
2020 Aug	16
2020 Sep	18
2020 Oct	14
2020 Nov	10
2020 Dec	12
2021 Jan	5
2021 Feb	9
2021 Mar	8
2021 Apr	11
2021 May	13
2021 Jun	13
2021 Jul	8
2021 Aug	12
2021 Sep	12
2021 Oct	6
2021 Nov	10
2021 Dec	18
2022 Jan	9
2022 Feb	14
2022 Mar	17
2022 Apr	9
2022 May	14
2022 Jun	9
2022 Jul	10
2022 Aug	17
2022 Sep	11
2022 Oct	17
2022 Nov	11
2022 Dec	11

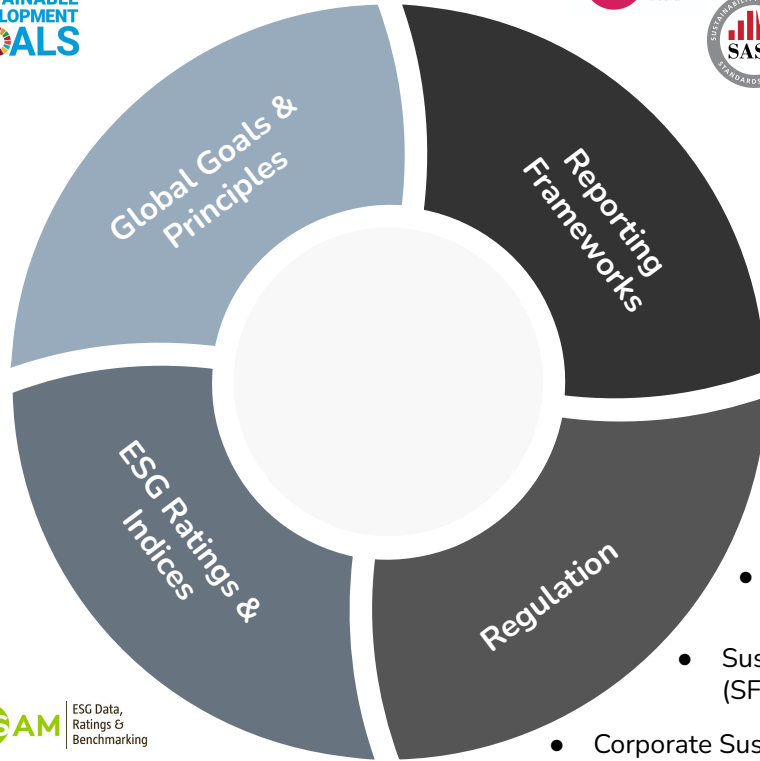
6. Report Your Impact and Share Your Story

You've launched your programs and have been watching the data come in. Now it's time to report your progress toward your goals and share your impact with the world. Depending on your audience, there are different frameworks, standards, and stories you may want to tell. Reporting requires reliable, accurate data to build trust, as well as authentic narratives to provide color and context to your impact.

Know your audience:

1. Investors and shareholders
2. Employees
3. Customers and Suppliers
4. Consumers and the Public
5. Raters and Rankings Providers

The ESG Reporting Landscape is Rapidly Evolving



- US HR 1187
- EU Taxonomy Regulation
- Mandatory Climate Risk Reporting (linked to TCFD)
- Sustainable Financial Disclosures Regulation (SFDR)
- Corporate Sustainability Reporting Directive (CSRD)
- SEC Disclosure Regulations (NEW in 2022)



The risks of inaction are too great to ignore

- Supply chain/Vendor evaluation (EcoVadis)
- Consumer buying decisions
- Talent acquisition becomes harder
- Employee productivity slows
- Regulation and policy
- Investors go elsewhere
- Competition outperforms and passes you by
- Accused of greenwashing/brown spinning

Helping you **DO BETTER...**



SUSTAINABILITY

Recycling • Energy Saving
Waste Management
Water Reduction • Carbon footprint



INCLUSION

ERGs • Diversity and Inclusion
Purpose • Innovation
Psychological Safety



SOCIAL IMPACT

Volunteer Management
Giving • Grants Management
Community Relations • Global Goals



WELLBEING

Fitness • Mindful Eating
Meditation • Stress Management
Healthy Habits • Financial

...by scaling **employee passion** into **action**
in the areas that drive **business impact**

Getting started with WeSpire is easy



PLATFORM

Simple to learn, powerful to leverage
platform gets program owners
started quickly



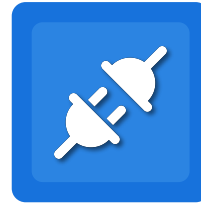
SUCCESS TEAM

A dedicated, US-based success
manager will guide you each step of
the way



PROGRAM DESIGN

350+ campaigns ready-to-launch,
easy to customize and tailor to your
business values and goals



INTEGRATION

Lightweight setup
(low IT involvement)