



# ESG and Sustainability Strategy Consultancy

Supporting you to build the ESG strategy that your business needs

**In the current climate, sustainability strategies are no longer optional for businesses. Strong pressure from legislation, stakeholders and customers mean that a business must add this to their agenda to continue to be competitive. Issues surrounding ESG (Environmental, Social and Governance) now form a more significant focus for business leaders, investors and board members.**

## **What is an ESG Strategy and why do I need one?**

An ESG strategy is a framework for supporting an organisation of any size to operate sustainably and responsibly. Encompassing a range of considerations, ESG serves to identify, measure, report on and improve the impact a business has on the world around it and the communities in which it operates

**Environmental;** The impact of your business on the environment and the environmental risks to your business. Your direct operations as well as your supply chain will contribute to this. When creating your environmental plan, you may wish to consider topics such as; emissions, operating efficiencies, biodiversity, your packaging. Supply chains and waste management.

**Social;** How your business manages people and interactions, including relationships with stakeholders. It requires consideration of human rights, working conditions, inequality and transparency in the supply chain. We can also include subjects such as recruitment and retention, community impact and business impacts on welfare & health.

**Governance;** Addresses internal practices and systems. How your business governs itself and makes decisions. Important topics like, corruption, audits and reporting. Transparency, accountability and ethical behaviour are the key headlines here. Every company requires governance and you may wish to scrutinise areas such as procurement practices and access to finance.

**A comprehensive ESG strategy can support your business in a significant number of aspects, both financial and non-financial, including but not limited to:**

Access to capital	When considering engagement, lenders or investors will now seek to understand a business' wider impact as part of their investment making decisions, creating responsible investment portfolios and their own ESG reporting.
Recruitment & retention	An organisation with a clear purpose, focussed on delivering a positive impact can act as an excellent tool for recruitment, as well as retention – boosting job satisfaction and giving employees a strong sense of purpose
Commercial opportunities	A responsible operator with a robust ESG plan will find it much easier to navigate procurement systems, export regulations and customer requirements.
Access to markets	Operating transparently and with a hands-on approach to sustainability can provide significant reputation benefits to businesses, with perceptions of trustworthiness and ease of doing business
A compelling marketing approach	A robust ESG plan will help you weave your sustainability journey through your customer marketing with integrity and authenticity.

Making sure your strategy is woven through the rest of your business is key – it shouldn't be a standalone project and should easily integrate with your operational and sales plans.

Our team has a diverse set of industry experience across a variety of sectors, from FMCG and retail, to food and drink manufacturing, tourism and export. With access to the latest research and legislation guidance,

we're ready to help you create a realistic and achievable sustainability strategy today.

A great place to start is an evaluation of your current position – for a top level understanding and more information about creating an ESG or sustainability strategy for your business, contact [foodanddrink@sruc.ac.uk](mailto:foodanddrink@sruc.ac.uk) today!