

Ensuring your sustainability commitments are authentic and deliverable

... and don't become a liability

June 2021

About Me

Associate Director at Instinctif Partners – a business communications consultancy specialising in reputation, influence and engagement

Part of the Reinventing Responsibility practice – our 360° consulting service to help our clients address the complexities of navigating sustainability as they #buildbackbetter post-COVID-19.

In addition to pooling senior consultancy expertise from across our business, our team works in partnership with **leading international sustainability specialist, Mike Barry**. Together we are helping our clients Reinvent Responsibility in a fast-changing world.



What we will cover today

- The context – why now?
- Where are you starting from?
- Where do you want to go?
- How will you get there?
- How will you engage your people, your customers and other stakeholders?



A world of change and global disruption



Companies are increasingly being held to account



Environment Wildlife Energy Pollution

'A great deception': oil giants taken to task over 'greenwash' ads

ClientEarth calls for tobacco-like health warnings on advertisements from fossil fuel firms

edie

NEWS IN-DEPTH NET-ZERO COP26 MISSION POSSIBLE DOWN

Survey: Just 1 in 10 businesses have backed up net-zero ambitions with science-based targets

26 November 2020, source [edie newsroom](#)

While the number of businesses setting net-zero commitments has grown rapidly in recent months, just 10% of firms have set interim science-based emissions targets to ensure they're aligning with climate science.



“BP dodges new climate target calls as activist pressure grows”

How to spot the difference between a real climate policy and greenwashing guff *Damian Carrington*

Unless actions by governments and corporations in the here and now, a dose of scepticism is in order

Money

Ethical investment: Are Big Money and Big Tech feeding us all a greenwashed fantasy?

Many PRs are tired and out of fresh ideas in lockdown, like most of us. *Lighttrope*



BlackRock Inc

BlackRock accused of ESG inconsistency over Indonesia palm oil

US fund manager invested in group facing allegations of land grabs and poor environmental standards

A silhouette of a person in mid-leap, arms and legs outstretched, moving towards a bright sun in a blue sky with scattered white clouds. The person is jumping from a dark, silhouetted cliff edge. The sun is a large, bright orb with radiating rays, positioned in the upper right quadrant of the frame. The overall scene conveys a sense of freedom, risk-taking, and reaching for a goal.

**Companies need to look
before they leap**

Where are you starting from?

Relevance:

- How relevant is the commitment to your company?
- How does it contribute to your business strategy (if at all)?
- How does it fit with your corporate or brand values?
- What are your priorities for action?

Data:

- Does the business already have baseline data for your commitment?
- Are you measuring key performance indicators? Are these in line with international standards and/or best practice?

Where are you starting from?

Reporting:

- Do these align with the reporting frameworks used by your company?
- Are these frameworks meaningful and relevant to delivering and effectively communicating your sustainability commitments?

Process:

- Does the business have processes in place to measure progress against your target on an ongoing basis?

Where do you want to go?

Benchmarking:

- What does good look like for your organisation?
- How would this compare against your competitors / best practice in your and other sectors?
- How might this change in the next few years?

Ambition:

- Where do you want to position your company for this commitment – world-leading / industry-leading / fully compliant?
- Is this ambition appropriate and realistic?

Where do you want to go?

Vision:

- What is the vision for the business?
- What will stakeholders expect/demand of you in the next 5 – 10 years? (investors, regulators, customers ...)
- What are your employees / prospective employees attitudes towards ESG?

Alignment with business strategy:

- How will this commitment help drive the delivery of your business strategy?
- How will not having a commitment hinder it?

How will you get there?

Roadmap :

- A clear roadmap with near-, mid- and long-term priorities and goals.

Measure and report:

- Are your targets relevant and robust?
- How will you measure and report progress?
- What internal and external vehicles currently exist?

How will you get there?

Resources :

- Do you have senior champions in your organisation who will be accountable for delivery?
- What resource will you need to deliver the plan?
- Have you got the right expertise in the business?
- A budget to support action?

Collaboration:

- Do you need to collaborate to deliver on commitments?
- How will you mobilise action across your supply chain?
- Do challenges need sector or industry-wide action?
- What about support from policy makers and regulators to create systemic change?

Going public – how do you make it count?

Engaging stakeholders :

- Is your story compelling? Does it ring true?
- Does it connect with your stakeholders on what matters to them?
- Are your employees onboard and engaged with what you are trying to achieve?

Authentic & true:

- Does your sustainability narrative support your company purpose, values and brand?
- Can you support it with examples and data?

Any questions?

Thank you

Email: Debbie.daly@instinctif.com

Tel: 01869 353804

Mob: 07908 357391