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# Sustainability and your business

Top tips for acing your Environmental,  
Social and Governance (ESG) goals for  
a sustainable future



# What is ESG?

A hot acronym in the business world – **ESG** is short for **E**nvironmental, **S**ocial, and **G**overnance. It's a collective term for a business' impact on society, the environment, and how transparent and accountable they are.

Let's take a closer look at these three areas:



## Environmental

The impact of your business on the environment, such as your carbon footprint, pollution, waste management, and sustainability in your supply chain.



## Social

The impact of your business on workplace culture and wider society, such as diversity and inclusion, Health & Safety, and data security



## Governance

The internal practices and procedures used to run your business such as risk and performance management, legal compliance, decision making and leadership.

## Why is it important?

Adopting ESG measures is now more important than ever, not only for society and the environment, but it makes good business sense.

From reducing risk and lowering costs to improving your reputation and attracting new customers, ESG is essential for business growth.

## Did you know?

One in three consumers claimed to have stopped purchasing certain brands or products because they had ethical or sustainability concerns (Deloitte).





# It could be the deciding factor

Businesses with an ESG focus are increasingly the deciding factor in who people choose to work with and for. What are you doing to protect the environment and make society better? Everyone wants to know. Consumers and employees are choosing brands based on their ethics and climate change action. And it's important to not only do these things but prove you do them.

The growth in conscious consumerism means more customers are gravitating toward sustainable brands and businesses so companies need to adapt their business practices to become more sustainable. PWC report that...

**76% of consumers say they will stop buying from companies that treat the environment, employees, or the community in which they operate poorly.**

Employees expect employers to provide them with safe, healthy, and environmentally conscious workplaces. They also expect transparency and fairness. Research by business services provider DWF found that...

**Two in five businesses are failing to find staff due to their ESG policies being perceived as "weak", and 61% of businesses are losing out on work as a result of poor ESG credentials.**

Businesses and investors are choosing to work with sustainable suppliers and are more likely to invest in businesses with high ESG standards, so those with a strong ESG focus will be in a much better position.

An ESG strategy can show your company is working to reduce risks, adapt processes and continually improve. It's key to keeping up with your competition and will make you much more attractive as a business, to everyone.





# How can you start working on your ESG goals?

ESG covers many issues and they're increasingly linked. Whether you want to focus on improving a certain area or take a holistic view, now's the perfect time to get familiar with the internationally recognised ISO Standards. These best practice frameworks are here to support your ESG goals and get you set for success!

ISO Standards can help businesses of all sizes and in all sectors with a focused action plan. They encourage efficiency and empower you to measure and improve your performance. ESG issues are all risks that businesses face, what's important is how you manage and reduce these risks. So, where should you start?

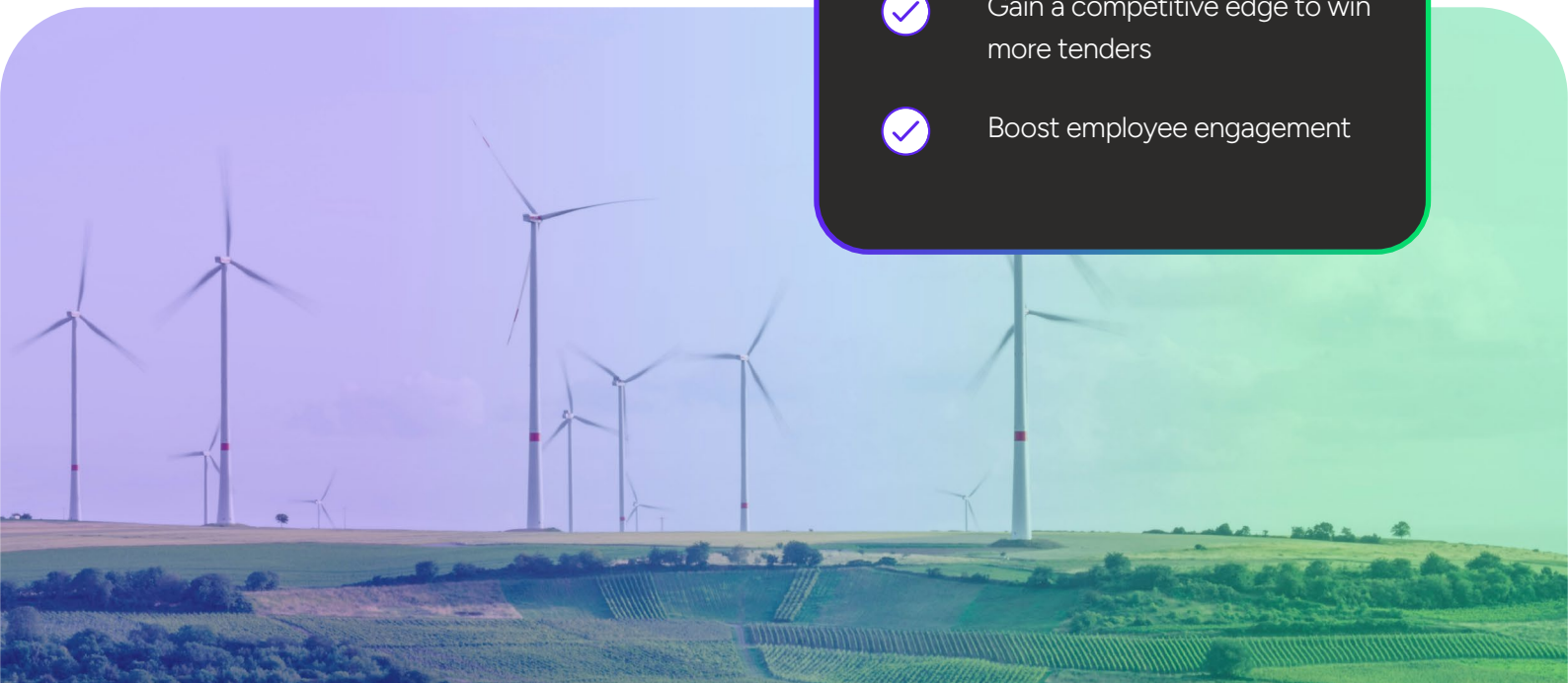


## Environmental ISO 14001

ISO 14001 is the world's most recognised environmental management system. It's designed to help businesses reduce their environmental impact, lower energy usage, improve waste management, be more efficient with resources, comply with environmental legislation and prove those all-important green credentials with customers and stakeholders. So, you can see why it aligns well with the 'E' of ESG.

### What are the benefits of ISO 14001?

- ✓ Reduce your environmental impact
- ✓ Comply with legal requirements
- ✓ Save costs from resource, waste and energy management
- ✓ Gain a competitive edge to win more tenders
- ✓ Boost employee engagement





## Social ISO 45001

ISO 45001 is the global Standard providing organisations with a solution to better manage physical Health & Safety risks, through an occupational Health & Safety management system. Gaining ISO 45001 certification will help with the 'S' of ESG! It demonstrates that your business is committed to Health & Safety best practice and reduces the likelihood of accidents and breaches of legislation. And it doesn't stop there, it will boost your organisation's overall performance and reputation – showing the world you care about your social responsibilities.

### What are the benefits of ISO 45001?

- ✓ Reduce the risk of work-related injuries and ill health
- ✓ Comply with legal requirements
- ✓ Reduce absenteeism through better management of Health & Safety risks
- ✓ Enhance your reputation, show employees and clients you take Health & Safety seriously
- ✓ Reduce costs of incidents and downtime



## Social / Governance ISO 27001

Data protection is an important part of the 'S' and 'G' areas of ESG, so ISO 27001 – the international Standard for information security management systems, is the ideal choice for best practice guidance. This industry-recognised security framework helps your business have controls in place to combat threats to your data integrity. Having policies and procedures in place to protect and manage sensitive information will help you handle security threats, reduce breaches in legislation and build a culture of security. ISO 27001 certification is also a great way to show customers you're all about security and get recognised for being safe to work.

### What are the benefits of ISO 27001?

- ✓ Minimise the risk of security breaches
- ✓ Better legal compliance
- ✓ Give customers peace of mind
- ✓ Sharpen your edge and win more business
- ✓ Enhance your reputation



## Governance

### ISO 9001

ISO 9001 is the world's most recognised quality management system Standard. It's designed to help businesses meet the needs of customers and other stakeholders by having a framework in place that helps ensure consistent quality. The powerful improvement tool will help you enhance customer satisfaction, reduce risks in your supply chain and increase efficiency. ISO 9001 certification supports the 'G' of ESG, it shows the quality of your processes, your customer-centric focus and your commitment to continual improvement.



## What are the benefits of ISO 9001?

- ✓ Streamline and improve the efficiency of your processes (help save costs too)
- ✓ Increase customer satisfaction by reducing errors and improving service
- ✓ Boost your brand's reputation by showing you're dedicated to your customers and the quality of your products
- ✓ Increase confidence in your business and help you win tenders
- ✓ Improve productivity and help you save valuable time

## Like the sound of more than one ISO?

This can be easily managed with an integrated management system (IMS) approach. This means your team will be better equipped to streamline processes, reduce inefficiencies and drive continual improvement across a range of areas, so you can save time and money and be on your way to achieving your ESG goals.





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