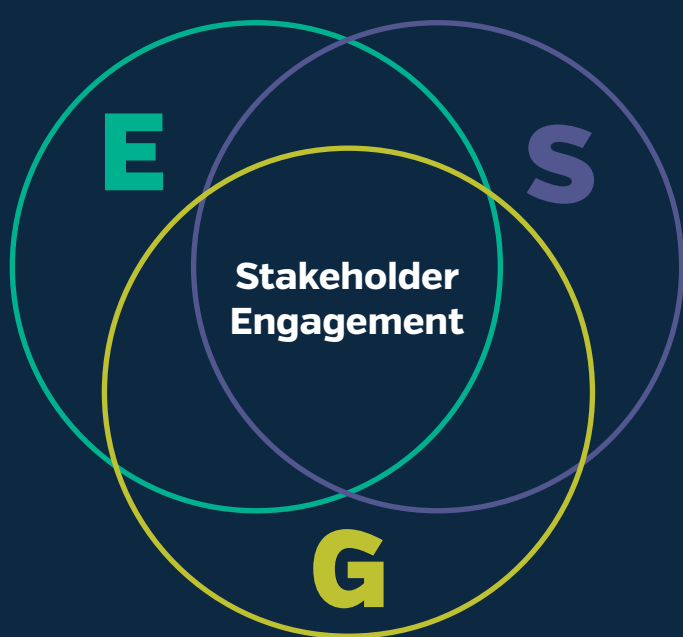


Defining Success: How to Build a Sustainability Program for Stakeholder Buy-in

From improved efficiency to boosted reputational capital, owners and occupiers of all sizes understand that there is much to gain from corporate sustainability programs. But where to begin?



Materiality Matters

While corporate reputation is the #1 factor in an organization's decision to invest resources towards ESG initiatives, there is still a need to define sustainability into something that can be measured to prove ROI to investors.

Environmental (E)

Management practices that mitigate environmental risks and align with efficiency opportunities for maximized asset value.

Social (S)

Trust & loyalty-building activities that enhance business relationships, from supply chain to employee health to tenant engagement.

Governance (G)

Transparent initiatives and policies that speak to the company's accountability to its shareholders and its larger community.

Why ESG Matters

86%

Consumers care about whether a company invests in ESG efforts

250%

Average appreciation for companies that score high on Corporate Health Achievement Awards

97%

Investors cite a history of poor governance as a reason to disassociate with a company

91%

Institutional investors claim environmental performance as an issue that would prompt a change in portfolio strategy

Understanding Stakeholder Motivation

While material information makes up a small portion of ESG data, knowing your stakeholders and what they care about can help you determine the metrics you should be monitoring in your reports.

Shareholders

Shareholders care about returns. But they also know that assets that actively monitor risk and leverage social responsibility initiatives are more resilient to external pressures



Executives

Your executives feel pressure from all sides. They rely on their operations team to spearhead initiatives to prove value to shareholders



Operations

It's the job of Operations to handle the details, from tenant engagement to supply chain alignment.



Tenants

Your tenants are looking for a building that aligns with their personal needs and values.



Community

The public may not always be top of your shareholder list, but relevant communities play a large part in the brand reputation of your organization.



When developing your ESG program, consider the themes that will make your sustainability reporting more integrated

It will help you better understand:

- ✓ Set goals to determine success
- ✓ Determine key sustainability initiatives in order to meet goals
- ✓ Create benchmarks for measurement of initiatives
- ✓ Make reporting relevant and transparent for all stakeholders

For more information on engaging stakeholders, join us for our webinar



Measurabl & ThinkParallax
**Engaging Your Stakeholders:
 Put Your Best ESG Foot Forward**

Register

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