

# Demystifying ESG

## 1. Overview

- Welcome
- Aims & Objectives
- Course Syllabus

## 2. Introduction

- Setting the Scene
- Why Does ESG Exist?
- Relevance of ESG Today
- ESG – The Bigger Benefits
- Impact on Profit with Purpose
- Definitions
- ESG Framework

## 3. How Does ESG Work?

- Demystifying the Language
- Environmental Activities
- Social Activities
- Governance Activities
- Cross Overs

## 4. Where Does ESG Sit Within a Business?

- ESG Ownership
- Accountability, Longevity and Continuous Improvement

## 5. Business Benefits

- Stakeholder Management
- Stakeholder Benefits
- The Importance of Structure
- How to Establish ESG into Your Business

## 6. Current Position Audit

- ESG Survey
- ESG Survey Results

## 7. Benchmarking

- Competitor Analysis

## 8. Metrics and Reporting

- Aligning Activity
- Example Frameworks that Align with ESG Activity
- Examples of ESG Data Collection
- Metrics Explained
- Goal Setting
- Reporting
- Current Technologies for Impact Reporting

## 9. Horizon Scanning

- Gaining Foresight
- Trends
- Risk Management

## 10. Course Quiz

- Quiz
- Quiz Results

## 11. Bringing ESG to Life

- What Next?
- Where Would ESG sit Within Your Business?
- How to Gain Buy-in from Those in Your Business
- Carry Out a Competitor Analysis
- Identify a Relevant Framework to Align with ESG
- Demystifying ESG Round-up