

## TAKE STOCK

Collect and know your data. Understand the impact your business is having on society and the environment.

Remember – if a business isn't capturing and reporting their data to tell their ESG stories, other people will tell it for them.

## SET A VISION

Develop a company-wide vision for sustainability that allows you to develop specific targets for things like gender quotas and net-zero.

**“YOU CAN'T DO BUSINESS ON A DEAD PLANET”**

## UNDERSTAND THE ISSUES

Develop your literacy around climate change, nature and social equity.

## IT'S A NEW ERA

Today, diversity, social inclusion and environmental stewardship largely determine a leader's ability to sink or swim.

No business can afford the economic, social or environmental cost of inaction.

## AGITATE

Have conversations with key decision makers (clients, media partners) around goals and metrics for sustainability and diversity.

Understand the expectations on businesses and governments and hold them to account.

**“NO BUSINESS CAN AFFORD THE SOCIAL, ENVIRONMENTAL, OR ECONOMIC COST OF INACTION.”**

## LISTEN TO DIVERSE VOICES

Particularly young voices who are the most powerful figures in the landscape leaders now occupy.

## ONE BITE AT A TIME

You can't solve everything at once. Small changes, like setting up clean-up days or a coffee cup recycling station, make it easier to move onto bigger shifts.

## THINK OUTSIDE THE BOX

Balance your client's business objectives and climate goals by demonstrating opportunities to create and grow revenue streams.

Align conversations around limiting your client's impact on the environment with their business values, not their bottom line.

## SPEAK OUT

Think a client is greenwashing? You're in a privileged position to be able to discuss it with them, and what it means to their brand.

**“WE CAN ALL BE WINNERS”**

**ESG ISN'T AN ARMS RACE BETWEEN AGENCIES – IT'S AN INDUSTRY-WIDE FORCE FOR GOOD**