



ESG Navigator and The Conference Board



ESG Navigator is recognized by The Conference Board (TCB) as the leading ESG benchmarking tool globally. TCB has licensed ESG Navigator and is rolling it out to its 1,000+ corporate members globally. We are honored by the recognition and excited to see the platform expand significantly.

What do ESG executives need right now?

As the drumbeat of societal expectations accelerates, CEOs and C-suites have two big ESG questions:

1. **How do we tell a compelling story about our company's value - especially to investors?**
2. **How well-positioned are we to earn strong ESG ratings (e.g., CDP, SASB, TCFD, MSCI, etc.)?**

ESG leaders are challenged: buried in data, questionnaires, ratings, and reporting – yet trying to help position the company as an ESG leader. To respond to the CEO at a moment's notice, they must:

- *Rate our company* – in a frank and honest way.
- *Learn from their peers* – “peek around the corner” to see where leaders are heading.
- *Analyze our position* – vs. peers and vs. ESG rating organizations that matter.
- *Craft our company's story* – its value to society in a world constantly changing around us.

What Your Peers Say

ESG Navigator is easy-to-use, confidential, and has been shaped by >80 ESG leaders. They value ESG Navigator as a one-of-a-kind, powerful platform to address their needs.¹

- **Rate Our Company:** *“You can do it so fast and immediately gain a lot of insight.” – “Speaks the language of our C-suite and board.” – “The dialog among our cross-functional team was excellent to align on ESG.”*
- **Learn from Peers:** *“ESG Navigator is much more than a tool... a diverse group of leading companies discusses the latest sustainability topics [we] are wrestling with.” – “Provides an informed, best-practice roadmap.”*
- **Analyze Our Position:** *“We rarely gain insights from [ESG raters].” – “ESG Navigator allows us see where the opportunities lie.” – “Provides an informed, best-practice roadmap.” -- “A simple, powerful platform that demonstrates the breadth of ESG in defining business strategies.”*
- **Tell Our Story:** *“Great for engaging senior executives.” – “We cannot let ESG ratings dictate our ESG strategy.” – “Using ESG Navigator, we laid out a roadmap and took it to our Board.”*



ESG Ratings Comparison: ESG Performance Maps

The **ESG Performance Maps** add a whole new layer to the ESG Navigator platform. Now, you can answer the question your CEO's have been asking:

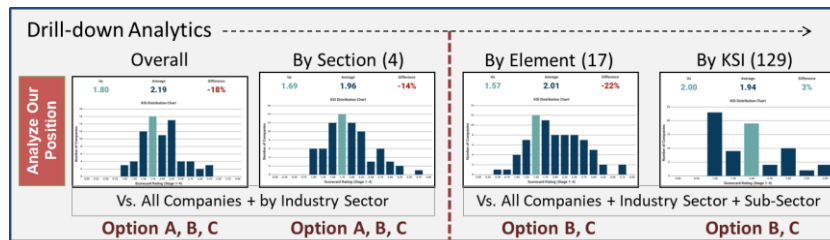
How well positioned are we to be rated highly (by CDP, SASB, TCFD, MSCI, etc.)?

¹ To learn more: Visit <https://esgnavigator.com> to view testimonials, request log-in credentials or [join](#). Contact gib@hedstromassociates.com.

Join Options: How to participate in ESG Navigator

Option A – Starter

Create a confidential, frank and honest company self-assessment on-line; update annually; download and share summary analytics. *New Q4-2020: Buy Best Practices Library and Excel Toolkit à la carte.*



Option B – Basic (all of Option A, plus...)

View the full base analytics (150-300+), including your industry sub-sector (see figure above).

New Q4-2020: Access the Best Practices Library (free) and the ESG Performance Maps (extra fee).

ESG Navigator - Best Practices Library					
Section	Element	KSI	KSI Name	Company	Best Practice "Blurb"
Governance	Purpose & Values	1.1	Company Purpose (CEO's View re the Role of Company)	Neste (Finland)	Facing headwinds and market devaluation in oil refining, transformed the company to develop sustainable sources of energy.
Governance	Purpose & Values	1.1	Company Purpose (CEO's View re the Role of Company)	Østed	Known as Danish Oil and Natural Gas until 2017, began a bold transformation in 2009 - reinventing itself as a top-to-bottom renewable energy company.
Governance	Purpose & Values	1.1	Company Purpose (CEO's View re the Role of Company)	Trane Technologies	Spun off from Ingersoll Rand in early 2020 as a pure-play climate company that creates "efficient and sustainable solutions for buildings, homes, and transportation."

Option C – Advanced (all of Option B, plus...)

Best value. Download and share an *additional 450+ analytics*; compare your company vs. peers by revenue, headcount, headquarters location, and public/private. Benefit from constant improvements in ESG Navigator and the *ESG Performance Maps* – pilot new features and shape this platform to meet your needs.

ESG Ratings Bubble Chart													
KSI	Section	KSI Name	CDP	SASB	TCFD	BB	ISS	MSCI	Sust.	GRI	DJSI	FTSE	Vigeo
1.1	Gov	Co. Purpose (CEO's View re Role of Co. in Society)											
1.2	Gov	Sust. in Corp. Vision, Mission, Values & Policies											
1.3	Gov	Support of Intl. Sust. Charters or Commitments											
1.4	Gov	Managing Long-Term Viability of Core Biz.(es)											



NEW ESG Performance Maps

This powerful new set of features allows companies to “map” your ESG performance against 14+ ESG ratings organizations so that you can answer the question your CEO asks:

How well positioned are we to be rated highly (by CDP, SASB, TCFD, MSCI, etc.)?

The multi-section, interactive report for your company includes:

- *Summary Dashboard*: visuals to share with your C-Suite to see at a glance...
- *Green – Yellow – Red*: Quickly see where your company is vulnerable on multiple maps.

New ESG Performance Maps: Example “Heat Map” (5 of 129 KSIs)																		
KSI	Section	KSI Name	Score	HRI	CDP	SASB	TCFD	BB	ISS	MSCI	Sust.	GRI	DJSI	FTSE	Vigeo	Eco-V	CK	JUST
14.8	Env	Packaging	1.0	~														
14.9	Env	End-of-life Product Responsibility	1.0	~														
15.1	Soc	Workplace Envir.	3.0	~														
15.2	Soc	Diversity & Inclusion	1.0	~														
15.3	Soc	Role of Sust. Benefits in Recruitment & Retention	3.0	!														

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ESG Navigator Join Options		Subscription Options		
effective September 2020		Option A	Option B	Option C
https://esgnavigator.com/join/		Starter	Basic	Advanced
GENERAL				
24x7 Login access to ESGNavigator website	More	●	●	●
Access to all ESG Navigator KSIs and rating criteria (online + download)		●	●	●
Download proprietary rating criteria: <i>Key Sustainability Indicators</i> (KSIs)	More	●	●	●
RATE OUR COMPANY				
Conduct our own ratings self-assessment (online)	More	●	●	●
Flag and prioritize KSIs that are highly relevant to our company (online)	More	●	●	●
Update our self-assessment any time (online only)	More	●	●	●
Excel Toolkit: Self-assessment scoring sheets w/cross-company analysis	More	\$	●	●
EVALUATE OUR RESULTS				
Evaluate scores at Overall (O) and Section (S) levels (summary scores)	More	●	●	●
Drill down to Element (E) and KSI (K) levels (17 Elements; 129 KSIs)	More	X	●	●
COMPARE TO OTHER COMPANIES				
Compare at Overall (O) and Section (S) levels to all companies and to industry sectors	More	●	●	●
Compare at O/S/E/K levels to all companies; industry sector; and sub-sector	More	X	●	●
Compare at O/S/E/K levels to companies by Revenue, FTE, Location, Public/Private	More	X	X	●
Compare to KSIs considered Highly Relevant by Gib Hedstrom (Gib's Top 24 KSIs)	More	X	●	●
Compare to KSIs considered Highly Relevant by peers (Others HR!)	More	X	X	●
COMPARE TO ESG RATINGS				
Compare our company scores vs. 14+ ESG Ratings (4 "Rainbow Charts")	More	X	●	●
Compare our company scores vs. 14+ ESG Ratings (129 "KSI Bar Charts")	More	X	X	●
ESG Performance Maps - Base Level	More NEW	X	\$	\$
LEARN FROM PEERS				
Participate in monthly ESG Navigator webinars	More	●	●	●
Pitch decks: Access/view presentation slides explaining ESG Navigator	More	●	●	●
Best practices: View examples (online) as we update our ratings	More	●	●	●
Best practices: Download <i>Best Practices Library</i> (Excel)	More NEW	\$	●	●
Strategic planning: Participate in <i>Quarterly Strategy Discussion Forum</i>	More	X	X	●
FEES:		Option A	Option B	Option C
ANNUAL SUBSCRIPTION FEE: Effective September 2020		Free	\$2,500	\$4,000
Discount for Founding Members (Data entry before 10/1/2018 and updated during 2020)		n/a	-500	-800
OPTIONS (additive to annual fee)				
\$ Excel Toolkit: Scoring sheets & summary report		\$700	included	included
\$ Best Practices Library: Excel File - sortable		\$900	included	included
\$ ESG Performance Maps: The basic features in place September 2020 with upgrades		\$2,200	\$1,800	\$1,600
<i>Total fees depend on options selected:</i>				
TOTAL: Companies with Data entry after 10/1/2018		Depends on options selected	\$4,300	\$5,600
TOTAL: Founding Members - Data before 10/1/2018; updated during 2020		N/A	\$3,800	\$4,800

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