



**ESG Navigator™**

ENVIRONMENT • SOCIAL • GOVERNANCE

# ESG Navigator Webinar

October 15, 2021



# Pre-registered



Company	Pre-Registered
• Altria	Athaliah Edwards-Sedra
• Bemis	Denise Bond
• Burns & McDonnell	Doug Dietrich
• Consumers Energy	Jessica Spagnuolo
• Deere	Kim Noe
• Dell	Federico Sendel; Meagan Yates
• Ducommun*	Kim Luu*
• Eastman	Jen Creek
• Fluor	Lucy Brady
• Goodyear	Maureen DeSanzo; Jessica Fraser
• Hexion	Syd Lindquist

\* = First webinar

Company	Pre-Registered
• Kohler	Kayla Buszka
• Marriott International	Denise Naguib
• Materion	Jon Newton
• Medtronic	Kim Makurat
• NextEra Energy	Morgan McCall
• Otis	Terry Robinson; Matt Turner
• PepsiCo	John Hodges
• Stryker	Jen Boynton
• Teck Resources*	Jill Lennartz* Nishadi Liyanage*
• UPS	Zara Inam
• Waters Corporation	Andrew Pastor

**Guest:** Jon Yankelewitz (The Conference Board)

**ESG Navigator Team:** Gib, Larry, Tatiana, Dean



# Agenda

## Unlocking ESG Navigator Data Entry *(20-25 minutes)*

- What can TCB do?
- What can ESG Navigator Team do?
- What can you do?
- Breakout Groups

## ESG Questions on the CEO's Agenda for 2022 *(25-30 minutes)*

- What are we hearing?
- What are you hearing?
- What few graphics to share with the C-Suite?
- Full Group Discussion

## Next Steps





IMPORTANT!



# Unlocking ESG Navigator Data Entry

## PLAN

- No price increase
- Simplify getting started
- Continued investment:
  - New features
  - Premium members shape changes
- Equip you for CEO and board presentations



## GOAL

- Grow 2x-3x number of companies with data in ESG Navigator

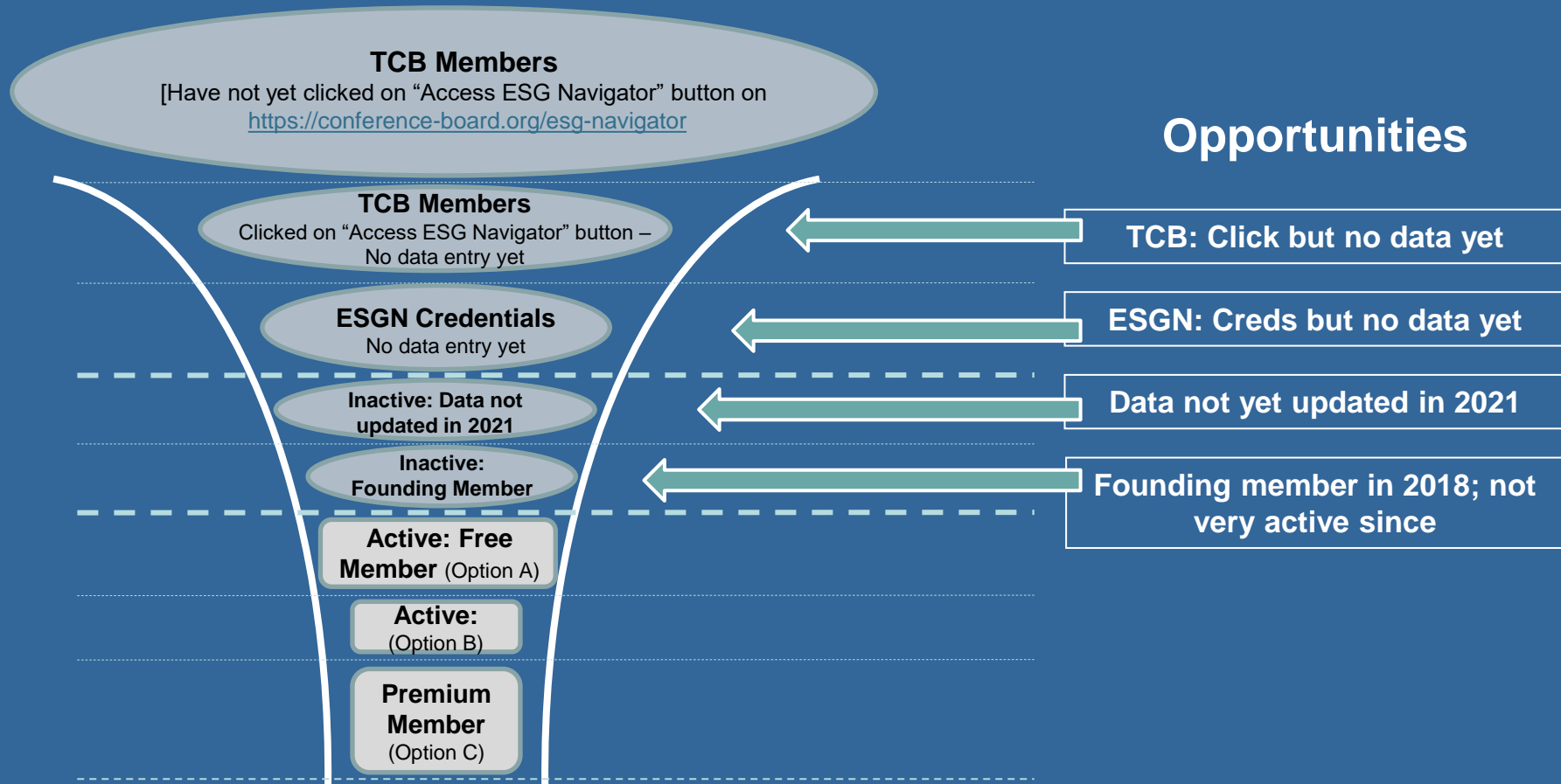


**ESG Navigator™**  
ENVIRONMENT • SOCIAL • GOVERNANCE

© 2021 Hedstrom Associates

October 2021 Webinar

# Unlocking ESG Navigator Data Entry



# How to promote data entry



## TCB Actions

- **ESG Center Member Outreach**
  - Jon and Evan collaboration
  - Understand benefits of ESGN
  - Targeted outreach
- **ESG Navigator Starter (15 KSIs)**
  - Created and tested
  - Approved
  - Target December 2021
- **Council Participation**
  - Leverage ESGN member overlap



## ESGN Actions

- **Simplify Get Started**
  - Get Started Page
  - 2021 ESG Ratings Survey Report
  - Rate Page (E + S + G + Strategy)
- **Replicate ESG Navigator Starter**
  - Immediate access to
    - ESG Ratings Maps
    - Benchmark analytics
- **ESG Ratings Maps for Option A**
  - Full ESG Ratings Maps for the 15 KSI survey



## Your Actions

- **Ideal Goal:**
    - Each Premium member helps recruit 2-3 additional members
    - Use your network to help spread the word
  - **Why bother?**
    - Improve the tool
    - Custom Peer Group Comparison
- Incentives?**
- free consulting?

# TCB Actions: ESG Navigator Starter





# ESGN: Website Updates

## New “Get Started” Page

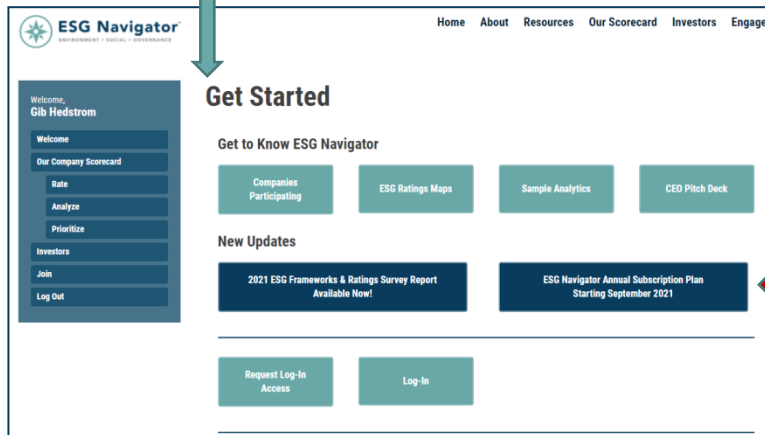
- First-timers
- Not logged-in

## Immediately Access

- Companies Participating
- ESG Ratings Maps (ABC Co.)
- Sample Analytics (ABC Co.)
- CEO Pitch Deck

## Special Current Features

- ESG Ratings Survey
- September 2021 Join Options (New)







# ESGN: Website Updates

## Simplify “Rate” Page

- Flexible Starting Point
- E + S + G + Strategy
- Previously set up to encourage starting with Governance – then Strategy

The screenshot displays the ESG Navigator website interface. At the top, the navigation bar includes links for Home, About, Resources, Our Scorecard, Investors, and Engage. The main header features the ESG Navigator logo and the tagline 'ENVIRONMENT • SOCIAL • GOVERNANCE'.

The central section is titled 'Rate My Company' and includes the instruction: 'Select a section and get started. Follow your progress below.' Below this, four colored boxes represent the sections: Environment (E), Social (S), Governance (G), and Strategy (St). Each box lists the number of KSIs and the estimated time to complete the rating:

- E Environment**: 23 KSIs, Est. 20 minutes
- S Social**: 22 KSIs, Est. 20 minutes
- G Governance**: 42 KSIs, Est. 45 minutes
- St Strategy**: 27 KSIs, Est. 30 minutes

On the left side of the page, there is a sidebar menu with options: Welcome, Our Company Scorecard, Rate, Analyze, Prioritize, Investors, Join, and Log Out. Below the menu, there are links for 'View Demo' and 'Comment on KSI', followed by a 'Scorecard Progress' section with a progress bar and radio button indicators for 'Environmental Stewardship', 'Social Responsibility', 'Governance and Leadership', and 'Strategy and Execution'.

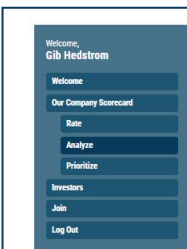




# ESGN: Website Updates

## New Analytics: Summary Distribution

- By KSI
- By Highly Relevant KSIs
- By Element



### Our Company

#### Summary Charts (Free):

- Summary Bubble Chart
- Summary Distribution
- Rainbow Charts

- Bar Chart - Overall Analysis
- Bar Chart - by Section (4)

#### Drill Down Charts:

- Bar Chart - by Element (17)
- Bar Chart - by KSI (114)
- Most Relevant Analysis

#### ESG Ratings Analysis:

- Rainbow Charts vs. ESG Ratings
- Bar Chart - by KSI + ESG Ratings

#### ABC Company

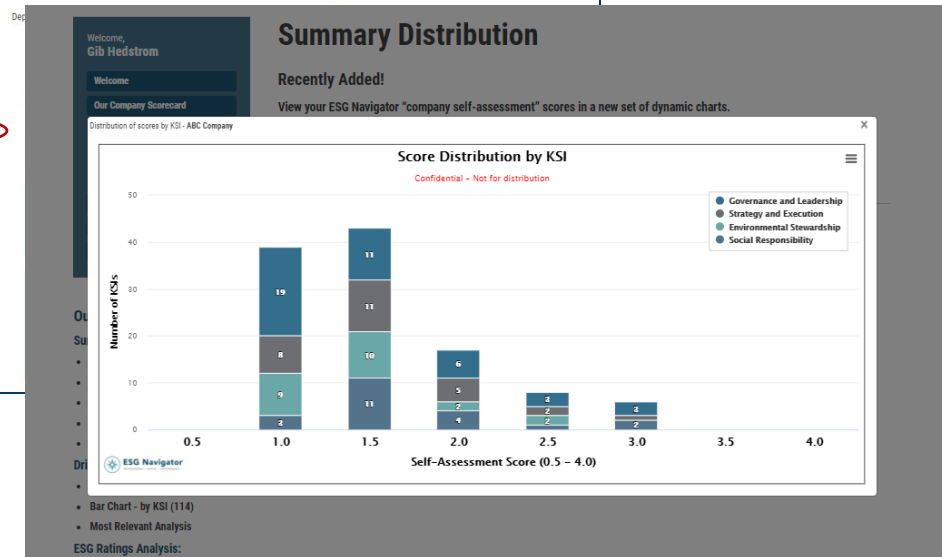
- ESG Ratings Maps
- Benchmarking Analytics

## Analyze Your Results

*"We take so many surveys (e.g., CDP, DJSI, etc.) – and are ranked against our peers, but we rarely gain insights from the results. ESG Navigator allows us to dig into the contributing factors – and see where the opportunities lie."*

Michel Washer – Deputy Chief Sustainability Officer – Solvay

How do we stack up?



# ESGN Actions: Replicate Starter Survey

#	KSI	Section	KSI Name	Score
1	8.1	Str	ESG/S Positioning & Strategy	1.5
2	1.5	Gov	Key Business Decisions - ESG/S	0.5
3	4.3	Gov	Materiality Assessment	3.5
4	4.1	Gov	ESG/S Goals & Roadmap	2.5
5	3.3	Gov	Board Independence & Expertise	1.0
6	2.3	Gov	C-Suite Interaction with Customers	1.0
7	5.1	Gov	ESG/S in Compensation & Goals	1.0
8	15.7	Soc	Employee Engagement	2.0
9	9.1	Str	ESG/S & Innovation	1.5
10	13.1	Env	Supply Chain Env. - Approach	1.5
11	16.1	Soc	Approach: Supply Chain Social	1.0
12	14.1	Env	ESG/S Resp.: PSS Use & End-of-life	1.0
13	17.1	Soc	Philosophy re 'Community'	1.5
14	6.1	Gov	Approach to Stakeholders	3.5
15	7.1	Gov	Disclosure of Material Impacts	1.5



# ESG Navigator Actions: Option A ESG Ratings Maps

#	KSI	Section	KSI Name	Score	HR!	CDP	GRI	SASB	TCFD	BB	FTSE	ISS	MSCI	S&P	Sust.	Vigeo	Eco-V	CK	JUST	ERC	
1	8.1	Str	ESG/S Positioning & Strategy	1.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	54	
2	1.5	Gov	Key Business Decisions - ESG/S	0.5	!	●	●	●	●	●	●	●	●	●	●	●	●	●	●	46	
3	4.3	Gov	Materiality Assessment	3.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	69	
4	4.1	Gov	ESG/S Goals & Roadmap	2.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	81	
5	3.3	Gov	Board Independence & Expertise	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	31	
6	2.3	Gov	C-Suite Interaction with Customers	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	0	
7	5.1	Gov	ESG/S in Compensation & Goals	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
#	KSI	Section	KSI Name	Score	HR!	CDP	GRI	SASB	TCFD	BB	FTSE	ISS	MSCI	S&P	Sust.	Vigeo	Eco-V	CK	JUST	ERC	RPS
8	15.7	Soc	Employee Engagement	2.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	54	34.1
9	9.1	Str	ESG/S & Innovation	1.5	!	●	●	●	●	●	●	●	●	●	●	●	●	●	●	46	24.7
10	13.1	Env	Supply Chain Env. - Approach	1.5	!	●	●	●	●	●	●	●	●	●	●	●	●	●	●	69	100.0
11	16.1	Soc	Approach: Supply Chain Social	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	81	29.4
12	14.1	Env	ESG/S Resp.: PSS Use & End-of-life	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	31	40.0
13	17.1	Soc	Philosophy re 'Community'	1.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	0	60.0
14	6.1	Gov	Approach to Stakeholders	3.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	31	41.2
15	7.1	Gov	Disclosure of Material Impacts	1.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	38	41.2
9	9.1	Str	ESG/S & Innovation	1.5	!	●	●	●	●	●	●	●	●	●	●	●	●	●	●	65	29.4
10	13.1	Env	Supply Chain Env. - Approach	1.5	!	●	●	●	●	●	●	●	●	●	●	●	●	●	●	65	29.4
11	16.1	Soc	Approach: Supply Chain Social	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	65	17.6
12	14.1	Env	ESG/S Resp.: PSS Use & End-of-life	1.0	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	42	32.9
13	17.1	Soc	Philosophy re 'Community'	1.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	50	36.5
14	6.1	Gov	Approach to Stakeholders	3.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	50	100.0
15	7.1	Gov	Disclosure of Material Impacts	1.5	~	●	●	●	●	●	●	●	●	●	●	●	●	●	●	81	29.4



## BREAKOUT GROUPS

# ESG Navigator: What can you do?

### Breakout Groups

- What aspect of ESG Navigator would be most appealing to your network?
- What would it take for you to make a few calls to ESG peers at other companies?

BREAKOUT GROUPS

*“The value proposition for the tool is **strong** and the sustainability network world is small...there is motivation based on the **continuous improvements in the tool**, and in my view, the **larger the sample size for the comparison/benchmarking is better** and in itself is a motivator.”*

October 12, 2021

# Agenda

## Unlocking ESG Navigator Data Entry *(20-25 minutes)*

- What can TCB do?
- What can ESG Navigator Team do?
- What can you do?
- Breakout Groups

## ESG Questions on the CEO's Agenda for 2022 *(25-30 minutes)*

- What are we hearing?
- What are you hearing?
- What few graphics to share with the C-Suite?
- Full Group Discussion

## Next Steps



# What we are hearing from you

## ESG Ratings:

- *How can I gather more insights about how my company performs against ESG ratings?*
- *How do we map across all the key ESG frameworks and ratings that matter?*
- *How do we drive improvements while keeping the frameworks in mind?*

## Benchmarking:

- *How do we know how our internal practices align with our peers and our industry?*
- *How can we compare our organization to ESG leaders?*
- *How do we understand where our gaps are and the opportunities to improve?*



# What we are hearing from you

## Internal Alignment:

- *How do we engage internal stakeholders on a clear path forward?*
- *How do we align on where we should allocate our resources?*
- *How do I engage the CEO and board?*
- *How do we drive ESG/Sustainability up the chain of our organization?*

## Tell our Story:

- *How do you tell the right story about your company's ESG strategy?*
- *How do we leverage ESG Navigator to improve our disclosure and performance?*



# What we are hearing from you

## Strategy – Path Forward:

- *How can we improve on the most material issues to our company?*
- *How do we stay competitive in the ESG race?*
- *How do we keep up with industry leaders and changing standards?*

## Navigate Changes Ahead:

- *How do we monitor where we stack up against our peers while continuously improving our ESG practices?*
- *How do we respond to stakeholder concerns?*



# What we are hearing from you

Topic	Comments Shared
<b>ESG Ratings</b>	<ul style="list-style-type: none"> <li>• <i>How can I gather more insights about how my company performs against ESG ratings?</i></li> <li>• <i>How do we map across all the key frameworks and ratings that matter?</i></li> <li>• <i>How do we drive improvements while keeping the frameworks in mind?</i></li> </ul>
<b>Benchmarking</b>	<ul style="list-style-type: none"> <li>• <i>How do we know how our internal practices align with our peers and our industry?</i></li> <li>• <i>How can we compare our organization to ESG leaders?</i></li> <li>• <i>How do we understand where our gaps are and the opportunities to improve?</i></li> </ul>
<b>Internal Alignment</b>	<ul style="list-style-type: none"> <li>• <i>How do we engage internal stakeholders on a clear path forward?</i></li> <li>• <i>How do we align on where we should allocate our resources?</i></li> <li>• <i>How do I engage the CEO and board?</i></li> <li>• <i>How do we drive ESG/Sustainability up the chain of our organization?</i></li> </ul>
<b>Tell Our Story</b>	<ul style="list-style-type: none"> <li>• <i>How do you tell the right story about your company's ESG strategy?</i></li> <li>• <i>How do we leverage ESG Navigator to improve our disclosure and performance?</i></li> </ul>
<b>Strategy – Path Forward</b>	<ul style="list-style-type: none"> <li>• <i>How can we improve on the most material issues to our company?</i></li> <li>• <i>How do we stay competitive in the ESG race?</i></li> <li>• <i>How do we keep up with industry leaders and changing standards?</i></li> </ul>
<b>Navigate Changes Ahead</b>	<ul style="list-style-type: none"> <li>• <i>How do we monitor where we stack up against our peers while continuously improving our ESG practices?</i></li> <li>• <i>How do we respond to stakeholder concerns?</i></li> </ul>





# What are you hearing from your executives?

1. Take a minute to think about what you have heard the past month or so
2. Type your top few questions in chat
3. Group Discussion

Discussion Take-Aways





# “Top Ten” Slides to show the CEO

ESG in 2022  
Answering the CEO's Questions

# Agenda

## Unlocking ESG Navigator Data Entry *(20-25 minutes)*

- What can TCB do?
- What can ESG Navigator Team do?
- What can you do?
- Breakout Groups

## ESG Questions on the CEO's Agenda for 2022 *(25-30 minutes)*

- What are we hearing?
- What are you hearing?
- What few graphics to share with the C-Suite?
- Full Group Discussion

## Next Steps





# October to December 2021

## FOR US

- **ESG Navigator “Starter Survey”**
  - TCB Version
  - ESGN Version
- **ESG Ratings Maps (download)**
  - Option A – 15 KSIs = Starter Survey download
  - Options B, C: RPS Feature added
- **Snake Chart**
  - Highly Relevant analysis by Element
  - Add feature to Excel Toolkit
- **Intra-company peer group comparison**
  - Your company (corporate)
  - Your company business units (A, B, C, etc.)

## FOR YOU

- **November 30: Input/Update Your Data**
- **Recruit 1-3 Peers**
  - Talk to Gib – strategize outreach plan
- **Identify “Special” Peer Group**
  - Your company
  - 2-3 key customers
  - 2-3 key suppliers
  - Other business partners



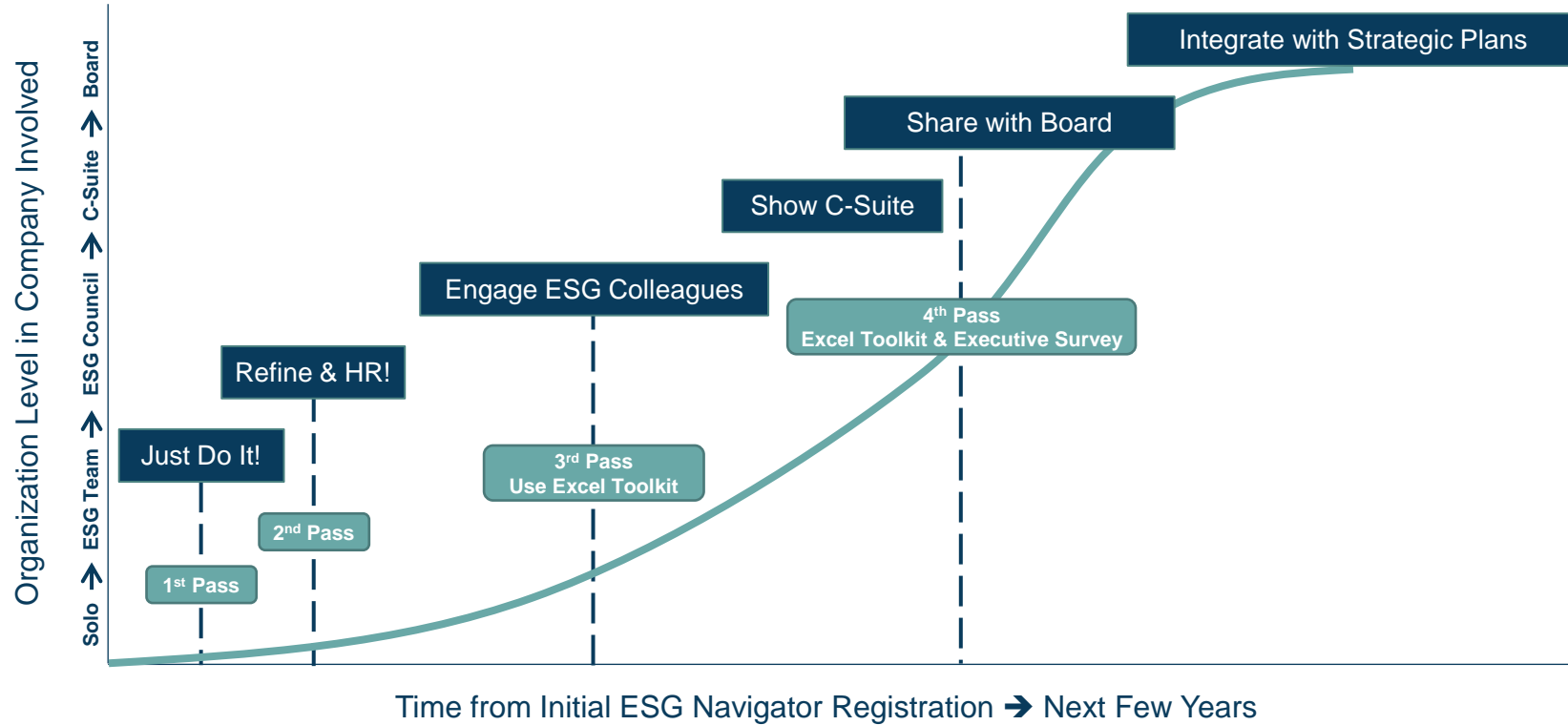


**ESG Navigator**<sup>™</sup>  
ENVIRONMENT • SOCIAL • GOVERNANCE

**THANK YOU!**



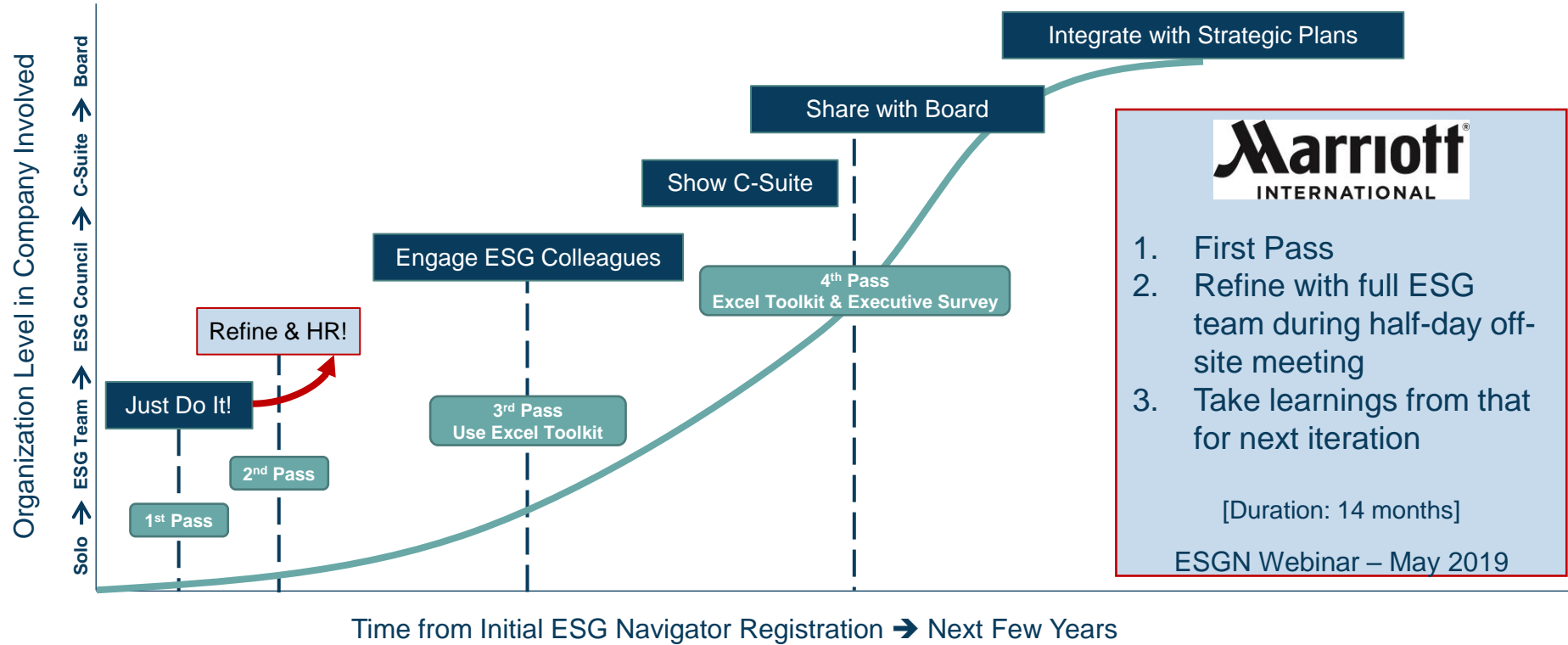
# How to Use ESG Navigator



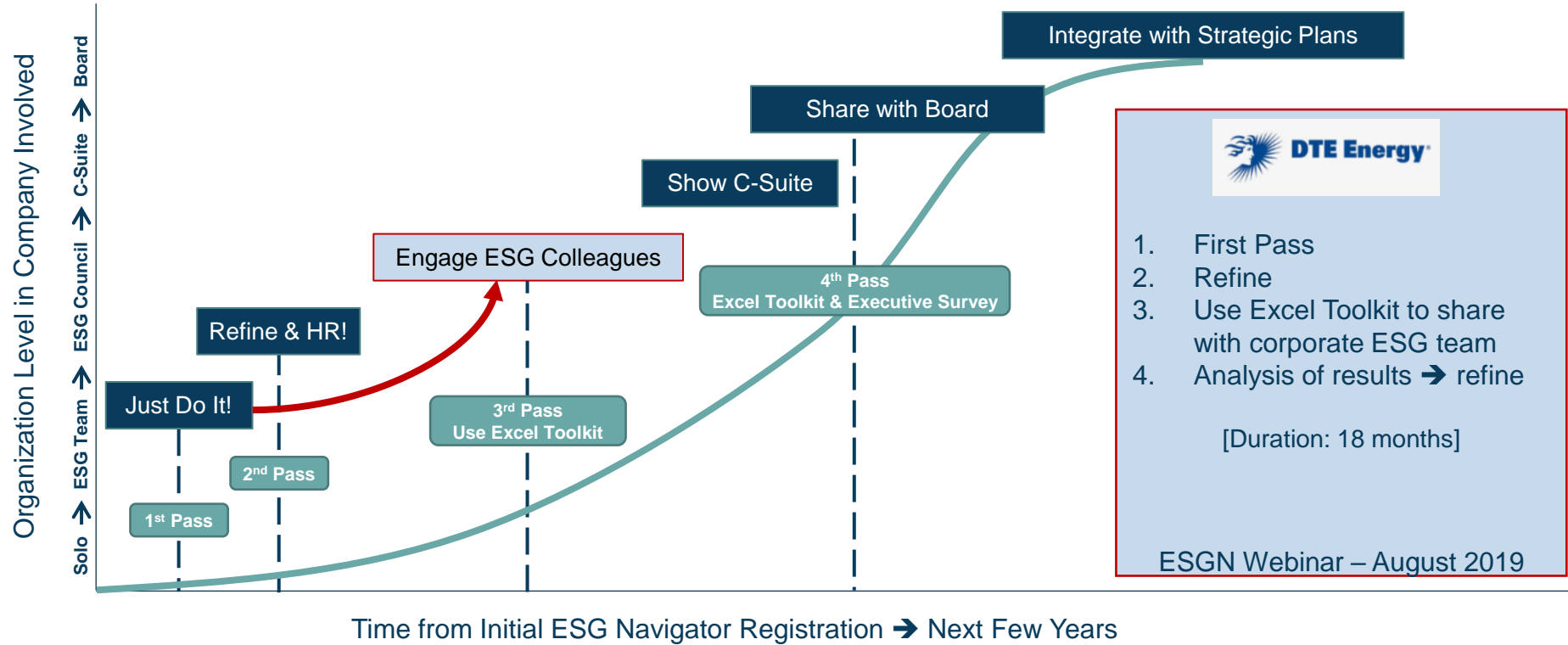




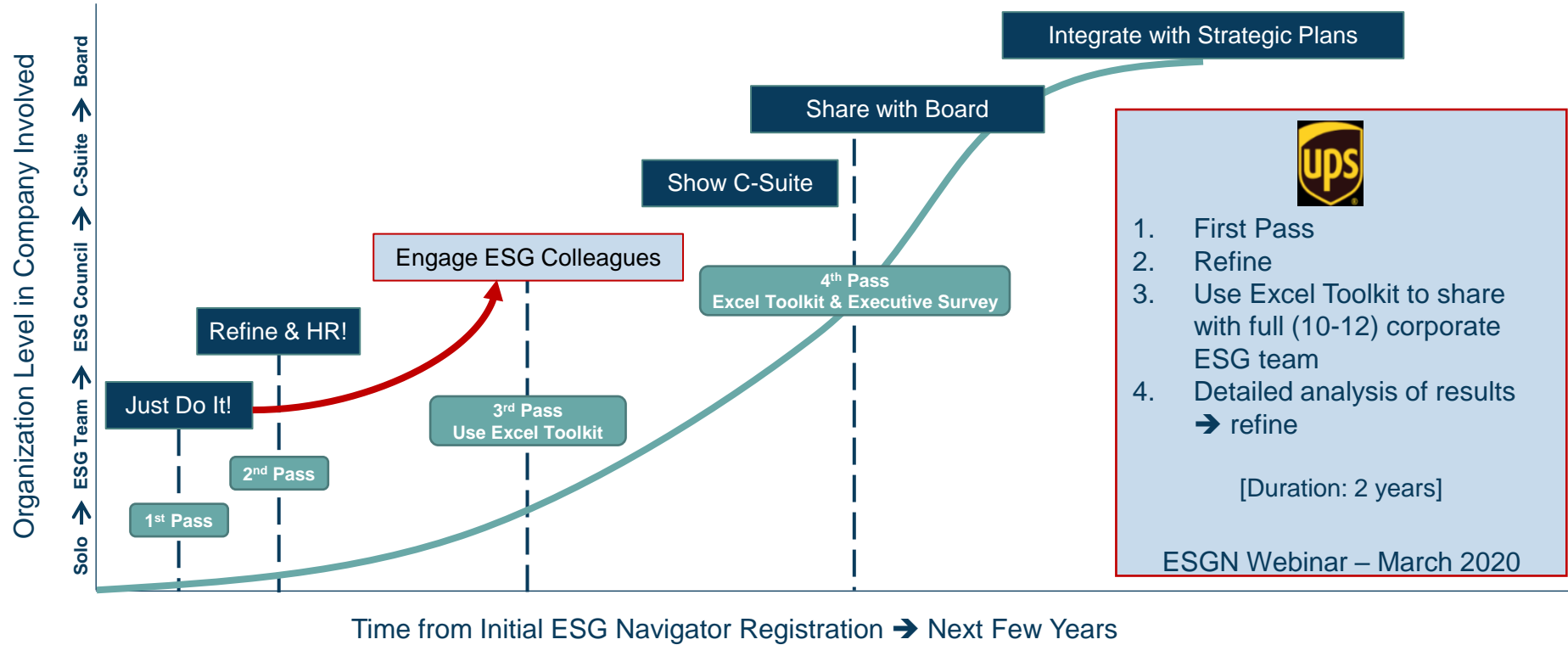
# How to Use ESG Navigator



# How to Use ESG Navigator

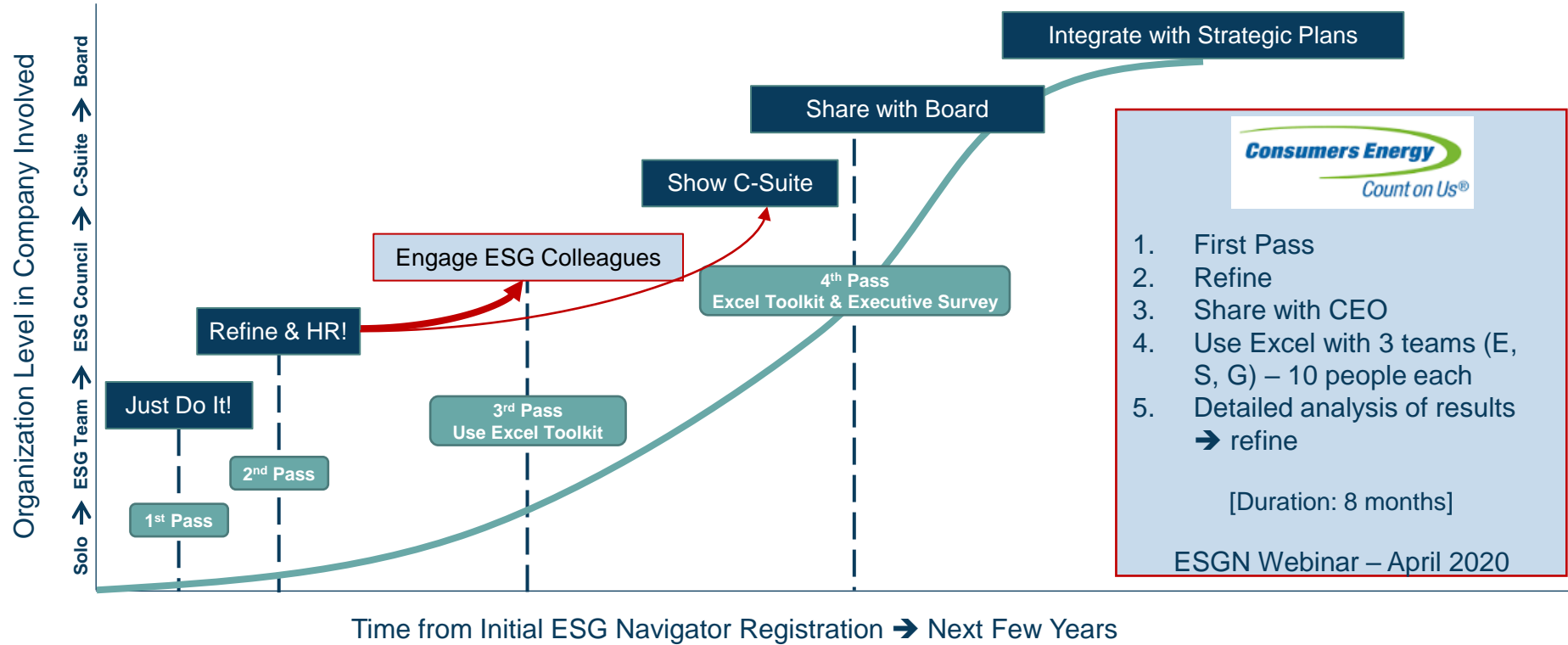


# How to Use ESG Navigator



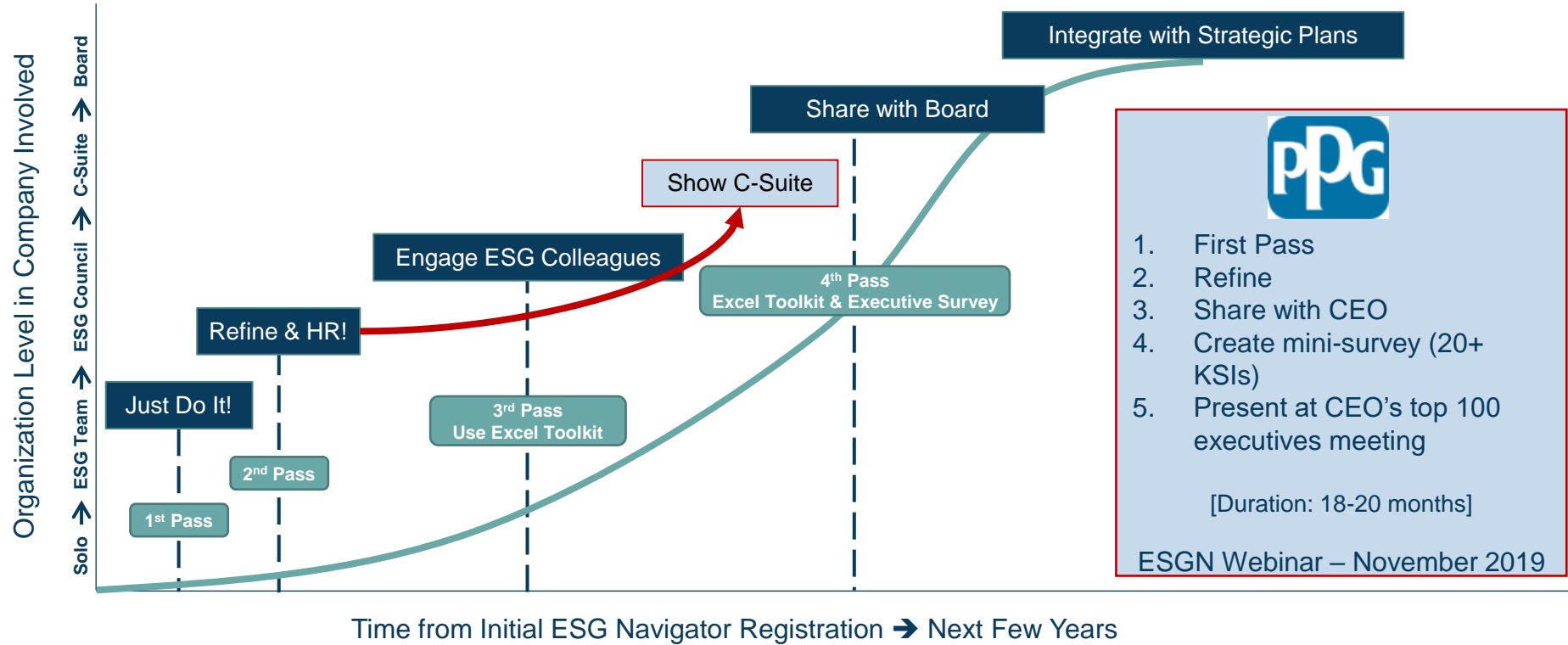


# How to Use ESG Navigator



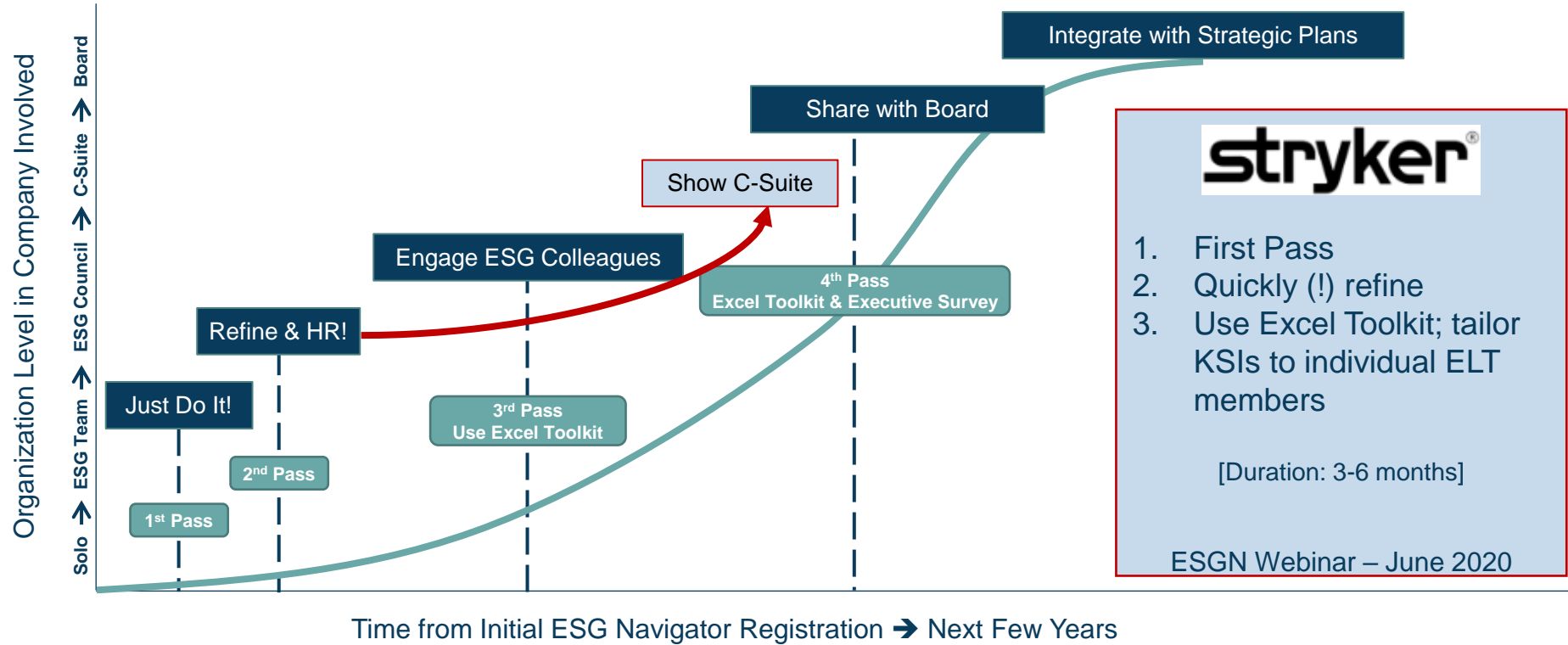


# How to Use ESG Navigator



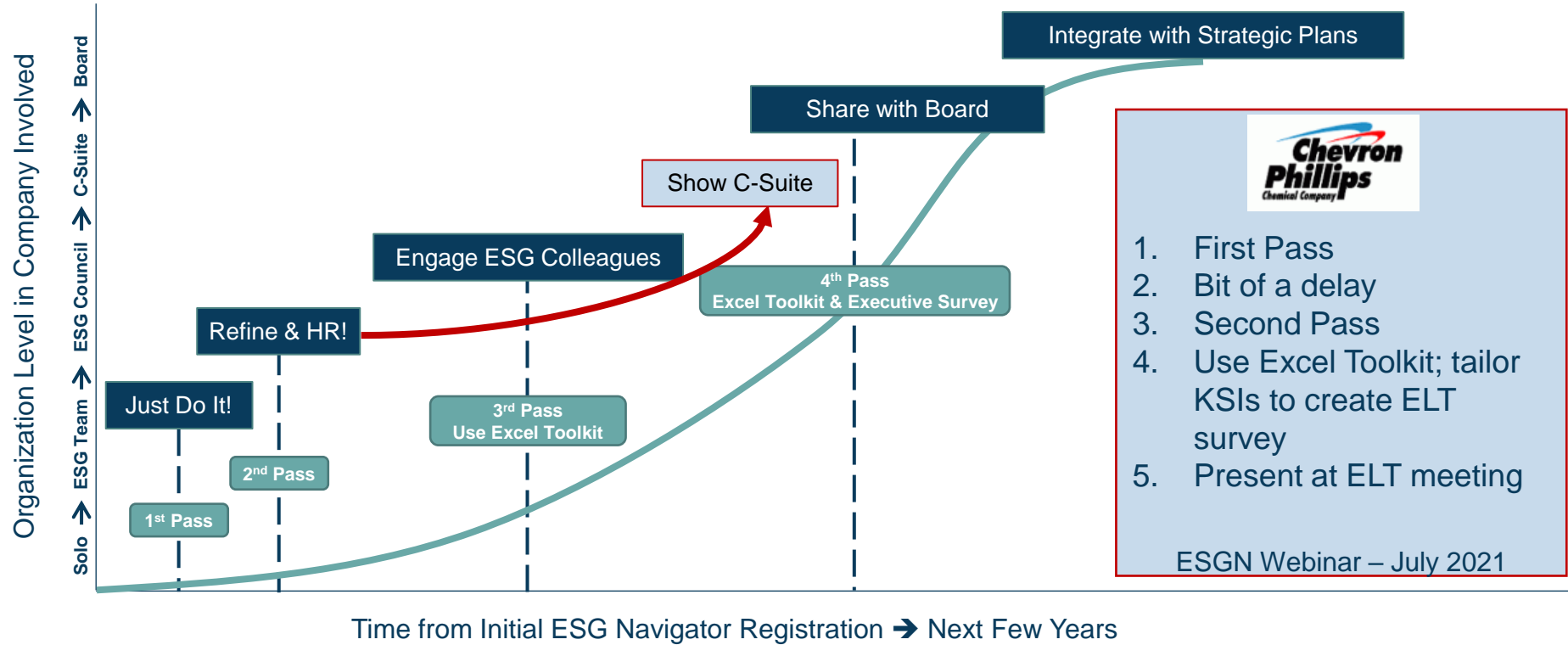


# How to Use ESG Navigator



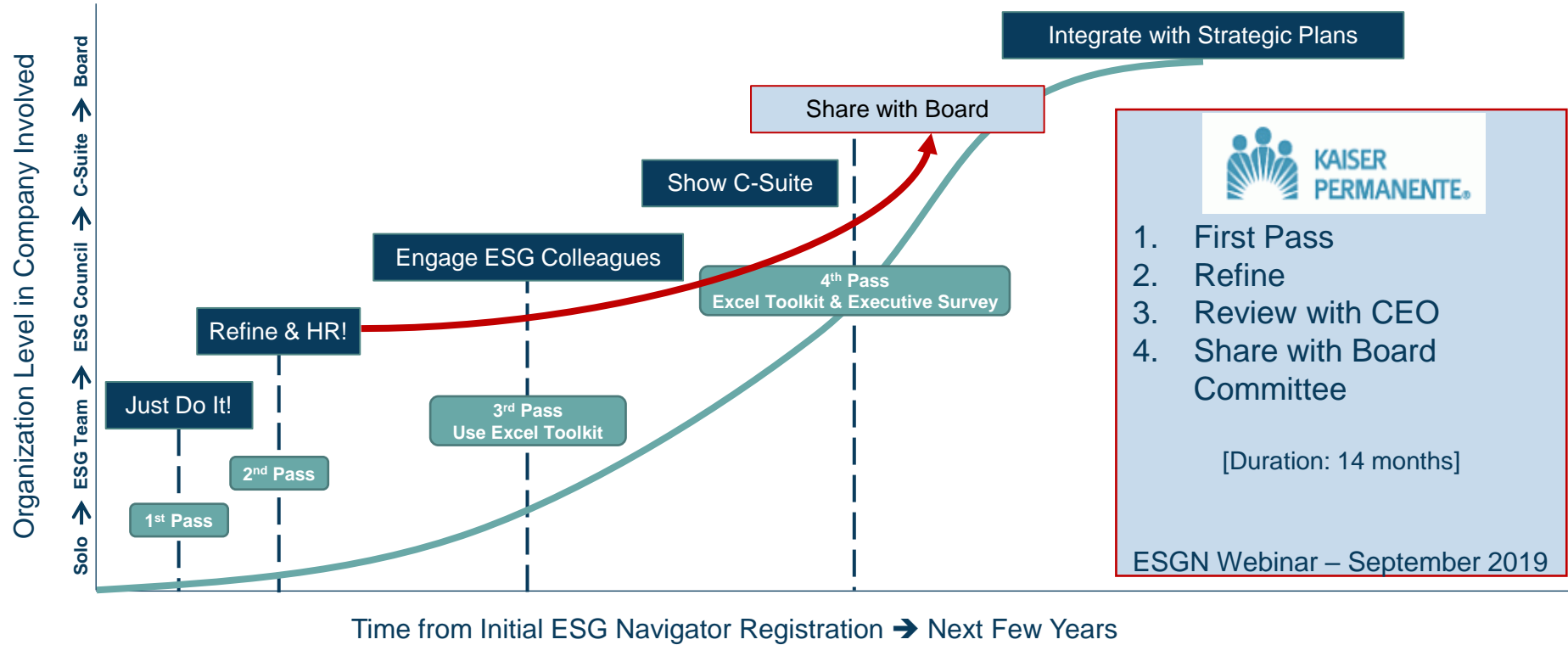


# How to Use ESG Navigator





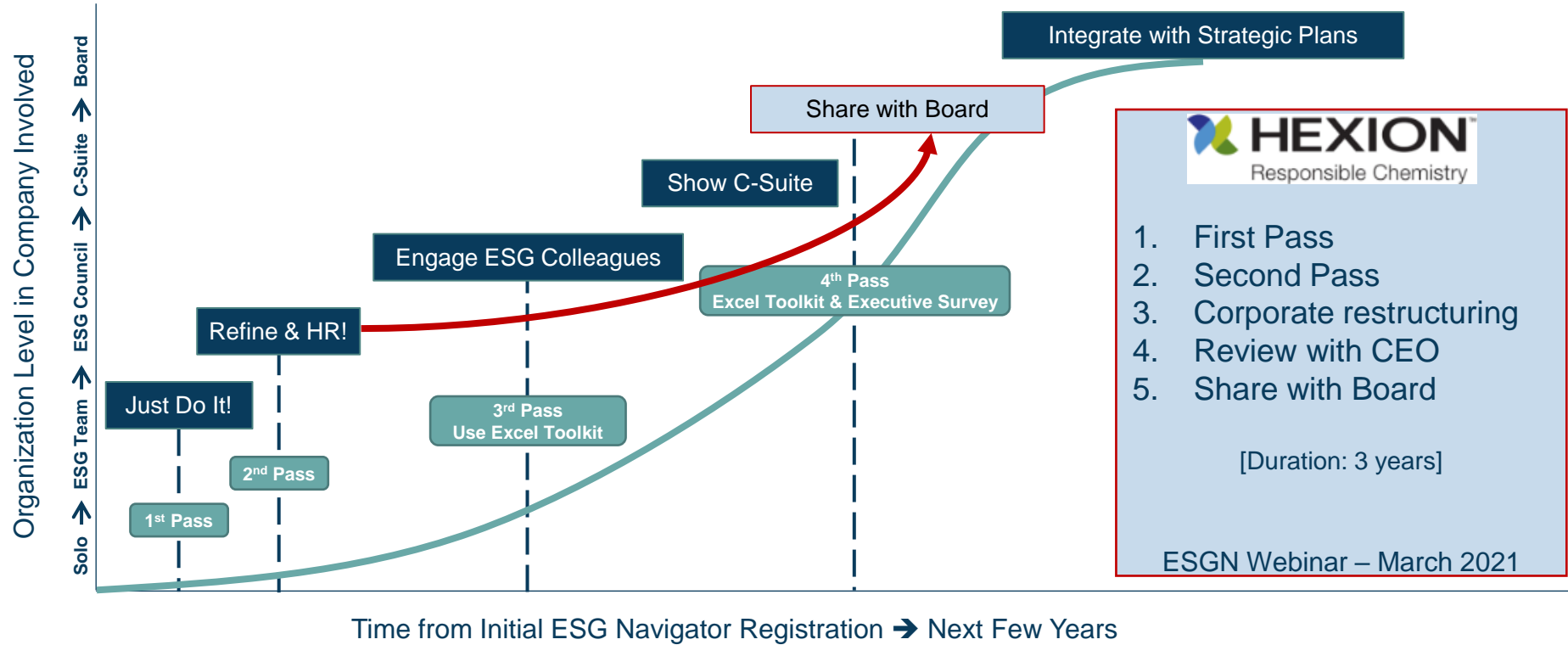
# How to Use ESG Navigator







# How to Use ESG Navigator





# How to Use ESG Navigator

