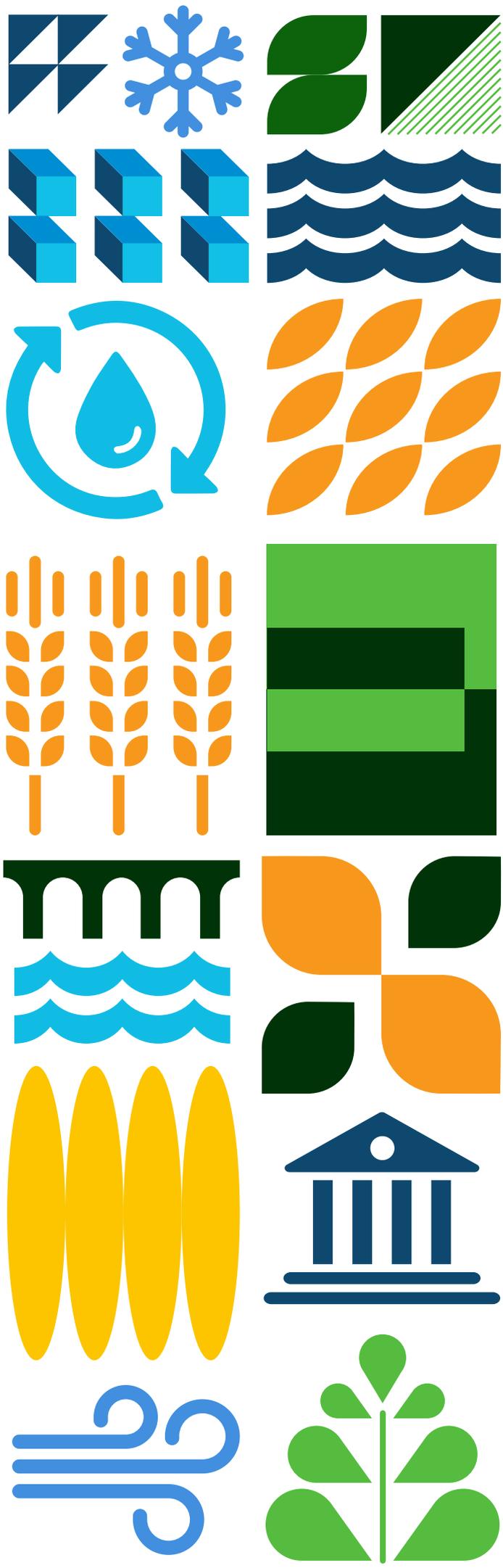


ESGPath



Five Steps to A Powerful ESG Brand Strategy

Simply put, a brand can be thought of as a relationship between your product and its consumers. This relationship, like all others, depends almost entirely on the strength of its reputation in the hearts and minds of the people who engage with the brand. Incorporating strong ESG aspects into your brand strategy not only makes good business sense, but your brand's reputation depends on it.

While the idea of sustainability is not unfamiliar to many Vietnamese companies, how to go about incorporating ESG policies and standards into the development of their core brand strategies might not be so clear.

Yet, centering your marketing efforts around the company's strategies for sustainable and responsible growth, and telling that story effectively, will certainly increase both your brand value and brand loyalty. In understanding the importance and significance of ESG, it is crucial that business leaders and marketers enhance and emphasize their ESG efforts.

Fundamental Environmental criteria

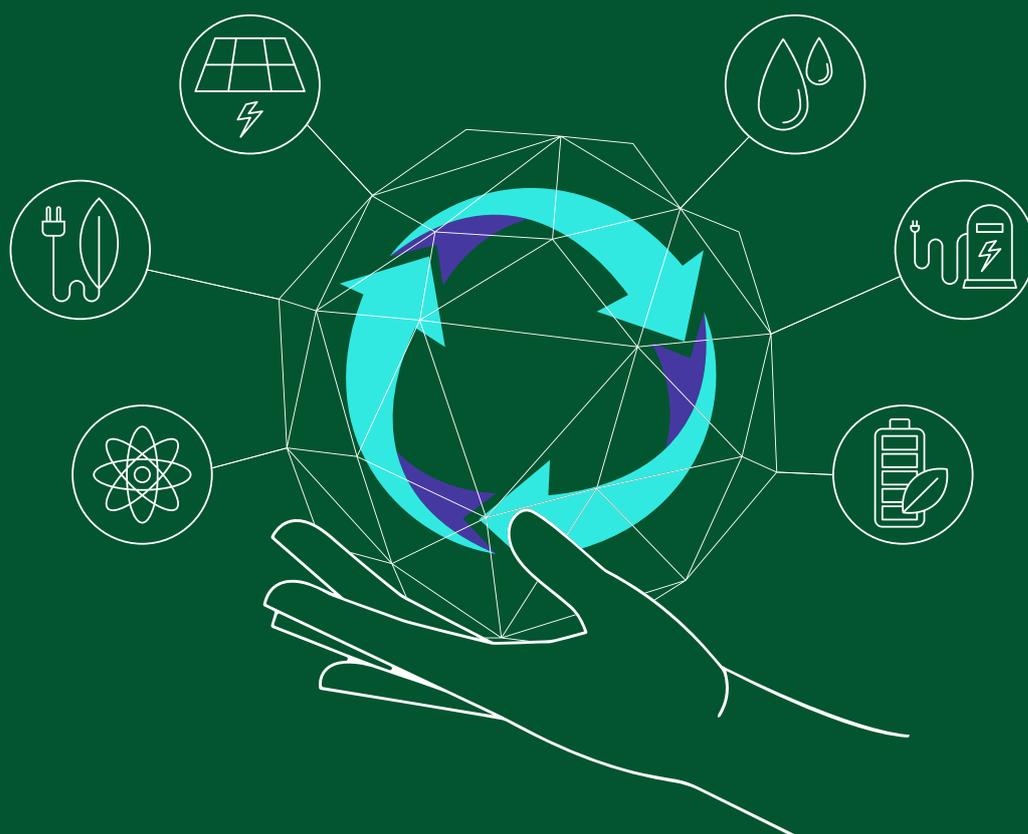
ESG Environmental criteria relate to how a business performs as a steward of nature.

Energy use. Make use of renewable energy sources, and cut down on non-renewable energy use.

Waste and pollution. Limit harmful pollutants and chemicals, and actively lower greenhouse gas emissions.

Natural resource conservation. Use raw materials responsibly and sustainably.

Environmental factors encompass the effect that your company's activities have on the environment - directly or indirectly. Things to consider when assessing your business for these factors might include things like issues related to ownership of contaminated land, how hazardous waste is disposed of, the management of toxic emissions, or compliance with government environmental or animal rights regulations.



Here are some ideas on how to integrate ESG into your company's brand strategy:

Fundamental Social criteria

Social criteria relate to how a business manages its relationships with people, including:

Employees. Pay employees a fair and equitable wage. Encourage diversity and inclusion.

Suppliers. Operate an ethical supply chain. Prefer suppliers who share your brand values.

Customers. Commit to transparent, honest brand messaging. Stay humble.

Community. Give back to the communities from which your company draws its resources.

Social factors encompass the effect that your company's activities have on the people it engages with - both inside and outside its doors. For example, do your suppliers and contractors hold the same values as your brand? Does the brand donate a portion of its profits to the local community? Does the company value and respect its employees in terms of inclusion, pay equity and health and safety measures?

Fundamental Governance criteria

Governance criteria relate to a company's corporate governance, and include issues involving:

Leadership. Board members act in a genuine fiduciary relationship with stockholders, and avoid conflicts of interest.

Executive pay. Executive salaries and bonus are appropriately linked to increasing the long-term value, viability, and profitability of the business?

Audits. Financial and accounting transparency are key elements of good corporate governance.

Political contributions. The company avoids making political contributions that could be viewed as a means to obtain unduly favorable treatment.

01 Develop strategic goals that integrate ESG efforts into your company's business growth. To determine specific goals for your organization, you can use the **United Nations 17 Millennium Development Goals** as a guide, or you can focus on your own urgent goals specifically related to your company's ESG issues.

02 Develop a clear vision and mission for your organization. Define your mission statement to articulate your company's commitment to ESG in the process of developing core purposes of your business. The mission might be about environmental protection, natural preservation, commitment to gender equality, or building a humane workplace for employees. No matter what they are, they should be clearly and consistently communicated to all stakeholders - both internally and outside of your business.

03 Explore and build your core brand values. This will help you to establish fundamental criteria for your corporate culture. Is your brand innovative, sincere and integrous? Is it conscientious and thoughtful? Do you consider the disruptive factor as the core trait of your activities? All such values should be connected to the company's development goals, and they should guide alignment of its ESGs.

04 Communicate your ESG efforts effectively, in a focused, realistic and creative way. The best way to do this is by using content marketing to tell the brand's stories. Focused content and communications that integrate ESG with your company's business development will motivate and influence your target customers and the public as well. Create focused, differentiated and meaningful and especially consistent messages to your audience to ensure the effectiveness of your communications. This is essential for your ESG stories.

05 Be smart and sincere with your public relations efforts to introduce your ESG and sustainability activities to the public. While greenwashing may be tempting in the short term, it is never a good idea, and the speed with which information is disseminated via social media almost guarantees the "green sheen" won't hold up.



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