

Ipsos ESG Council report

Exploring the latest thinking in ESG from senior executives responsible for sustainability and ESG in some of the world's most respected companies.

Summary

Ipsos Corporate Reputation has assembled some of world's leading companies to form the Ipsos ESG Council. The Council brings together an impressive group of corporate executives with deep sustainability and ESG expertise.

The overarching mission is to create a forum in which ESG can be robustly assessed in its role as an agent for positive change. Council members provide critical insights on a range of issues both within the corporate environment and the wider world.

In this first sitting of the Council, members considered a variety of issues including the evolving role of the Chief Sustainability Officer, building a truly integrated ESG strategy and the tangible benefits that applying best ESG practice can bring to an organisation.



Read the insights:

[Download the report here](#)

✉ reputation@ipsos.com

Contents include:

1 The changing role of the Chief Sustainability Officer (CSO)

71% of ESG Council members believe a great deal that the role of the CSO, or it's equivalent has changed over the last 5 years.

2 The role of stakeholder management

60% of ESG Council members strongly agree that a link exists between a company's ESG performance and it's attractiveness to investors.

3 Building an integrated ESG strategy

40% of ESG Council members strongly agree that the commitment of leaders within a business is more important in driving change than pressures from external stakeholders.

4 Resilience, risk and the reputation value of ESG

ESG Council members view ESG as a vital asset for both the corporate and employer brand – 3 in 4 say that ESG performance has a demonstrable link with attractiveness as an employer.

5 The Future of ESG

57% of ESG Council members think that the business community is progressing well towards ESG commitments.

