



## Embedding ESG and Sustainability Practices to Attract Investment

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# Introduction



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In today's fast-changing world, investors are looking beyond financial returns. They want to know how businesses create value responsibly, ethically, and sustainably. Environmental, Social, and Governance (ESG) performance has become a defining measure of business success. Embedding ESG and sustainability practices is no longer a corporate trend. **It is a strategic advantage.**

**Statistics Highlight: Over 80% of global investors consider ESG factors in decision making.**

Global investment trends are shifting towards sustainability

ESG performance is now a key decision factor for investors.

Companies that embed ESG create trust, resilience and long-term profitability, ethical leadership and responsible growth

Embedding ESG practices enhances investor confidence, attracts sustainable financing and strengthens corporate reputation.

## 1. ESG Policies and Frameworks

- ❖ Policy Development
- ❖ Global Frameworks
- ❖ Regulatory Compliance
- ❖ Governance Oversight

## 2. ESG Strategy

- ❖ Integration
- ❖ Objectives and Targets
- ❖ Stakeholder Engagement
- ❖ Risk and Opportunity Management
- ❖ Execution Roadmap



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## 3. ESG Behavior

- ❖ Organizational Culture
- ❖ Ethics and Integrity
- ❖ Employee Engagement
- ❖ Sustainable Operations
- ❖ Role of Top Management

## 4. ESG Function / Department

- ❖ Roles and Responsibilities
- ❖ Cross Functional Collaboration
- ❖ Capacity Building
- ❖ Governance

## 5. ESG Materiality Assessment

- ❖ Identify Potential ESG Topics
- ❖ Engage Stakeholders
- ❖ Prioritize based on impact and importance
- ❖ Validate with leadership

## 6. ESG Reporting

- ❖ Reporting Standards
- ❖ Metrics and KPIs
- ❖ Data Quality
- ❖ Storytelling
- ❖ Digital Tools

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## 7. ESG Assurance

- ❖ Types : Internal Audits or Third-Party Assurance
- ❖ Framework for Assurance : (ISSA 5000)
- ❖ Emerging Trends

## Conclusion

**“Sustainability is not just about doing good; it’s about securing long-term value. Companies that fail to integrate ESG considerations into their strategy will simply not survive the transition to a more sustainable economy.”**

**— Larry Fink, Chairman and CEO, BlackRock**

**Embedding ESG practices is essential for building long-term value and investor trust. Strong policies, clear strategy, ethical behavior, structured governance, and transparent reporting work together to create accountability and resilience. ESG is not just compliance — it’s a driver of sustainable growth and competitive advantage.**





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