



UNDERSTANDING AND MEASURING YOUR ESG GOALS

Find out how we can help you measure your ESG goals

What is ESG?

ESG stands for Environmental, Social, and Governance and is a set of pillars and principles used to evaluate and measure an organisations sustainability and ethical impact. Its framework assesses three key areas that are:

1. **Environmental (E):** focuses on a company's environmental impact, including climate change, resource conservation, and pollution control.
2. **Social (S):** evaluates a company's relationships with its stakeholders, considering factors such as employee well-being, diversity and inclusion, and community engagement.
3. **Governance (G):** examines a company's internal policies and practices, including leadership quality, transparency, and accountability.

Why is ESG important for your organisation?

Customer behaviour has changed, and people are increasingly looking to support organisations, no matter the industry, that support ESG goals and initiatives that include but are not limited to recycling, minimising waste, water conservation, workplace diversity and inclusion, labour practices, employee well-being, and risk management, to name a few things.

Incorporating ESG beyond this can bring a wealth of benefits for your organisation because it helps to:

1. Manage risks by identifying and mitigating any potential dangers.
2. Enhances reputation by improving brand image and builds trust with stakeholders.
3. Ensures compliance by meeting evolving regulatory requirements.
4. Accesses capital by attracting investment and financial support.
5. Cuts costs by boosting efficiency and reducing operational expenses.
6. Drives innovation by fostering new opportunities and competitiveness.
7. Secures viability by ensuring long-term sustainability.
8. Attracts talent and appeals to values-driven employees.
9. Meets customer demands and caters to evolving customer preferences.
10. Strengthens engagement and builds relationships with stakeholders for support and growth.

So, how you can get started on your ESG journey?

It might sound like a lot, but don't stress; that is where Carbon Positive Australia comes in. Find out more on the next page.



PEOPLE

You need

Diversity & Inclusion

Employee involvement

Social Inclusion

Customer Programs

We deliver

Social Metrics

Workplace planting days

Disinvested and regional projects

Tree Programs



PLANET

You need

Carbon reduction strategies

Environmental Measures

To support Biodiversity

Air Pollution mitigation

We deliver

Carbon Measurement & Calculation

Biodiverse native tree planting

Flora & Fauna Monitoring

Urban & Community projects



RISK MANAGEMENT

You need

Net Zero Targets

TCFD & TNFD disclosures

ESG targets and disclosures

Education Programs

We deliver

Goal setting & Targets

Education Programs

ESG Impact measures

Education courses & deliverables



Project Impacts We Measure For You

- Volunteer numbers
- Community groups funded
- Urban heat relief
- Investment in regional and disinvested communities
- Improvements in community health and wellbeing
- Ongoing education and research
- Indigenous engagement
- Indigenous employment



Project Impacts We Measure For You

- Carbon sequestered
- Hectares restored
- Soil health & quality improvements
- Protecting threatened flora and fauna
- Restoring native habitat
- Providing wildlife corridors
- Improving biodiversity
- Improving water quality
- Erosion control

