

**Deloitte.**



Sustainability Communications





Stakeholder expectations for sustainability communications is on the rise. Clarity, regularity, and transparency are essential in the face of increasing investor, regulatory, client, and competitor scrutiny. Companies must invest to protect reputation, promote trust and resilience.

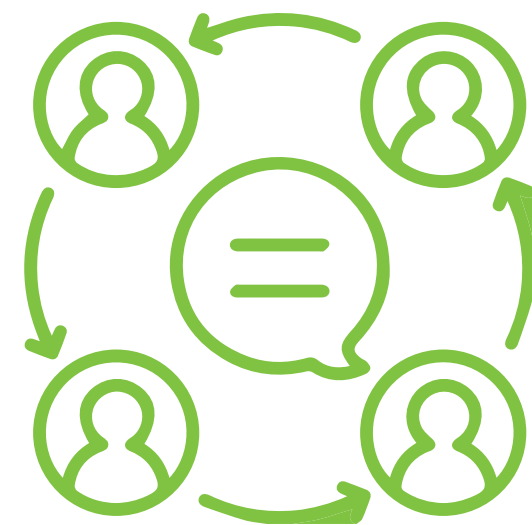
Our communications are designed around protecting and promoting

Sustainability communications

Protect



- Authentic and transparent
- Humble yet ambitious
- Clear and credible



**Transformative  
Stakeholder  
engagement**

Promote



- Embedded not siloed
- Stakeholders first
- Quantify the impact

# Our agile pathway supports you at every stage of your sustainability maturity



## STRATEGIC REVIEW

Are there areas to improve communication with stakeholders, communicate impact, and support brand and business goals?

How are we doing in our communications?  
What are our peers doing, and where can we win?



## VISIONING

Are my internal stakeholders aligned on shared sustainability goals and aspirations?

Is this 'Future State' well communicated and supported?

Do we need to consider rebranding?



## FRAMEWORK

Do we have a set of communication principles to guide us?

E.g. 7Cs – clarity, compelling, consistent, comprehensive, connecting, and brand culture aligned.

Who owns this framework and is driving it?



## CONTENT

Do we have credible content that informs, engages, and inspires stakeholders to understand and support our sustainability journey?

How do we organise the content to support our framework?



## ENGAGE

Which channels and platforms should be optimised to broaden engagement and amplify our impact with stakeholders?

Are we solely relying on reporting?

Are our employees engaged?



## MITIGATION

Do we have issues or crisis scenario planning to prepare for the unexpected and protect the company's reputation?

Are we on a reactive or proactive mode?  
What can we learn from the experiences of others?

**MAPPING**

**MANIFEST**

**MANAGE**

# Our range of resources supports you at every stage of your sustainability maturity



## STRATEGIC REVIEW

Survey	Focus Groups
Research	Peer Analysis
Greenwashing Analysis	
Report Analysis (TCFD)	



## VISIONING

Workshop
GreenHouse Labs



## FRAMEWORK

Framework Development & Advisory
Narrative Development
Message Development
Rebranding



## CONTENT

Thought leadership Development
Presentations & Reports
Investor Relations Kit
Brand & Digital Assets
Playbooks
Media Kit



## ENGAGE

Knowledge Partner
Sustainability Flagship Events
Microsites
Pre-IPO Materials
Activation Campaigns
Leveraging Foundations



## MITIGATION

Crisis Prep Planning
Training
FAQs

# ESG communication to investors

We support our clients to enhance ESG communications with investors and strengthen investor relations

## Targeting

- Portfolio managers and analysts at investment firms including current and potential shares holders
- Ratings and Indices
- Specialist sustainability investors
- Mainstream investors with an interest in sustainability

## How we can help

- Determine your audience for ESG Communications - research
- Understand the ESG expectations of your audience - survey
- Understand how your audience perceives your ESG performance and strategy - survey
- Know what you need to tell them how best to reach them – content and ESG messaging
- Evaluate your organisation against your competitors – research
- ESG Communication Engagement to drive and communicate – framework to drive engagement

To communicate effectively on sustainability with investors, companies need to tailor their messages to match the specific interests and information needs (materiality and investment relevance) of investors.

# Why Deloitte?

With end-to-end capabilities and depth, we serve our clients wherever they are in their sustainability journey

## What sets us apart:

Deloitte combines our end-to-end capabilities with domain expertise at global scale



### Global Scale

A unique global footprint and ability to rapidly scale



### Sustainability Through Communications

Communication and brand expertise with sustainability knowledge and excellence



### End-to-End Capabilities

The best of Deloitte is used to shape the sustainable transformation journey



### Assets and Alliances

Innovative solutions at scale either through Deloitte-developed tools or alliance partner solutions



### Industry and Sector Depth

Extensive industry expertise to help clients wherever they are in the market

## Who we are:

Deloitte Sustainability & Climate by the Numbers

**3,000+**

Clients served across 48 countries

**1,800+**

Dedicated Sustainability & Climate professionals

**7,000+**

Projects delivered across all industries

**20+ years**

Helping clients navigate sustainability issues

WorldClimate learning program, the first of its kind for a company our size, training

**330,000**

Deloitte professionals around the globe on climate issues



**WorldClimate**

# Why Deloitte?

Our resources, thought leadership, credentials and certifications.

## Deloitte's Thought Leadership

We are thought leaders in Sustainability & Climate transformation, have best-in-class analytics for climate, sustainability and social impact benchmarking, and are helping to shape the climate standards landscape and market infrastructure.



**Purpose Strategy – Leading With Purpose:**  
Purpose as a core competitive advantage



**Economic Turning Point Series:**  
Climate Inaction Cost vs. Opportunity in the United States, Europe, Asia Pacific and Australia



**Measuring the Business Value of Corporate Social Impact:**  
Better measurements can improve strategic decision-making



**Leading in a low carbon future:**  
How can executives drive organizations to reverse course on climate change



**The Purpose Premium:**  
Why a purpose-driven strategy is good for business



**CxO Sustainability Report:**  
The disconnect between ambition and impact

## Deloitte's credentials and certifications

We are a leader in Sustainability & Climate infrastructure, setting an example in how we report by adopting best practices and making strong commitments to reach our NetZero goals. We are also collaborating with global leaders to advance more ambitious corporate goals and drive greater standardization and transparency in ESG disclosures.

### Climate Disclosure Project

Climate Disclosure Project leaderboard for our coordinated action on climate issues

### Science Based Targets Initiative

Our GHG reduction goals have been validated by the Science Based Targets initiative (SBTi) aligned with 1.5°C

### Climate Group

We are a Triple Commitment Member:

- RE100 commitment to 100% renewable energy
- EP100 commitment to increasing energy efficiency
- EV100 commitment to transition to electric vehicles



# Contact with us:



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