

# Sustainability Directory

Join the CERB Sustainability Directory  
and be a catalyst for positive change!

Embrace ESG for success: Position your organization with other trailblazing companies to leverage reputation and capitalize on stakeholder expectations for a brighter, responsible future.



## Why Should Businesses Be Part of the Sustainability Directory?

In today's dynamic business environment, companies are recognized and valued for their commitment to sustainability. By becoming part of the Sustainability Directory, it allows your business to transparently communicate comprehensive details about its sustainability practices to investors, customers, partners, and other key stakeholders; showcasing a commitment to responsible and impactful business operations.

## Elevate your Business:

Join an exclusive group of forward-thinking companies actively shaping Pakistan's sustainable future.

## Showcase Your Commitment:

Demonstrate your dedication to ESG goals by setting targets on social, environment and governance indicators as you track your company's progress.

## Stand Out in the Crowd:

Gain prominence in a dedicated business community, spotlighting your initiatives and best practices.

## Benchmark and Grow:

Compare your progress with industry peers, driving strategic improvements and sustainability excellence.

## What is the CERB Sustainability Directory?

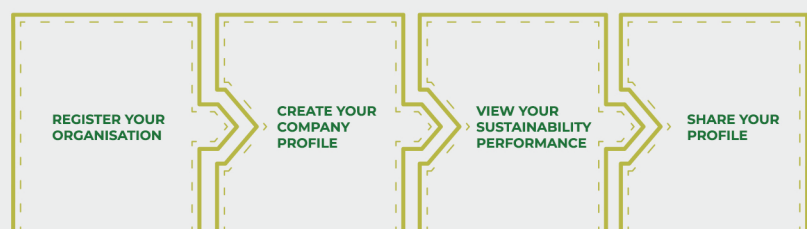
The CERB Sustainability Directory is a unique database designed to catalogue best practices within Pakistan's private sector landscape. It aims to serve as the premier platform where local companies showcase their top practices in key areas of responsible business. This platform enables companies to maintain their profile, allowing them to highlight their sustainability practices and their progress towards their Sustainable Development Goals. This encompasses all relevant certifications, global memberships, accolades, and achievements. With Environmental, Social and Governance (ESG) factors at the heart of sustainability operations, this database empowers companies to publicly showcase their ongoing journey towards responsible business practices.

The directory gathers information on company performance using ESG metrics outlined by the World Economic Forum's Stakeholder Capitalism framework, UNCTAD's core SDG indicators for private sector reporting, and IFC's Toolkit for Disclosures and Transparency.

## How it Works

### Navigating the Path to Sustainability

Create a distinctive company profile by registering and completing an online form. This form serves as the foundation, showcasing the sustainability attributes fulfilled by your company—a testament to your commitment to responsible business practices. The profile is publicly available, and shareable with internal and external stakeholders. As your company refines sustainability goals, you can easily update it for an accurate reflection of ongoing efforts.



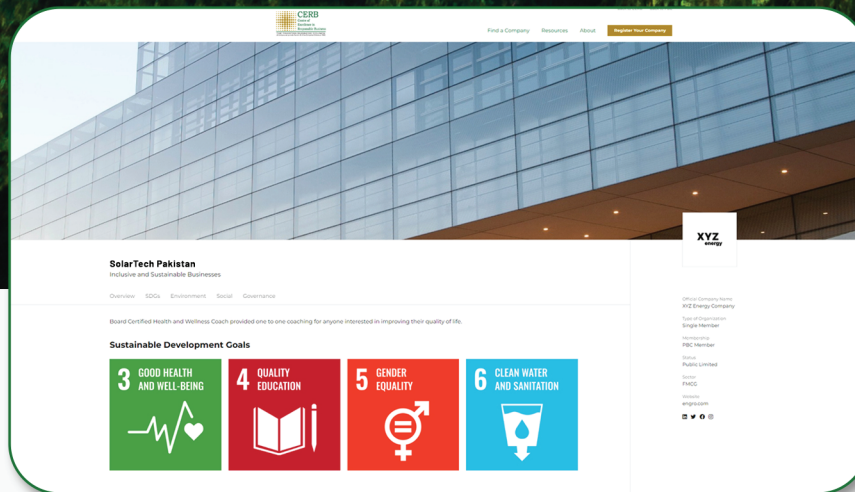


Fig 1: Sample Company Profile



Fig 2: How the directory showcases ESG factors and the SDGs

The Pakistan Business Council (PBC) is a business policy advocacy platform, established in 2005 and now composed of around 100 of the largest private-sector businesses and conglomerates, including multinationals. Its main objectives are to create a business environment for sustainable growth of jobs, exports and self-sufficiency, especially in food products. It also works to promote formalization of the economy.

The Centre of Excellence in Responsible Business (CERB) is the first of PBC's outreach initiatives to build capacity and capability of businesses in Pakistan to world-class standards. CERB's vision is to assist Pakistani businesses to pursue long term sustainability and value creation, and its mission is to contribute towards inclusive social development.

Follow CERB and Pakistan Business Council on social media for the latest updates, news, and insights:

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**Disclaimer:** Please be advised that this platform operates as a directory and a platform for the exchange of sustainability information. As such, we neither endorse, authenticate, nor guarantee the accuracy of data furnished by businesses. Consequently, users of this platform are encouraged to conduct their independent due diligence when assessing sustainability practices.