

The ESG Imperative: A Pathway to Sustainable Value Creation



As the business landscape evolves, there is a growing expectation from stakeholders and regulators for companies to prioritize environmental, social, and governance (ESG) issues.

Identifying environmental and social risks and impacts and in response to those, design systems to help mitigate and manage them as a part of sustainable business practices.

In addition, stakeholders expect companies to manage their operations and take material and ESG risks into account, using corporate governance to manage Environmental and Social risks and achieve long-term financial success.



To pinpoint areas that require intervention, businesses should undergo a comprehensive ESG diagnostic and develop a tailored roadmap that suits their specific requirements. This exercise will help identify gaps, risks, and key focus areas. By doing so, businesses can determine which areas are most likely to yield significant impacts, streamlining their involvement. ESG analysis and reporting further enables companies to track progress and set measurable, long-term targets.

A tailored ESG roadmap enables businesses to establish focused and efficient targets, while providing the right performance metrics to measure progress.

How can CERB support you?

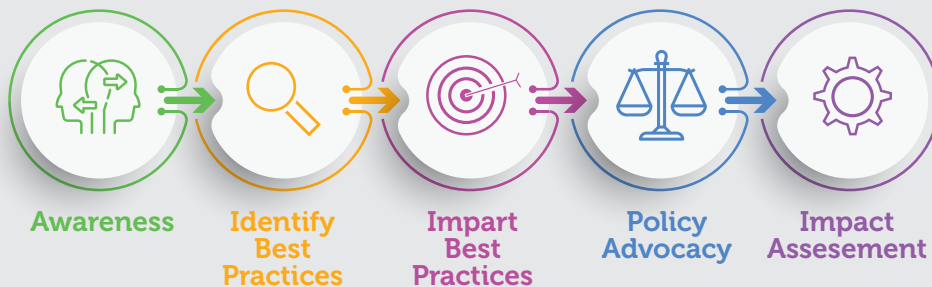
An effective ESG program provides businesses with a solid foundation that focuses on the goals that matter most. A formal sustainable governance process creates clarity on roles and responsibilities, promotes synergy across departments, and reduces overlap while increasing overall engagement. This ensures that the company's ESG performance is not solely the responsibility of the sustainability department but the entire organization.



Our team at CERB can support your business in developing a bespoke ESG strategy tailored to meet your business goals. With our expertise in ESG and a deep understanding of the local and global landscape, we ensure that your business targets align with the overall business vision. The ESG strategy will not only comply with global regulations and frameworks but also be structured in a way that allows your business to set short-term targets that build up to long-term goals.

CERB ESG strategy recognizes the steps taken on the route to achieving goals makes it seem more achievable.

CERB's ENGAGEMENT CYCLE

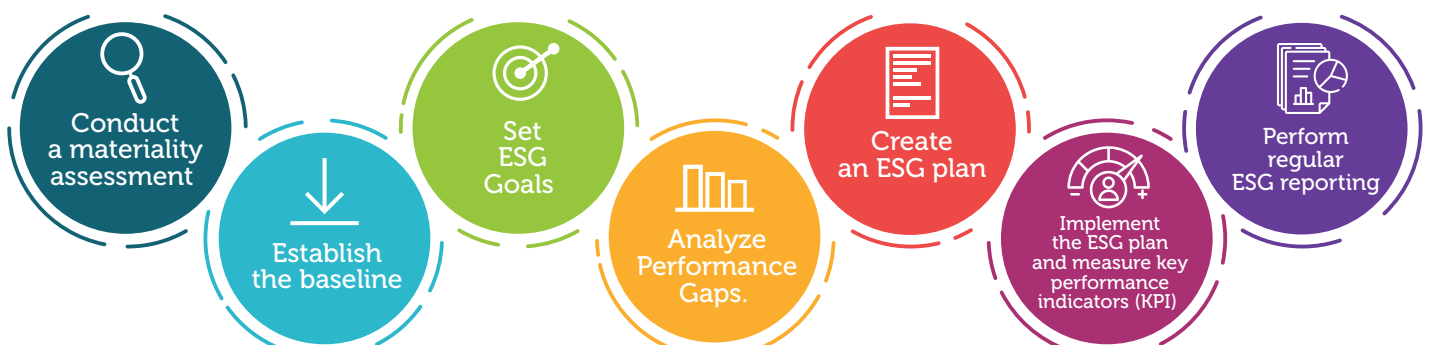


The engagement cycle is a powerful assessment tool that holistically engages businesses from awareness to impact assessment. This approach focuses on what matters most to each business, enabling the creation of a bespoke ESG roadmap tailored to their unique needs. Trust in our expertise at CERB to provide you with the following tools to achieve your goals.

Developing an ESG Strategy

Corporate sustainability is a journey, not a destination.

Here are a few steps recommended by CERB to start or fine-tune your ESG strategy



Tools of engagement by CERB

SDG Leadership Programme



By identifying 10 SDGs relevant to the private sector, CERB recognizes and showcases company commitments to the SDGs.

CERB facilitates online and in-person sessions to provide the private sector with information, best practices, and practitioner perspectives. These sessions enable organizations to report on specific SDGs and targets.

Leadership Training



Obtaining leadership commitment and involvement is essential to ensure the success of any sustainability project.

CERB uses a range of awareness-building exercises and leadership training to equip top-level executives with the necessary knowledge and expertise to guide and promote sustainable practices throughout the organization with certified trainers from the IFC.

Boardroom Awareness on ESG



It is crucial for board members to have a comprehensive understanding of how ESG expands their fiduciary and accountability duties in their role as stewards of the company's long-term success.

Through various awareness-building exercises and training of top leadership, CERB provides the knowledge and expertise needed at the top to steer the ESG bandwagon and drive sustainable practices throughout the organization.

Commitment to Decarbonisation



Climate Action plan has become essential to long term value creation.

CERB can support companies in conducting the GHG inventory, companies can set emission reduction targets which are in line with the Science Based Target Initiatives.

Environmental Stewardship



By prioritizing responsible production and consumption, companies can minimize their impact on the environment.

CERB can help companies engage with the circular economy, develop reduction plans, and establish targets.

Gender Diversity and Inclusion



PBC's Employer of Choice for Gender Diversity awards encourages businesses to publicly disclose policies and practices.

CERB offers capacity-building initiatives, such as gender sensitization, gender assessment of women in leadership roles, and the creation of gender strategies.

Family Friendly Policies



Family-friendly policies in the workplace provide guidance and technical support to private sector companies.

With the support of UNICEF, CERB I assists businesses in developing gender-conducive and family-friendly policies.

Inclusion of people with Disabilities



Incorporating differently abled individuals in the workplace is crucial for enhancing diversity, equity, inclusivity and accessing wider talent pool.

CERB provides a platform for businesses to learn best practices from local and international experts.

Sustainability Reporting



Capacity building for improved reporting, transparency, and disclosure standards.

CERB support businesses in formulating a sustainability strategy utilizing appropriate reporting frameworks.

About Us

The Center of Excellence in Responsible Business (CERB) is an outreach initiative of the Pakistan Business Council (PBC) encompassing multiple industries in the business sector, assisting Pakistani enterprises to pursue economic, social and environmental value creation in the short, medium and long term.

Mission

- To engage with businesses and industry leaders and encourage transformation towards the conduct of responsible (sustainable and inclusive) business in Pakistan.
- To leverage private sector growth for inclusive development, poverty reduction and sustainability by following the UN Sustainable Development Goals (SDG) framework.

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