



SERENA
CONSULTING



Putting the 'S' into ESG

Don't let 'S' be the missing link in your ESG Reporting. It's not only the right thing to do but also makes good business sense.

ESG: Another Hat You Don't Have Time to Wear?

We understand. ESG reporting can feel like a huge undertaking, especially for growing businesses and lean HR teams. You're already juggling multiple priorities, and now this? Suddenly, you're expected to become an expert in environmental, social, and governance factors, on top of everything else.

- **Time constraints?** We get it. You're busy running a business.
- **Lack of ESG experience?** It's a complex landscape, and that's okay.
- **Limited resources?** Most HR teams are stretched thin as it is.
- **Unsure where to start?** ESG reporting can feel overwhelming.

It feels like there is so much to do!

At Serena Consulting, we specialise in making the "S" in ESG manageable and even straightforward. helping you to navigate each element and avoid the pitfalls.

We partner with you to:

- **Develop a clear strategy:** We help you define your goals, identify relevant initiatives, and create a roadmap for success.
- **Implement impactful activities:** We guide you in implementing initiatives that resonate with your employees and stakeholders.
- **Measure and track your progress:** We provide the tools and expertise to measure your ESG performance and demonstrate your impact.
- **Craft compelling reports:** We help you communicate your ESG story in a clear, concise, and engaging way.



ESG: Things to Know

Legislation At a Glance

Navigating the ESG landscape, especially the 'S' (Social) pillar, can feel like charting a course through uncharted waters. The regulations and reporting requirements are constantly evolving and vary significantly between regions, making it a challenge to keep up.



UK: Large companies (over 250 employees or £36 million+ turnover) and public interest entities (listed companies, banks, etc.) are required to report on ESG.



EU: Large companies (over 500 employees) and public interest entities are required to report on ESG, with more detailed requirements under the CSRD.



Rest of the World (e.g., USA): While there are no mandatory ESG reporting standards for all US companies yet, publicly traded companies and those operating in specific states may have reporting obligations. Global trends indicate a growing movement towards mandatory ESG reporting.

The Future of ESG Reporting?

A Clear Trend Towards Greater Transparency

- **Increased Mandates:** Expect to see more countries and regions implementing mandatory ESG reporting requirements, expanding the scope to include smaller companies and a wider range of ESG factors.
- **Standardized Frameworks:** Global convergence towards standardized reporting frameworks, such as those developed by the GRI and SASB, is likely, simplifying reporting for multinational companies and improving comparability for investors.
- **Focus on "S":** The "S" in ESG is gaining increasing attention, with growing emphasis on social issues like human rights, diversity, equity, and inclusion. Companies will need to demonstrate strong social performance to meet evolving stakeholder expectations.
- **Integrated Reporting:** ESG reporting is likely to become more integrated with financial reporting, providing a holistic view of company performance and value creation.



What is the Social Pillar?

The "Social" pillar of ESG focuses on a company's relationships with its employees, customers, suppliers, and the wider community. It's about how a company treats people and its impact on society.

- **Growing Recognition:** There's increasing awareness that a company's social performance is vital for long-term success.
- **Stakeholder Expectations:** Investors, customers, and employees are demanding that companies prioritize social issues like fair labor practices, diversity, and community engagement.
- **Risk Mitigation:** Strong social performance can help companies avoid controversies, reputational damage, and legal challenges.
- **Happy Employees = Productive Business:** Companies that treat their employees well tend to have higher engagement, productivity, and retention rates.
- **Stronger Communities:** Socially responsible companies contribute to stronger, more resilient communities.
- **Better Reputation:** A strong "S" performance enhances a company's reputation, attracting customers and investors who value ethical and sustainable practices.

In short, the "S" in ESG is about building a better business by building a better world for everyone.

Don't Fall into the ESG Trap: Authenticity Matters

In the rush to embrace ESG, some companies fall into the trap of making superficial efforts to appear socially responsible without genuine commitment, action or impact.



Tokenism: This is when you make superficial efforts to appear socially responsible without real commitment. Think: launching a single "green" product while the rest of your business practices remain unsustainable.



Greenwashing: This involves making misleading or unsubstantiated claims about your environmental performance. Think: using vague language like "eco-friendly" without clear evidence.



Consequences: Damaged reputation, loss of trust, and potential legal challenges.

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How We Can Help

Our secret weapon? Simplification. We help you leverage existing initiatives, identify quick wins, and streamline your ESG reporting process.

You might be surprised at how much you're already doing that contributes to a strong "S" rating! Ready to take the weight off your shoulders?



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1 ESG Strategy & Planning: We'll help you develop a comprehensive ESG strategy, outlining clear goals, actionable steps, and measurable outcomes. We'll work closely with your appointed E and G leaders, ensuring a cohesive and integrated approach.

2 Simplified HR Planning: We'll blend your existing people activity plans with the "S" in ESG, creating a simplified HR plan that addresses social responsibility while streamlining your processes.

3 Engaging Training & Development: We'll design and deliver impactful training and development programs for leaders and employees, fostering a culture of social awareness and responsibility. We'll also create impactful EDI training and events that your marketing team can leverage to attract customers and talent.

4 Meaningful Initiatives & Governance: We'll guide you in designing and implementing meaningful Employee Resource Groups (ERGs), establishing governance structures, and coaching ERG leaders for successful operation. We'll also help you design and deliver impactful wellbeing initiatives that set you apart in the market.





Your Partner, Not Just a Provider

When you work with Serena Consulting, you're not just getting a service; you're gaining a dedicated partner invested in your success. As a small consultancy, we offer a level of personalised attention and flexibility that larger firms simply can't match.



Expert-Led Solutions: You'll work directly with an expert in the field, receiving tailored guidance and support every step of the way.



Bespoke Approach: We don't believe in "one-size-fits-all" solutions. We'll take the time to understand your unique needs and create a customised plan that aligns with your goals and values.



Flexible Engagement: Whether you need a complete ESG overhaul or support with specific initiatives, we'll adapt to your requirements and play the role that works best for you.



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