



# How to build an integrated ESG Strategy

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# Is ESG good or bad?

”Bad”

... says the “Anti-ESG-Movement”  
because of ...

- concerns over the future of traditional industries
- alleged ideological implications of ESG investing
- lack of transparency and standardization in ESG metrics

## The criticism of ESG: why is it becoming controversial?

Posted on: 4 January, 2024



*Despite their growing popularity, ESG policies and practices have attracted criticism from many. Here's why.*

### Anti-ESG Movement: Voices Challenging ESG Investing





## Here is a widely acceptable definition of ESG

**“ESG translates the sustainable business strategy of a company into an investable framework”**

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# Integrated ESG Strategy I Impact

It starts with impact and the  
business strategy

- Where is sustainable impact in the business model?
- How can it be leveraged for value creation?
- How can be positive impact be committed and measured?

Social

S

## Example

Many agricultural companies claim to contribute to feeding the world, but often their core businesses are in broad acre crops like soybean and corn which are mainly used as animal feed.

In 2018, **Bayer** committed to shift investments in Research, Development and Business to [support 100 Mio Smallholder farmers](#) by 2030.

Smallholder farmers  
are the heartbeat of  
global sustainability.



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Environmental

S

## Example

What if your key product has GHG properties?

In 2024, Douglas Products, commercializing Sulfuryl Fluoride as a fumigant, committed to become the **leader in climate smart fumigation**, reducing its emissions by 50%.

## News

Douglas Products to Lead on Climate Smart Fumigation with Commitment to Reduce Sulfuryl Fluoride Emissions by 50% by 2035



## Example

Carbon and energy efficiency has become mandatory for many companies to demonstrate sustainable transformation

**Siemens** has realized this opportunity and established a complete business unit SIEMENS SMART INFRACTURE, empowering customers to scale sustainable impact through CO2 transparency, renewable integration and electrification with strong business growth:

### Revenues

3.5 €bn  
(Q1/21)

5.4 €bn  
(Q3/24)

# Integrated ESG Strategy II Execution

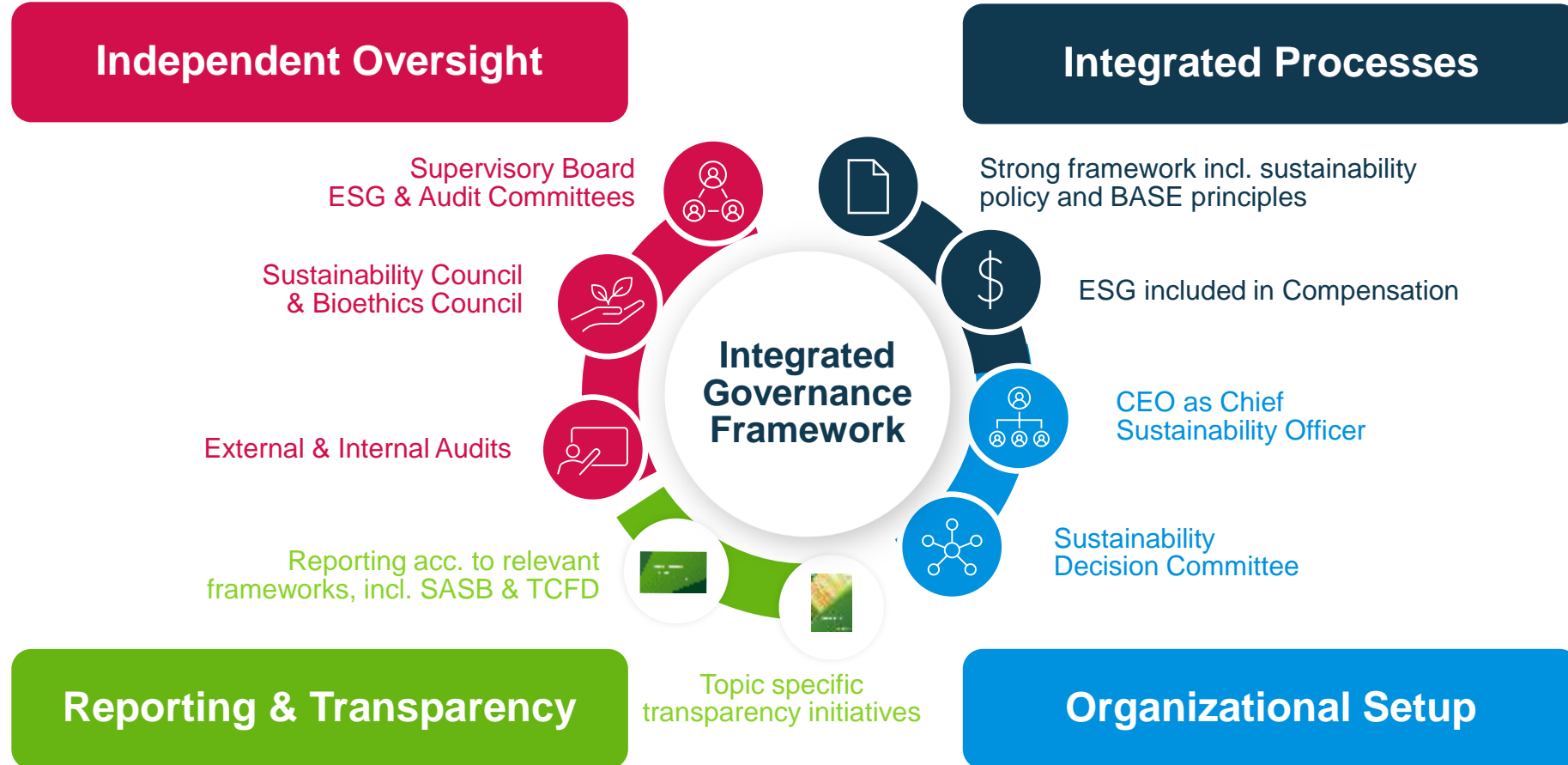
## Big commitments raise questions

- What is the execution plan?
- What are the financial considerations?
- When will the first products be launched?



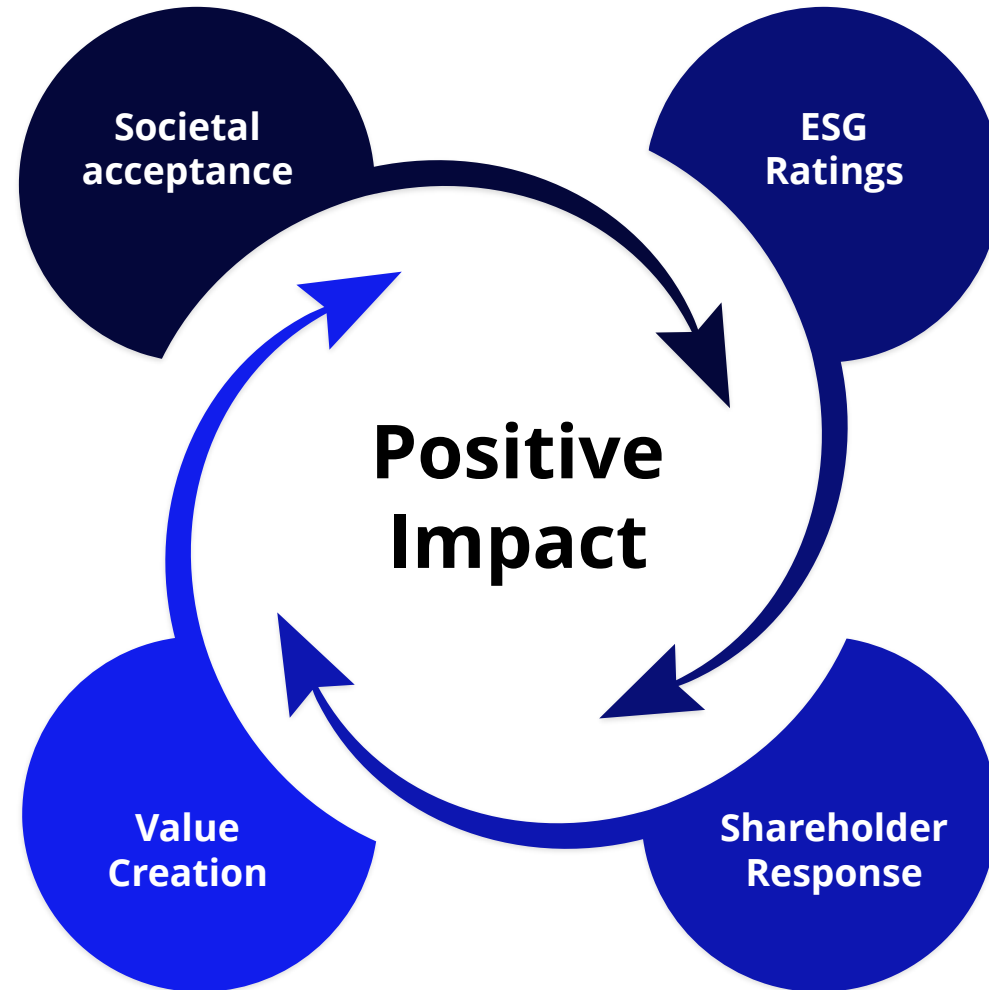
# Integrated ESG Strategy III - Governance

Example Bayer





# Integrated ESG Strategy IV – **Measuring Success**







"Build your integrated ESG strategy from your business and not from your compliance need.

If you do it right, compliance comes automatically"



○ Thank You

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