blackbaud

Exploring Environmental Social Governance Programs

A beginning guide for learning about ESG through a CSR lens

CORPORATE SOLUTIONS

While not a new concept or strategy, Environmental Social Governance programs are on the rise. Over the last couple of years, as natural disasters continued to pick up in intensity and COVID19 brought rising income and healthcare inequalities to center stage, Corporations have increasingly been pouring more focus on their own ESG measurements and practices in conjunction with their Corporate Social Responsibility efforts.

ESG isn't just for companies that produce products that contribute to environmental concerns like plastics companies or oil and gas, and it's not just for industries that tend to be more under the public eye as a consumer-driven and b2b organization. ESG can be for everyone, no matter how small or large your workforce or what industry your company falls into. The following guide is meant to be a starting place for learning a brief history of ESG and how the concept has evolved, components of ESG, different measurement & management practices and external resources (both free and paid) that you can access to learn more.

Contents

Down to Basics- What is ESG and Why Does it Matter?

ESG stands for Environmental Social Governance, and according to Investopedia, it is a “set of standards for a company’s operations that socially conscious investors use to screen potential investments.”

What exactly goes into each letter? Here’s a quick breakdown:

Environmental: How a company interacts with the Environment. This area considers the environmental impact of the products and services a company produces, their supply chain, and their sustainability practices, including facilities management.

Social: How a company cares for its employees, communities, and buyers. Corporate Social Responsibility initiatives fit well into this piece of the puzzle, and Diversity & Inclusion and Racial Justice are also incredibly important aspects of this topic.

Governance: Considers how a company governs itself, conducts business, and manages against conflicts of interest.

Traditionally, ESG has been used as a measurement to determine the worth & stability of a company based on its actions and performance against Environmental, Social, and Governance metrics. If companies are doing well in the three areas that makeup ESG, they are ‘future proofing’ and ‘scandal proofing’ themselves against factors that can tank their value. There are numerous examples of companies who failed to consider ESG impacts and faced the consequences. From oil spills, illegal insider trading, to toxic company cultures, failures across ESG components can negatively impact a company’s revenues, reputation, and recruiting and retention efforts.

On the flip side, companies that perform well against ESG indicators realize numerous benefits. Marsh & McLennan Advantage released a report in 2020 called “ESG as a Workforce Strategy” that lays out numerous statistics that support the claim that ESG performance can have positive impacts. Here are a few highlights from the report:

- **On average, employers with high employee satisfaction scores had scored 14% higher on ESG performance [1]**
- **Top employers had lower carbon emissions, were more diverse, and made a greater effort to understand employee feelings [1]**
- **Top employers had a more diverse gender balance on their board (average of 30% female leadership compared to an average of 20%) [1]**

ESG isn’t just having a moment, it’s making history. Assets under management in ESG funds have grown by almost $1 trillion between the end of Q1 2020 and end of Q1 2021.[2] As we continue to press on into 2021, these financial successes aren’t showing any sign of slowing down. The markets continue to show that when businesses do well by ESG measurements, they have the propensity to perform well financially too.

References:

1. *ESG as a Workforce Strategy*
2. *There’s no hotter area on Wall Street than ESG with sustainability-focused funds nearing $2 trillion*

A History of How Modern ESG Came to Be

While not a new concept or strategy, Environmental Social Governance (ESG) programs are on the rise. Over the last couple of years, as natural disasters continued to pick up in intensity and COVID-19 brought rising income and healthcare inequalities to center stage, Corporations have increasingly been pouring more focus into their own ESG measurements and practices in conjunction with their Corporate Social Responsibility efforts.

The following timeline is not a completely comprehensive representation of all events that have shaped ESG (that would be a lot of pages!) but is a series of events that we found to intersect well with our understanding of corporate social responsibility. Rather than a single moment in time, ESG was born out of actions in the business community over several decades that culminated into our modern understanding of ESG today. The timeline has links to articles about significant events over the last century that helped form our current context.

1950s & 1960s - Electrical and Mine Workers Unions started investing pension capital in affordable housing and health facilities.

1960s - Anti Vietnam War protests and the push for peace in the United States is well-known for the actions taken by University students and protesters, but also involved outspoken members of the business community. This quote, taken from the TIME article "Behind the Anti-War Protests that Swept America in 1968", is a good example of that.

"A financial brokerage house, Paine Webber, Jackson & Curtis, went so far as to run an ad saying that peace in Vietnam would be "the most bullish thing that could happen to the stock market."

On the other side of business influence in the Vietnam War was the production of Agent Orange, a chemical weapon used by the United States Military and produced by several US-based chemical companies. Companies involved in the production of Agent Orange are still facing lawsuits from victims, both US veterans and civilians from Vietnam, Cambodia, and Laos, to this day.

Anti-war wasn't the only movement that took place in the 1960s. This decade also saw the Black Power Movement, American Indian Movement, a further push for women's rights, rights of farmworkers, and the Green Power Movement. You can read more on the protests of the 60s and 70s at American Archive of Public Broadcasting's online exhibit, "Speaking and Protesting in America".

1970 - Milton Friedman introduces his Shareholder Value Theory. If you're not familiar with Milton's theory, you might remember it being quite the buzz in the world of corporate social responsibility last year as 2020 marked 50 years since the theory was first published in the essay "The Social Responsibility of Business is to Increase its Profits". While still debated, there's a growing consensus that business strategy should not just be about profit maximization. Companies that have a purpose that reaches beyond profit maximization at the core of their business strategy are seeing long-term, sustainable growth. ESG can be a pillar of a company's CSR initiative.

April 22, 1970 - Inspired by anti-war movements and a deep concern for the environmental future of America, junior Senator Gaylord Nelson of Wisconsin rallied 20,000,000 (10% of America's population at the time!) to come together to protest environmental destruction in what we now know as Earth Day. The first Earth Day led to a cascade of major steps towards conservation. According to Earthday.org, "by the end of 1970, the first Earth Day led to the creation of the United States Environmental Protection Agency and the passage of other first of their kind environmental laws, including the National Environmental Education Act, the Occupational Safety and Health Act, and the Clean Air Act. Two years later Congress passed the Clean Water Act. A year after that, Congress passed the Endangered Species Act and soon after the Federal Insecticide, Fungicide, and Rodenticide Act. These laws have protected millions of men, women and children from disease and death and have protected hundreds of species from extinction." Read more about the history of Earth Day here.

1980s - The concept of ESG continues to accelerate, especially around actions taken by the United States Government in the "Comprehensive Anti-Apartheid Act", which outlawed any additional investment in South Africa

Additionally, this decade saw several environmental disasters at the hands of companies including a massive oil spill in Prudhoe Bay, Alaska. This disaster in particular lead to the founding of the Coalition of Environmentally Responsible Companies, also known as CERES.

1990 - The Domini 400 Social Index was created, which we now know today as the MSCI KLD 400 Social Index. This index was the first of its kind to track sustainable investment through a capitalization-weighted methodology. By 1994, investors had access to 26 sustainable funds, with assets of around $1.9 Billion.

1992 - United Nations Framework Convention on Climate Change, also known as the Earth Summit, convenes in Rio De Jannero and 154 countries sign into an international environmental treaty aimed to curb environmental impacts across the globe.

1997 - The work done in Rio De Janeiro is operationalized as the Kyoto Protocol, with 192 countries pledging to "committing industrialized countries and economies in transition to limit and reduce greenhouse gases (GHG) emissions in accordance with agreed individual target". The protocol then went into effect in 2005.

In the same year, the Global Reporting Initiative was founded in Boston. In their own words, the "GRI (Global Reporting Initiative) is the independent, international organization that helps businesses and organizations take responsibility for their impacts, by providing them with the global common language to communicate those impacts."

2000 - The United National Global Compact is launched. This pact is "a call to companies to align strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, and take actions to advance those goals". Today, the Global Compact spans signatories from 13,000+ companies across 160 countries.

2004 - Through the Global Compact, the report "Who Cares Wins- Connecting Financial Markets to a Changing World" was published in 2004 and provided guidelines for companies to incorporate ESG into their operations.

2011 - The Sustainability Accounting Standards Board (SASB) is launched to standardize sustainability accounting and measurements across 77 industries. In their words, the mission of SASB is "to establish and improve industry specific disclosure standards across financially material environmental, social, and governance topics that facilitate communication between companies and investors about decision-useful information" SASB provides great information about their framework and other ESG frameworks on their website.

2015 - At the United Nations Framework Convention, the Paris Agreement is brought to life, and at the United Nations General Assembly the Sustainable Development Goals were created. A previous iteration of the SDGs were the Millennium Development Groups- you can read more about the evolution and history of both of these goals here.

2020 - There's no doubt that the past year has accelerated the need for CSR and ESG. The COVID-19 pandemic brought economic disparities to the forefront and highlight gaps in healthcare systems and access across the world. The United States was forced to confront the continued impacts of systemic racism in waves of protests and dialogue that continues to shape 2021. Also in the United States, a contentious election highlighted voter rights and a deep divide in political beliefs. Across all of these areas, many companies were forced by consumers and investors alike to speak up, take a stand, and look internally at their own policies and workforce and reflect on their actions around diversity and inclusion and advancing social justice. Here's an article that detail the impacts 2020 had on ESG: Forbes- ESG Investing Came of Age in 2020 – Millennials Will Continue to Drive it in 2021

2021

- Larry Fink, CEO of BlackRock, published his Annual Letter to Shareholders with a clear message- The time to act is now. ESG is a prominent theme throughout the letter and Fink examines the expected and unexpected impacts of the pandemic and how the business community can and should play a role in creating a better world.

Picking Apart the Pieces

Now that we've defined ESG and explored a brief history of the subject, let's take a look at all of the various components that makeup ESG. As you can imagine, there are hundreds of ways to examine and measure a company's ESG efforts. The best way to picture ESG on a company level, especially if you're building programs for the first time, is to imagine the concept like a build your own puzzle.

Just like corporate social responsibility programs, no company can do it all, nor should they. Companies have unique strengths and weaknesses based on their industry, customer base, geographic location, employee base etc. No two programs will look exactly the same- companies should pick and choose the pieces to their own ESG puzzle that best address their strengths and weaknesses.

For example, if you're a software company, some strengths of your employee base could be volunteering around coding camps for young girls and focusing on the accessibility of your platform.

If you're a plastics manufacturer, offsetting your carbon footprint and focusing on sustainability through volunteering and charitable partnerships that clean-ups oceans and beaches would fit well within the strengths of your company.

On the flip side, it might not be the best use of resources for the plastic manufacturing workers to focus on volunteering to teach young girls to code, and the software company might not be best suited to focus charitable giving exclusively on beach & ocean clean ups (although any company located by a coast would be well positioned to take care of their coastal communities!). The point is, there is nuance in every situation and it's going to be up to you and your organization to decide what components of ESG are most appropriate for your company.

While the following is by no means a comprehensive list, it is a good place to start as you develop your ESG initiatives. ESG programs are going to look different for every company and might even look different within your own company based on your geographic footprint. Global companies should take special consideration in adopting their ESG approach to meet the unique needs of their employees and communities across different locations and shouldn't assume any one program will be universally appropriate.

- Diversity and Inclusion programs
- Benefits packages for employees. For parental benefits, how do you provide for same-sex couples or individuals and how do you provide for employees pursuing adoption?
- Equity across all gender identities, race, and age.
- CSR programs- both employee engagement and more corporate-driven giving programs
- Customer Satisfaction
- Product responsibility & safety
- Accessibility of products and services
- Human Rights – pay and working conditions
- Learning and Development

- Supply Chain of products and materials
- Waste management
- Water usage
- Pollution
- Energy consumption for your buildings
- Packaging
- Carbon emissions (Have you considered factoring in employee commute time or company travel into the total emissions you offset?)
- Incorporating renewable energy
- Electronic recycling programs
- Public transportation incentives

- Board Diversity across age, gender, and race
- Executive Leadership Diversity
- Transparent accounting
- Executive & Board compensation
- Lobbying activities
- Political donations
- Compliance with local and federal regulations
- Risk Management
- Cybersecurity
- Consumer privacy
- Shareholder engagement

Management and Measurement

ESG programs can be managed by a variety of different stakeholders throughout the company. As with various corporate social responsibility programs, ESG management doesn't look uniform across all companies or industries, and is highly dependent on a company's unique strengths, weaknesses, and ultimately desire to improve and grow their ESG efforts.

The industry of a company will play a big role in shaping ESG programming and measurement. Different industries will face different challenges and areas for opportunity to improve. For example, the environmental metrics measured by a textile company with a robust, international supply chain is going to look different from a professional services firm.

Location will also play a big factor in what a company is required to report out on from a government perspective. In countries around the world, legislations have been passed at local and federal levels to limit environmental impact, protect consumers, and protect employee rights around employment and benefits. Adhering to these legal requirements and being aware of how future legislation will impact your business should be considered while shaping your current and future ESG efforts. Companies that are placing a strong emphasis on ESG are likely to find it easier to adapt to shifting legislation than their peers.

Another consideration beyond industry will be company size and resources. The team managing ESG at a Fortune 500 company will probably look quite different from a smaller business, but that doesn't mean ESG is just for large enterprises.

Regardless of your company size, location, and industry, it will be important to include all relevant stakeholders into your ESG program planning, roll-out, and ongoing management and measurement. You don't want to reinvent any processes that might be captured in a different department. Here's a few steps to consider when creating your ESG programs:

1. First, you'll want to decide where this program will primarily live within your organization.

a. Is there an existing team within your company that ESG management would fit well under? Some examples: Sustainability department, Corporate Affairs, Risk & Compliance, Supply Chain, Corporate Social Responsibility, etc.

b. Will it be a part of an existing department, or a stand-alone team?

c. If ESG will be wrapped up into an existing department, will there be a dedicated resource? If not, how will you capture the responsibilities within an existing role and ensure they have the capacity to manage and measure your efforts?

2. Once you've decided where ESG will live within your organization, it's time to round up the stakeholders. You're going to need support! ESG covers a huge variety of topics- no one can do it all alone. Even if you only have a partially dedicated resource, cross-collaboration will be key.

a. Do you have top-down support?

i. Is your CEO and Board committed to supporting these efforts, and do they understand why it's important? Arm them with the facts! There's a lot of good data that supports the claim of companies that do well against ESG do well financially.

ii. Even if you don't have support all the way at the top, is there an executive leader that can sponsor and champion your efforts to establish an ESG program?

b. What other departments can you learn from and lean on? Here's a few to consider looping into your efforts:

i. Facilities Management- they probably already have a lot of great insights on energy consumption!

ii. Sustainability

iii. Security & Risk professionals

iv. Supply Chain Leadership

v. Finance- ESG ultimately can drive profits and revenue

vi. HR- ESG can be a great driver for recruiting and retention

vii. Diversity & Inclusion- Along with HR, this will be a crucial partner in how you incorporate caring for employees into your program.

viii. Communications- since ESG is great for company reputation, make sure you have someone on board that can help you tell your story!

3. Plan and work together. Now that you know what team will oversee ESG and have identified your network of support throughout the company, it's time to pick the pieces of your ESG puzzle and establish how the company will work together to meet your objectives.

a. Identify what your strengths and weaknesses are, and where your company wants to grow.

b. What are your peers up to? Research ESG reports from other companies

i. The largest companies in your industry that perform well against ESG measures can provide inspiration for your company's long-term goals.

ii. Companies that are similar in size and industry to you can be used to benchmark your current efforts

iii. Companies that are in your geographic footprint regardless of industry can also be a great tool in evaluating what you want your programs to look like.

c. Instead of just having Environmental, Social, and Governance be the only three pillars of your ESG program, consider creating pillars that are specific to your company's goals as sub-sections under ESG. Narrowing your focus can help your company make bigger impacts in the areas that are important to you.

i. i.e. if Social Justice and Childhood Education are really important to your organization, consider making those your focus areas under Social.

d. Figure out your steering committee. It's possible not all stakeholders involved in the planning process will need to be routinely involved moving forward. For the stakeholders, you do want involvement and input from on a routine basis, establish a meeting cadence.

i. One option is to have a steering committee that meets quarterly that gives high-level feedback from a larger group of stakeholders, and then a core team that meets on a more routine basis.

e. Identify what you want to measure, set goals, and establish benchmarks. ESG efforts shouldn't be something you just measure once a year and forget about. Incorporating ESG goals into overall company-wide goals can be a great way to drive common commitment and progress across the organization.

4. Communicate! Letting your employees & customers know about your ESG commitments and successes is a great way to recruit and retain talent and business.

a. Educate your employees on your ESG efforts by hosting internal webinars or sending out communication.

b. Publishing a stand-alone ESG report or wrapping your ESG measurements into your existing CSR report is a great way to show your customers and the market you're committed.

c. By showcasing your ESG efforts, you might also set off a chain reaction that encourages other businesses local to you or in your industry to step up to the challenge as well.

Measurement

When selecting ESG criteria to measure at a company, it's important to go beyond just capturing the metric. Identifying the outcomes of these actions will help ensure that the desired results are achieved. Organizations can get away with a 'check the box' approach to ESG but in order to realize the full benefits of effective ESG programming, organizations need to apply a forward-thinking approach that considers desired outcomes, not just inputs and outputs.

Measuring your ESG efforts can be a daunting task. There's no one universal approach to capturing and measuring ESG metrics, but there are some existing frameworks. The following is a list of some of the largest ESG rating agencies, but please note there are hundreds of other agencies in addition to this list:

- MSCI ESG Rating
- Global Reporting Initiative
- Sustainability Accounting Standards Board
- RepRisk
- CDP
- Sustainalytics
- S&P Global ESG Score

The numerous rating agencies and the ways in which investors interpret the scores have created some confusion amongst corporate professionals who wish to report on and improve their ESG efforts. If you're looking to dive deeper into ESG measurement and have a better understanding, The Sustainability Institute has a report available for free- Rate the Raters 2020.[1] This report helps to answer "How exactly are investors using ESG data? Which ratings do investors use the most, and how can that knowledge inform where companies focus"[1]

These frameworks require a lot of data, and it can be a challenge to collect and analyze all the numbers. There are many options in the market of tools and consulting services that can help streamline ESG measurement efforts. You might consider researching platforms that can help track various components of ESG or hiring an outside consultant to help develop your process.

References:

1. *https://www.sustainability.com/thinking/rate-the-raters-2020/*

Perspectives on Launching an ESG Program

INTERVIEW WITH RACHEL HUTCHISSON, VP, GLOBAL SOCIAL RESPONSIBILITY AT BLACKBAUD

Blackbaud included an Environmental Social Governance commitment in the 2020 Social Responsibility report. What formalized approach did Blackbaud take to instating an Environmental Social Governance (ESG) program in 2020?

Blackbaud has embraced its role as a socially responsible company since our earliest days as a company. Our recent investments in ESG are the latest additions to our long-standing focus, and they include the formation of an ESG steering committee, establishing an ESG program manager, formalizing board oversight, and joining the UN Global Compact. Our commitment to social responsibility has been a journey for us, which began with investments in corporate philanthropy and employee philanthropy -- how we equip them to be Agents of Good. We continue to evolve how we give back as the company evolves and, four years ago, began issuing a social responsibility report. ESG reporting is not clear cut, and each company needs to determine what is material. We have been setting up the internal mechanisms for collecting and sharing the data important to out business so we can build on our disclosures over time. We know that customers, employees, our communities, and investors care about our core focus on being responsible and that our commitment to report matters to them.

What was important to you when forming the ESG Committee and establishing the ESG Program Manager position?

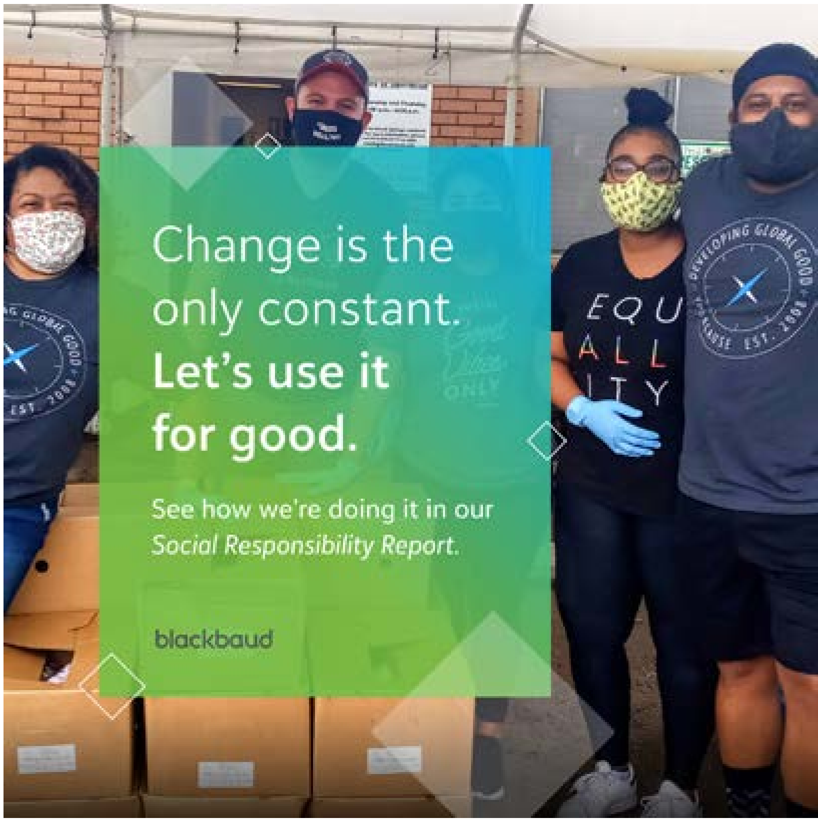
It was important to have a dedicated person and resources behind ESG, someone with responsibility for establishing and managing the project plan, doing the research to understand how we can track key measures and data, and learning from other companies. It wasn't realistic for us to take a step towards ESG reporting without a dedicated project manager. It was also important to us to have key stakeholders representing all areas of the business on the steering committee. The steering committee could weigh in on what would make Blackbaud proud to report on, so that we weren't just looking at what outside rating agencies were saying about ESG.

How do you see ESG continuing to grow at Blackbaud?

We will continue to learn from other companies, to set up processes to measure information and share it, and to refine and identify what is most important for us to report. Companies don't have to report on every single metric. We will report on what makes sense in the context of how we operate at Blackbaud. For example, we don't have manufacturing plants or sell products packaged in plastic, but those issues would be material for another kind of company. We know we are on a long journey where we will evolve our thinking and our knowledge year over year.

What advice do you have for other companies that are getting ESG programs off the ground?

There are some good resources that have come out in the past year or two that can help companies get a good understanding of what ESG is and why it matters. Additionally, I would advise each company to look at what is important to them. Every company is going to have a different journey depending on what they do, where they are located and who their employees are. It is good to identify peers in your industry that are ahead of you or like you, so you can learn from them. At the same time, you have to do your own due diligence to figure out what things are going to be important to measure and report on. It is also important to remember that you don't have to do everything all at once. Pick a few things that are foundational to your business, things that you don't need outside help with as a way to begin. Build and secure buy-in from the top. It's important that ESG is embraced as a strategic element of your company for you to fully realize your vision.



Why ESG is Here to Stay

The world is facing unprecedented challenges connected with environmental issues pertaining to climate change, clean water, ocean health and biodiversity.[2] Companies need to adapt their strategies to account for these environmental challenges or they won't be set tup for long-term sustainable growth. As ecological concerns gain prominence and consumers become increasingly aware of the potential environmental implications of their purchases, consumers will look for products and brands that promote ESG. Consumers and employees are also attune to a corporations response and support of social justice and how they care for their employees, customers, and communities.

3 REASONS WHY YOU SHOULD INVEST IN CORPORATE RESPONSIBILITY INCLUDING ESG

Global Pressures – As countries around the world face environmental challenges, your business will feel the pressure to meet the standards of doing business sustainably. In 2015 governments from around the world came together and agreed on the Sustainable Development Goals or SDGs. The multi-year strategy of the UN Global Compact is to drive business awareness and action in support of achieving the SDG's by 2030.[1] Today if you visit the UN Global Compact website you will see over 13,000 companies from 160 countries that have joined this commitment to align business strategy and operations with universal principles for human rights, labor, environment and anti-corruption.

On April 23, 2021, Hawaiian legislatures adopted a bill that declares a climate emergency. Hawaii is the first state to declare a climate emergency and the bill "acknowledges that an existential climate emergency threatens humanity and the natural world, declares a climate emergency, and requests statewide collaboration toward an immediate just transition and emergency mobilization effort to restore a safe climate."

Internationally, the number of governments that have passed similar resolutions is close to 2,000 and includes the parliaments of many prominent nations like Ireland, Italy, the United Kingdom, Portugal, Spain and Vatican City.[2]

Reputation–Don't just check the box! Companies have already noticed consumers' desire to purchase products that are environmentally friendly. The development of green advertising has become an important component of brand messaging[3], but you can't just talk the talk. In the Journal of Advertising article "Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Greenwashing" researchers studied two types of claims found in greenwashing, vague claims and false claims. The researchers found that false claims bring harm to the brand, but even the perception of greenwashing associates negative attitudes with those brands.[3]

Additionally, the 2019 Gen Z Purpose Study showed that 9 out of 10 say if a company makes a commitment, it should have the appropriate programs and policies in place to back up that commitment. This generation won't take companies at their word alone. 75% will do the research to see if a company is walking the talk when it takes a stand on an issue.[4]

Companies need to invest in ways to measure and report on how they are meeting ESG goals. Companies that don't uphold their reputation could lose investors, partners and customers.

Investors and consumers look for companies with CSR and ESG programs – New data shows that the most valuable market in the world, families with young children, demands environmental responsibility and action towards climate change. Passion Points data from Q1 2021 shows US parents raising children today spike 400% on their concern for global warming and climate change.[5]

As Gen Z enters the workforce with strong purchasing power, they are shaping strong opinions of the world around them.[4] This includes paying attention to how companies participate in making a change towards addressing social and environmental issues. 94% believe we need to come together to make progress towards important issues.[4] If your company is not participating in social responsibility not only will they likely not purchase from you, but they also won't want to work for you.

From the investor point of view you can see in the news that Blackrock issued a $7 trillion climate change warning to the stock markets. Blackrock is known as the world's largest investor and the fund manager's plan indicates a significant change and impacts how the investment community views action towards ESG. Ceres, a sustainability nonprofit that works with investors on climate change, announced a consortium of investors managing $9 trillion in assets that have committed to investing along with net zero carbon goals.[6]

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3. *https://www.tandfonline.com/doi/full/10.1080/00913367.2018.1452652*
4. *Undivided 2019 Gen Z Purpose Study*
5. *https://www.cnbc.com/2020/12/13/climate-change-a-7-trillion-warning-from-markets-biggest-investor.html*
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Resources

Increasing demand for transparency from employees, consumers, and investors will continue to have impacts on how CSR & ESG interact and expand. The following are various resources we have compiled to help further education on the topic and stay up to date on emerging trends.

Courses:

- edX- Conscious Capitalism
- edX: Transforming Our World: Achieving the Sustainable Development Goals
- CFA Institute: Certificate in ESG Investing
- Udemy: ESG and Sustainable Investing 101

LinkedIn Courses Available:

- Introduction to LEED Certification
- Sustainability Strategies
- The Employee's Guide to Sustainability
- Diversity, Inclusion, and Belonging for All
- Diversity and Inclusion in a Global Enterprise

Articles:

- ESG Impact is Hard to Measure – But it's Not Impossible
- Introducing ESG Investing: Brochure from MSCI
- The 3 trends putting pressure on companies to begin ESG reporting

Podcasts

- Refinitiv Sustainability Perspectives
- MSCI's ESG Now podcast
- S&P Global's ESG Insider

Organizations To Follow

- Blackrock – Sustainable Investing
- MSCI
- CSRhub
- Sustainable Brands
- Nasdaq ESG Advisory Team

At Blackbaud, we are passionate about making the world a better place. Through our YourCause CSRconnect and YourCause GrantsConnect products we help corporate professionals track their grantmaking, employee giving and employee volunteering programs. We have also developed robust reporting tools to help our clients better capture and tell the story of the impact they are making in the community, including measuring against the Sustainable Development Goals. If you're interested in learning more about how we can help power your company's social good, please contact us by emailing sales@yourcause.com