

## Sustainability Watch - June 2022

How and Why Private Companies Can Lead on ESG  
June 16, 2022, 11:00 AM ET (05:00 PM CET)

THE CONFERENCE BOARD  
**SUSTAINABILITY WATCH**



# Today's Speakers



**Dr. Shaibal Roy**  
Sustainability Strategy  
Leader  
**Momentive  
Performance Materials  
Inc.**



**Dr. Dan Sonke**  
Director of Sustainability  
**Blue Diamond Growers**



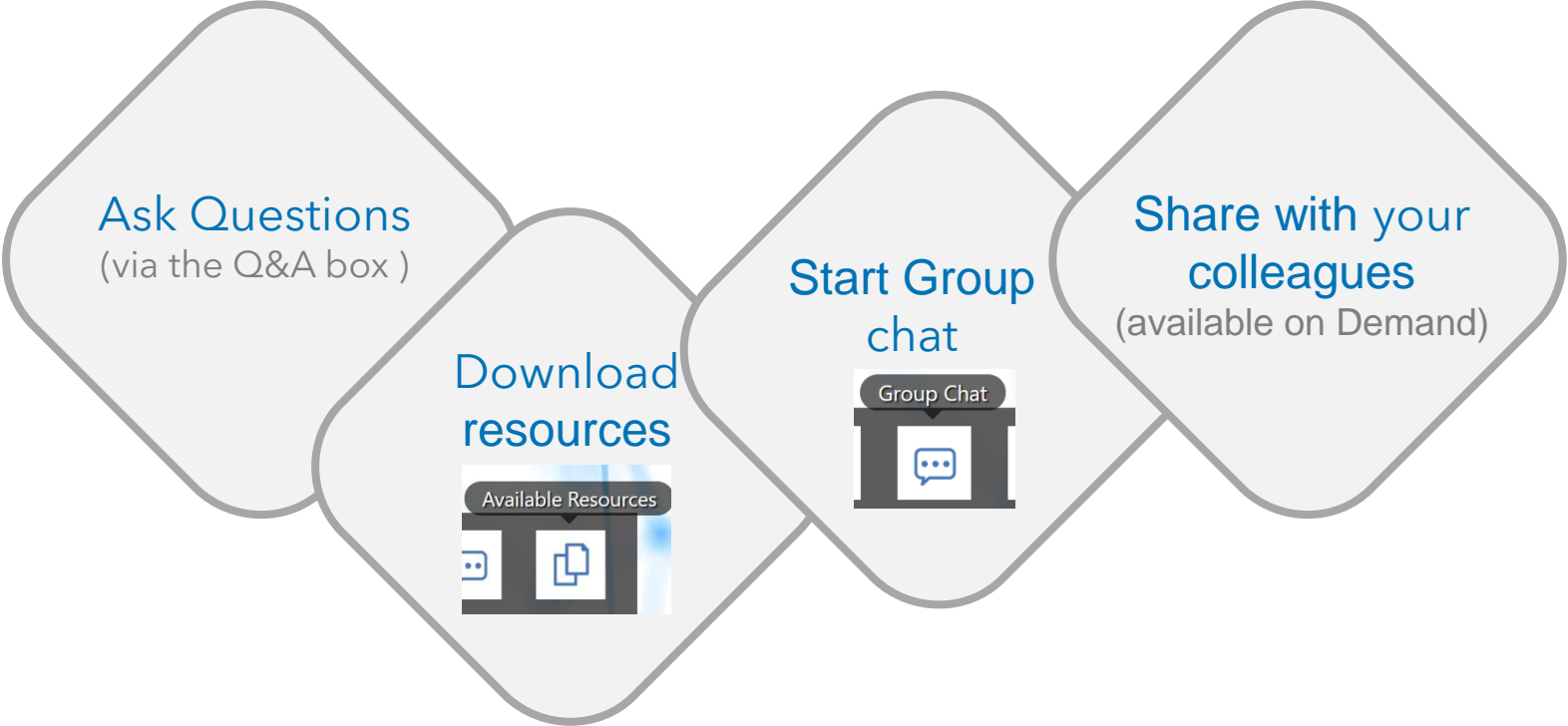
**Paul Washington**  
Executive Director,  
ESG Center  
**The Conference Board**

# Some of the critical issues we will be addressing today

- The ways in which private companies are suited to lead on sustainability
- The main challenges in advancing sustainability at a private company
- The stakeholders that are most important in shaping a private company's sustainability agenda
- How private companies approach measuring and reporting on sustainability



# Making the most of the webcast



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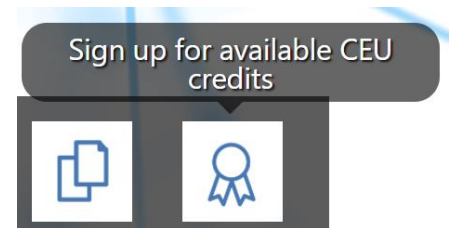
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# Additional Resources

## [Five Reasons Private Companies Care about ESG](#) (Publication, March 2022)

Many private companies are well-positioned to be trailblazers in ESG. Freed from many of the short-term pressures and regulatory disclosure obligations of public companies, private firms can focus on areas where they can have the greatest impact. And with greater continuity in leadership – particularly at family-controlled companies – they have a greater ability to focus on the long term and grow a culture where ESG is in the firm’s DNA. This report, which draws upon conversations with senior executives at leading private companies, sheds light on the ways private firms are leading in this area to their competitive advantage

## [B2B Sustainability Disclosure: Telling Your Sustainability Story to Your Business Partners](#) (Publication, May 2022)

Companies face a potential nightmare in trying to satisfy their business partners’ competing – and sometimes conflicting – demands for information about sustainability. A survey of 159 procurement executives indicated that 69 percent consider sustainability performance when selecting new suppliers and renewing contracts, and 63 percent stated that delivering on corporate sustainability goals has become a “very important” priority, up from 25 percent two years ago. The essay offers recommendations to help navigate this challenge – and all of them go beyond simply filling out questionnaires you receive from your business partners.

## [Organizing for Success in Corporate Sustainability](#) (Research Report, November 2021)

Nearly 20 percent of US companies have a chief sustainability officer reporting directly to the CEO, but that’s not the only organizational model that works. The key is to have a sustainability leader who has the skills and credibility to drive sustainability forward. This publication focuses on how companies organize—at the management level—to carry out their sustainability initiatives. It offers insights drawn from a survey of 104 companies, in-depth interviews with 20 sustainability executives, and a roundtable discussion with 116 executives from 86 firms.

## [Telling Your Sustainability Story: Overview](#) (Research Report, August 2021)

The Conference Board convened a working group involving over 300 executives from 150 companies to discuss how companies can tell their sustainability stories authentically, reliably, and effectively to multiple constituencies. This overview captures the insights, guidance, and best practices from the working group sessions. Additional details can be found in the four accompanying Practical Guides.



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# ESG Center: Who We Are

- The Environmental, Social and Governance (ESG) Center is the leading independent, non-partisan, non-profit think tank in the US focusing on corporate governance, sustainability, and citizenship on a global basis. The Center serves as a **resource** for your entire organization, a **partner** to address your ESG priorities, and a **platform** to tell your story.
- We are one of five U.S.-based Centers at The Conference Board. The ESG Center has more than 180 members, including public, private, investor, non-profit and governmental organizations.

## What sets us apart:

- **Member-Driven and Member-Focused**
- **Unique, Timely and Relevant Insights**
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- **Global, Cross-Functional Perspectives**
- **Customized Member Experience**
- **Opportunity to Amplify Your Impact**
- **Unmatched Network of Members**

To learn more about The Conference Board ESG Center, contact  
**Jon.Y@tcb.org**





# Upcoming ESG Center Member-Only Events

## **Roundtable on ESG Performance Metrics in Incentive Plans** (June 30 | 2:00 – 4:00 PM Eastern)

Last autumn, The Conference Board reported that just over half of the S&P 500 were tying their CEO's compensation to ESG. At the time, we urged that companies proceed cautiously and carefully assess the incremental benefits and costs of incorporating ESG measures into executive compensation. As we end the 2022 proxy season, please join us for a candid Chatham House Rule discussion with compensation, sustainability, and governance professionals to discuss what we've learned thus far. We will cover (i) how to prepare to include ESG measures in executive compensation; (ii) how to design and implement ESG performance metrics; and (iii) how to assess the impact of these incentives. *This Roundtable is generously sponsored by Semler Brossy.*

## **CEO Roundtable on Driving ESG at Your Company (Exclusive to CEOs)** (July 28 | 11:00 – 1 PM Eastern)

This Roundtable will provide a unique opportunity for CEOs to have a candid and constructive discussion of the nature of the challenges they are facing. During the session, we'll cover how to (i) decide which ESG issues truly matter, and not just respond to the loudest voices in the room or on social media; (ii) engage the board of directors constructively on ESG issues, including defining the board's role(s) on the issues that matter the most; (iii) integrate ESG into the company's business strategy and operations, not only to mitigate risk but to create and seize business opportunities; (iv) align the C-suite and broader organization to execute the ESG agenda; and (v) communicate your ESG story in an authentic, reliable, and effective way to multiple constituencies

## **Working Group on Building a Sustainability Culture – Session Three: How to Evaluate, Measure, Track, Reward, and Reinforce Progress for Success in Corporate Sustainability** (August 10 | 2:00 – 4:00 PM Eastern)

One of the biggest opportunities companies have is creating a culture in which everyone thinks and acts with sustainability in mind. We launched a Working Group on this topic in March. In the first session, we discussed the essential elements of building a sustainability culture, what's necessary to build it, and the benefits and potential pitfalls of doing so. In the second session, we addressed who takes the lead in developing a sustainability culture, focusing on the roles of the human resources, communications, and sustainability functions and the roles of the board and C-Suite. Please join us for our third session as we discuss how to evaluate, measure, track, reward, and reinforce progress in building a sustainability culture. *This Working Group is generously sponsored by Baker Tilly.*



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