

Sustainability and Transparency are Leading Business Forward



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A focus on sustainability is changing all aspects of our world. What is your company doing to promote sustainability? How are you measuring the effectiveness of your sustainability program and ensuring accuracy in reporting? Have you made commitments to consumers regarding sustainability and are you transparent with reporting actions taken to follow through on those commitments?

As we've discussed before, many public and private companies have seen the need to implement Environmental, Social and Governance (ESG) programs. There is an increase in ESG activity including transparency about current impacts and plans for the future.

Here are some example recent stories:

- [University College Dublin](#) is using Artificial Intelligence to validate companies' environmental claims. Greenwashing means disingenuous claims of being environmentally friendly to outright falsehoods. The group places companies in one of several categories: green leaders, hidden green champions, green incrementalists or potential or probable greenwashers. The group's results show a high likelihood of greenwashing in 95% of statements they analyzed.
- [Samsung](#) to eliminate plastic from its smartphone packaging by 2025. Other goals include incorporating recycled material in all new smartphone products, achieve zero waste to landfill and reduce the standby power consumption of its smartphone chargers to below 0.005W when a device is fully charged.
- Prague is building its first 3D printed playground which will feature recycled concrete. China has recently constructed a 3D retractable bridge. The Bluetooth-controlled bridge is comprised of 36 3D printed triangle panels. The Netherlands features the country's first 3D printed stainless steel bridge.
- [Stanford](#) creates new school for study of climate and sustainability which will open in the fall of 2022. The school will foster innovating new technologies to solve energy, climate and sustainability challenges.
- The Big 3 pledge 40-50% Electric Vehicle sales by 2030. [GM](#) aspires to be fully electric by 2035.

While these examples of ESG are on the larger scale, even small and medium businesses can make impactful sustainability goals aligned and reported on through the ESG metrics.

To find out more about the metrics and how we can help you achieve ESG success, click the button below.

[More about the metrics](#)