

# Simplifying THE **ESG** DISCLOSURE Journey



**STRATEGIES & GOALS**  
What are your short- and long-term strategies?

**STRATEGY**

Have an ESG strategy before reporting: what, why and how you embed ESG into your business.



**DRIVERS**

Identify the drivers/goals behind your decision to disclose/report.

Know what you have and don't have for appropriate reporting topics (gaps)

**GAPS**



**DATA & REVIEW**  
What does it all mean?



**PEERS**  
How do you stack up?



**MATERIALITY**  
Have you assessed your stakeholders' KPIs?

Based on your ESG strategy and goals, determine appropriate framework(s): existing, custom, hybrid

**FRAMEWORK**



**FRAMEWORK**  
How is your content structured?



**COMMUNICATE**  
What is your strategy to share disclosures?



**FORMATS**  
How will you deliver your message?



**DESIGN**  
How will your story visually align with your brand and audience?

**ORGANIZE**

Organize data, supporting narrative, goals, targets under ES&G

**EXECUTE**

Write and design disclosure: PDF vs. online; report vs. website; ESG vs. CSR



**MEASURE & GROW**  
How are you performing and how do you improve?

**ELEVATE**

Look for ways to be more transparent, more intentional and create more positive impact.

**CURRAN & CONNORS**

Now that we've simplified the process for you, it's time to dive in. Curran & Connors has partnered with companies to tell their stories for over 55 years. Let our strategists, writers and designers help you get your unique ESG perspective out there in a way that elevates your brand, differentiates your company and satisfies the needs of your constituents. Call or email us today.