

Outwrite has produced a handy guide to help brands create an ESG (environmental, social and governance) report. ESG reporting became mandatory for some businesses in 2022, and it's likely to cascade down further in the coming months.

An ESG report succinctly tells your organisation's story and helps outline its activity surrounding environmental, social, and governance, and in turn, strengthen the company's reputation.

Covering topics including tone of voice, content selection, visuals, accessibility, and audience, the free e-book provides companies with a helpful insight into how to share work with key stakeholders.

Outwrite account manager Evie Shaw said: "ESG reports are yet another output being thrust onto organisations in the fight against climate change.

"While not mandatory for all businesses just yet, getting a head start not only leaves you in pole position for when it is compulsory, but also showcases you as a forward-thinking brand that cares deeply about its ESG credentials.

"We're pleased to have developed this e-book and hope it becomes a valuable resource for companies seeking to communicate their environmental, social, and governance activity."

To download the e-book, visit www.outwrite.co.uk/ESGreport or scan the QR code.

Our guide to creating valuable ESG reports



Scan me

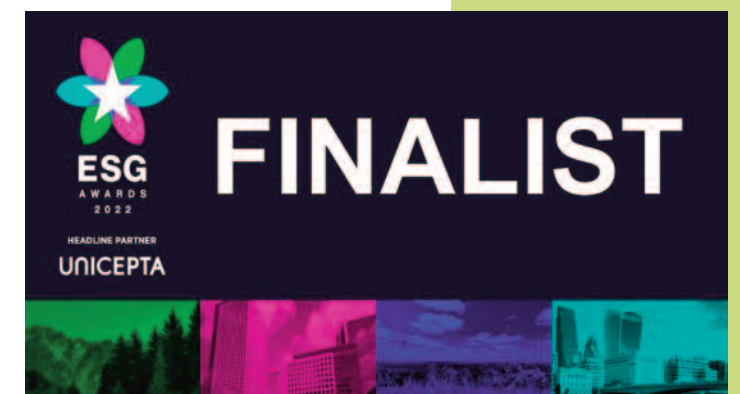
Passionate about using PR to make an impact in the renewables sector

Outwrite was shortlisted for ESG consultancy of the year at the ESG Awards in 2022.

The awards were launched to acknowledge the best performances in business, in line with the United Nations' 17 sustainable development goals.

As part of its entry, Outwrite highlighted two projects it has worked on with client Jones Bros Civil Engineering UK. These were the King's Dyke level crossing scheme in Cambridgeshire and the world's largest offshore wind farm, Dogger Bank, in Yorkshire.

The shortlist highlights the agency's passion for using PR to make an impact in the renewables sector, with the aim of positioning itself as a strategic extension of its clients.



Vital to get your ESG message correct

ESG (environmental, social, and governance) is quickly becoming a common agenda item for businesses of all sizes.

Historically just the realm for investors in listed companies, stakeholders of firms of all sizes are now interested in more than an organisation's profit.

And all are wise to businesses whose actions don't align with what they say.

Clear, honest, and transparent communication is crucial to share your story so it resonates with your target audiences and builds trust.

Getting your ESG communications wrong, either through carelessness or a genuine misstep, can lead to an avalanche of negative opinion and a subsequent adverse effect on your reputation.

Our aim with this newsletter, and our wider ESG comms, is to provide value and support with your PR activities.

Outwrite MD shares expertise

Xplore the power of storytelling...

How to share net zero efforts





Anthony Bullick, managing director at Outwrite PR, discussed the impact and future of ESG as part of a feature in Wales Business Insider.

One of the areas he outlined was extending your company's ESG capabilities to the supply chain to ensure it adheres to the same values.

This also further strengthens your own ESG credentials and proves you take an active interest in who you do business with.

Anthony also highlighted that some businesses think it's a totally new concept to navigate, when in many cases, companies have been practising the individual aspects for years, before there was an official label for it.

Outwrite MD shares his expertise in Wales Business Insider

Outwrite launches industry resource to support peers

Outwrite has published an insight into the thoughts, opinions, tips, and advice of PR and communications professionals incorporating ESG into their work.

In addition to looking back at the impact it's already had on PR, contributors look ahead and make predictions.

With expert analysis from organisations including the Lake District National Park and Positive Planet, we've gathered views from across different industries to create a key resource to support fellow practitioners.

Outwrite senior account executive Tom Norris said: "Stories on topics covering environmental, social, and governance are increasing, and we are having more and more conversations with clients about ESG and how that links in with our PR work."

"I don't envy the fabulous contributors to the e-book who have the virtually impossible task of looking ahead to what could be in store for the world of PR and communications through the lens of ESG. "We're confident the tips, advice, and experiences included will help fellow comms professionals navigate what will be an interesting 12 months."

The e-book is available to view on www.outwrite.co.uk/green-pr

RIGHT: Tom Norris, Outwrite senior account executive.



The power of storytelling through social impact reporting

Xplore! Science Discovery Centre appointed Outwrite to produce its 2023 impact report, which shares the organisation's social activity.

Outwrite, which worked with Xplore! on its inaugural report in 2021, was tasked with drawing out interesting stories and facts by interviewing key members of staff, and drafting content for the publication.

The agency also designed the 24-page bilingual tilt-and-turn report, which is available online and in print.

A key consideration was made to keep the local community and customers in mind, not just in the writing, but across the design itself, with each page evoking

creativity through engaging imagery and colour.

Katie Williams, business development officer, at Xplore!, said: "We knew that through the power of storytelling our work would be much more impactful and the team at Outwrite have a knack of teasing out the right information."

"For the second year running, Outwrite has produced our Impact Report, a powerful combination of imagery, quotes and a collection of compelling stories." As outlined in Xplore!'s 2021 statement, successful social value communications should reflect how your company goals link to your involvement with the wider community.



Pictured above: Katie Williams, business development officer and Scot Owen, centre manager.



Left: Front cover of the inaugural 2021 report.

Effective communication of your ESG strategy

Are you ensuring your ESG activities are integrated into your PR plan?

In one of his monthly Daily Post columns, Outwrite PR managing director Anthony Bullick commented on how companies can effectively communicate their ESG strategy.

The first step is working closely with your PR team to highlight weaknesses and opportunities with your ESG capabilities, providing an opportunity for them to review the comms strategy and ensure the most important messages are shared.

Internal and external conversation will strengthen your company's reputation on both sides, while actively listening to employees' concerns and bringing them on the journey by keeping them informed can develop them into brand ambassadors.

When it comes to telling your story, utilise your channels efficiently and make sure all information is honest to avoid allegations of greenwashing, which could harm your organisation's standing.

Use your platform for educational comms, especially for interacting with employees and subcontractors and drive ESG awareness by outlining the steps individuals can take to support the company with its goals.

Reporting your ESG activities should be tailored around your business objectives, using a comprehensive framework, and researching valuable and common KPIs that can be applied to your company.

Visit www.outwrite.co.uk to read the column in full.

We focus team training around ESG

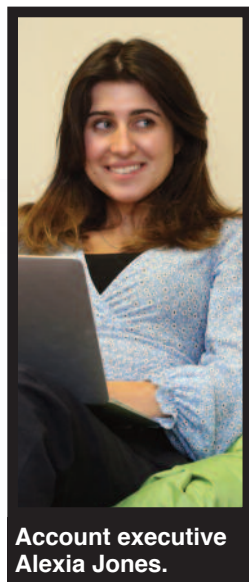
One of Outwrite's values is to constantly learn and develop – and the team have embedded ESG at the heart of their continuing professional development (CPD).

From attending ESG report courses to reading expert commentary and watching topical webinars, there has been no shortage of opportunities to ensure we stay at the forefront of communications.

In addition, Outwrite sponsored the Chartered Institute of Public Relations (CIPR) North West's lunch and learn session on how comms can contribute to building sustainable organisations.

Outwrite account executive Alexia Jones said: "PR as an industry is continuously evolving, so CPD is always important.

"However, with the emergence of ESG and the impact this has on communications, it's critical every member of the team stays current with the latest practices and techniques to make sure we deliver the best possible outcomes for clients."



**Account executive
Alexia Jones.**

Marketing conference, now with added ESG!

Outwrite held its annual free marketing and communications conference for charities at Wrexham Glyndŵr University, with speakers from organisations including, Betsi Cadwaladr University Health Board and the Lake District National Park Foundation.

One of the new elements to this event was an ESG theme to cover three critical topics for brands: environmental, social, and governance.

Post-event feedback highlighted that the segment was well received, giving charity representatives an opportunity to reflect on how they can review their own ESG capabilities, as well as take steps to be more strategic in telling their story.

The Outwrite PR and marketing conference will return in November 2023. Contact jill@outwrite.co.uk to be the first to know when tickets are available.

How to share your net zero efforts with stakeholders

Now more than ever, an organisation's aim to become net zero or take steps to reduce its carbon footprint is a key focal point for many stakeholders.

Existing and potential employees want to know what their employer stands for beyond profits, and clients are increasingly seeking to work with brands that align with their own values. In addition, the local community anticipate a company will respect the environment in and around its operations.

While the most important step is to assist in the fight against climate change, strategically communicating your efforts will ensure there are no doubts surrounding what your business is truly about.

- Understand what platforms and channels your target audiences use and what format they prefer, for example written, audio or video
- Use an integrated approach to PR and communications by repurposing content to get a bigger return on your investment
- Send newsworthy stories to the media and line up a company spokesperson to offer further insight for TV and radio
- Create a hub on your site for all ESG content, include news articles, thought leadership pieces, and ESG reports
- Film and edit news-style video interviews with key members of the team to incorporate a human element.

Support with Green PR

Does your organisation need support with navigating the world of ESG? Looking for the best way to communicate your green capabilities?

We work closely with our clients to develop engaging campaigns that ensure their story gets in front of the right people.

Contact anthony@outwrite.co.uk to find out how we can help.

Contact the Outwrite team

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