



## The ESG Academy Semester II

# ESG and Workforce Strategy



## Tips to integrate ESG into your workforce strategy

### 1 Consider what ESG means to your workforce

Think of the breadth of issues that ESG encompasses – the only way you can really understand which issues are the most important is to ask your employees, whether via survey, conversations, or other tactics.

### 2 Be authentic

As a first step, consider your own company's current take on ESG and whether you are staying true to the policies and promises you already have in place. Businesses that are able to demonstrate that they have a genuine commitment to ESG are more likely to continue to engage their workforce.

Studies indicate that there is a correlation between those employers with the highest ESG scores and those employers who rate the highest when it comes to employee job satisfaction, productivity, and retention. In contrast, businesses that don't implement genuine ESG policies are at an increased risk of reputational damage and losing talent.

Once you have established that you're remaining faithful to your own policies, then consider how you may be able to "branch out" to include more ESG-focused measures and initiatives which have been identified as important to your staff and in line with your culture.

### 3 Stay ahead of the market

The post-pandemic recruitment market is booming – you must differentiate your employee value proposition from the rest.

Remember that the large-scale purpose and impact of the company's ESG plan is important to your prospective and current employees, but it is in the day-to-day initiatives, policies, and campaigns that you can really differentiate yourself from others and leverage a competitive advantage.

Ideas to do this include:

- Focus on cutting your environmental footprint;
- Increase social impact investments;
- Grow community impact initiatives;
- Allow employees space to pursue their own ESG priorities, for example, by providing additional leave and/or financial resources.

## This session of the ESG Academy brought to you by:



**Christine Gateau**

Partner, Litigation  
Paris  
[christine.gateau@hoganlovells.com](mailto:christine.gateau@hoganlovells.com)



**Kelly Hardy**

Partner, Consumer  
Baltimore  
[kelly.hardy@hoganlovells.com](mailto:kelly.hardy@hoganlovells.com)



**Eshana Subherwal**

Associate, Products Law  
London  
[eshana.subherwal@hoganlovells.com](mailto:eshana.subherwal@hoganlovells.com)



**Hilary Tompkins**

Partner, Environmental  
Washington, D.C.  
[hilary.tompkins@hoganlovells.com](mailto:hilary.tompkins@hoganlovells.com)



**Melissa Vanzant-Birch**

Senior Associate, Products Law  
London  
[melissa.vanzant-birch@hoganlovells.com](mailto:melissa.vanzant-birch@hoganlovells.com)