

ESG & Sustainability: Creating Value in Capital Markets

How to Create an Integrated ESG and Capital Markets Strategy

Despite political headwinds, sustainability remains an important consideration for fund inclusion, particularly among sustainability-labeled and European funds.

As reporting requirements become stricter and shareholder expectations continue to grow, companies have an opportunity to **differentiate themselves**, while also **gaining access to a wider pool of capital**. CFOs and IROs that act now to integrate ESG into the broader corporate strategy and disclosures will find themselves in a position to take advantage of this opportunity.

Ways to Leverage ESG to Drive Value

Broader macroeconomic conditions have influenced the ESG landscape revealing clear tactics to harness ESG as a value driver in the capital markets.



Roadmap for Creating an Integrated ESG & Capital Markets Strategy

With a strong foundational ESG program, clear equity narrative, and strategic investor relations approach, companies have a significant opportunity to **strengthen investor engagement, access new pools of capital, and enhance long-term value creation** through their sustainability programs.

Core Programming	ESG Equity Narrative Develop an impactful, data-driven ESG equity narrative that effectively communicates your value proposition to investors and other target audiences. ESG Ratings Improvement Enhance inclusion in ESG and sustainability-labeled funds and expand access to capital through improved ESG ratings. Capital Market Events Navigate transactions and reduce reputational risk through ESG program development for IPOs, due diligence ahead of transactions, and ESG program integration for M&A.
Capital Markets	Investor Targeting & Engagement Diversify your shareholder base and unlock access to overlooked pools of capital by shaping and implementing an integrated sustainability and investor relations strategy that targets ESG and European funds with the highest proclivity for initiating and expanding positions. Sustainable Finance and Labeled Bonds Access sustainable capital by strategically aligning ESG program with requirements of specialized finance instruments through reporting, engagement with financiers and second party opinion organizations, and establishing necessary KPIs and targets.
Intelligence	Market Intelligence Through landscape assessments, ecosystem monitoring, and ongoing measurement, stay informed as the market environment continues to evolve rapidly. Climate Integrated Financial Modeling Quantify the potential financial impact of climate change to better understand line-by-line financial projections and develop risk management approaches to inform business strategy and operational planning.

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