

# The World Is Watching: The Rise of the Conscious Company



**Now more than ever, consumers and employees are looking for environmentally and socially aware companies**

Environmental, social, and corporate governance (ESG) is an approach to evaluating the extent to which a corporation works on behalf of social goals that go beyond the role of a corporation to maximize profits on behalf of the corporation's shareholders.

## The Rise of people-focused ESG

Global ESG investment is now topping **\$30 trillion**.<sup>1</sup> **73% of investors** state that **efforts to improve the environment and society contribute to their investment decisions**.<sup>2</sup>

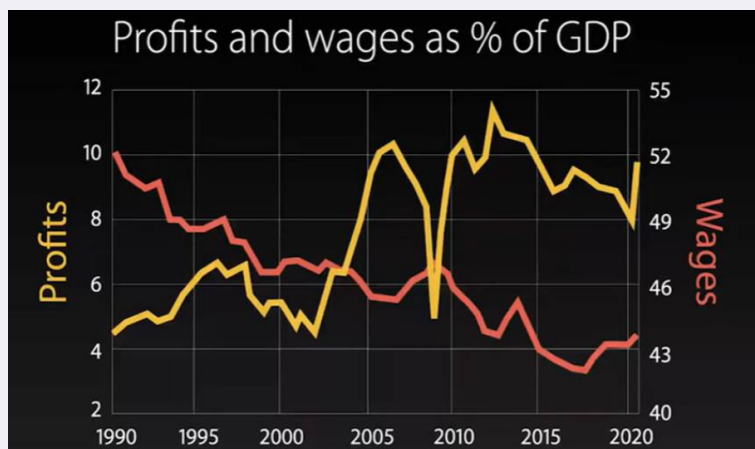
## Consumers take a stance

**77% of consumers** are motivated to purchase from **companies committed to making the world a better place** and **55% of American consumers** believe it's important for **companies to take a stand on key social, environmental, and political issues**.<sup>2</sup>

## Re-examining your employee value proposition (EVP)

Invest in the concept of stakeholder capitalism, a concept wherein companies create value for all stakeholders for the long-term.<sup>3</sup>

**95% of employees** believe businesses should benefit **all stakeholders**—not just shareholders— including employees, customers, suppliers, and communities they operate within.<sup>2</sup>



## Resources:

- [1. https://www.kornferry.com/insights/featured-topics/future-of-work/2022-future-of-work-trends](https://www.kornferry.com/insights/featured-topics/future-of-work/2022-future-of-work-trends)
- [2. https://online.hbs.edu/blog/post/corporate-social-responsibility-statistics](https://online.hbs.edu/blog/post/corporate-social-responsibility-statistics)
- [3. https://www.linkedin.com/pulse/sustainable-development-goals-elba-pareja-gallagher/](https://www.linkedin.com/pulse/sustainable-development-goals-elba-pareja-gallagher/)
- [4. https://www.youtube.com/watch?v=Wfj4T6lInnz0](https://www.youtube.com/watch?v=Wfj4T6lInnz0)