

# ESG in Action: Driving Sustainable Success Through Projects

V1.0



# Jackie Hewett

*PPM Practice Director - sets strategy for QA's PPM portfolio*

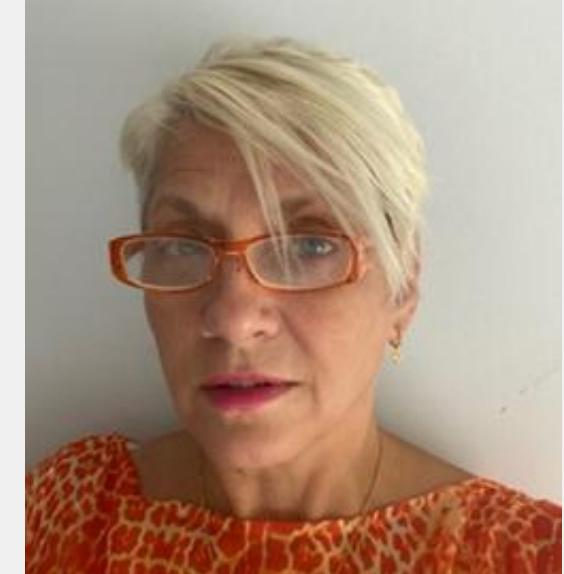
CIPD Grad

## **20 years industry experience**

- Insurance (Retail Insurance, Claims & ), HR & Recruitment, Government / Local Government, Charitable sector

## **16+ years learning and development**

- Director of training company for 13 years, since 2022 at QA
- BAE Systems, Greencore, Falklands Government, RWE Energy, Tesco's / Lidl, NHS, European Social Fund / Skills Funding Agency



# Gerry McCafferty

*Senior Learning Design Consultant*

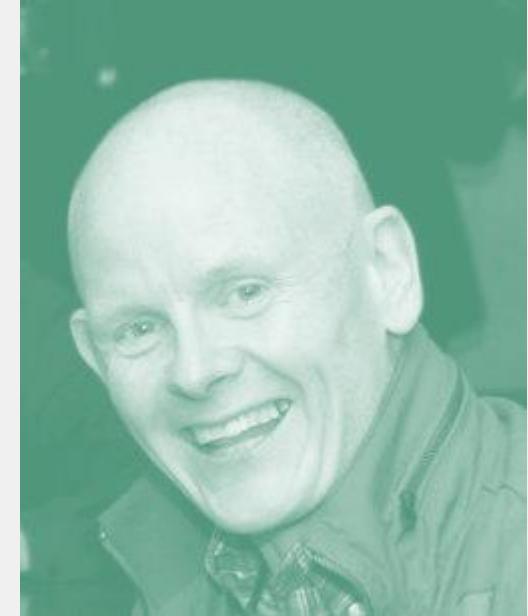
MBA, MAPM, PMP®, MCIPD

## **21 years industry experience**

- Industrial design, Consulting, Project/Programme Management
- Motorola, Cadence, Sony, IBM, etc.

## **20 years learning and development**

- Network Rail, TfL, Balfour Beatty, Babcock, Sony, Nestle, MOD, UK Government, NHS, etc.

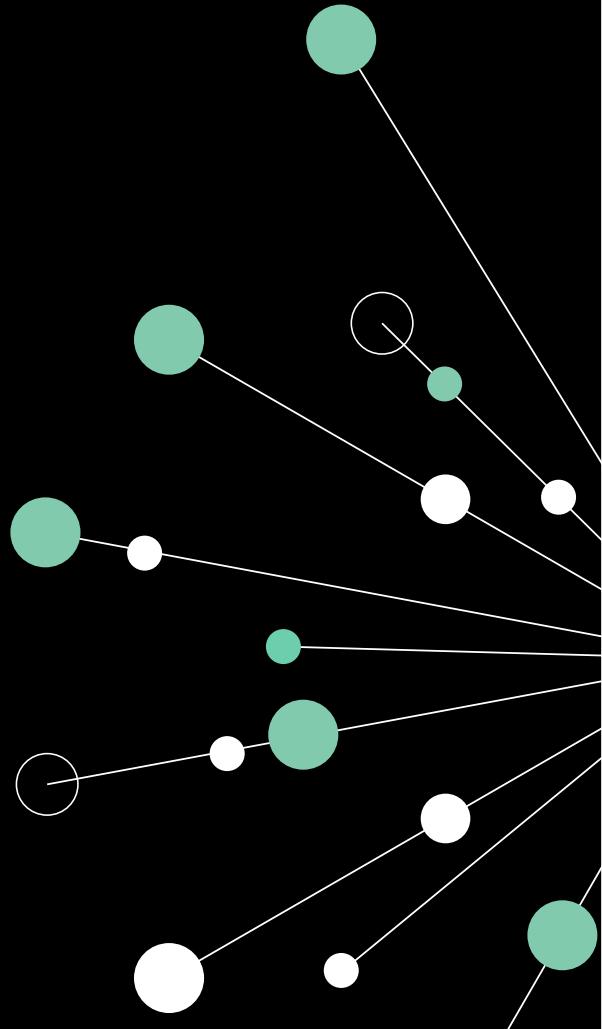


- Defining ESG
- Global frameworks
- PRINCE2 and sustainability
- ESG and project management processes
- Triple bottom line
- ESG reporting
- Benefits for the organization

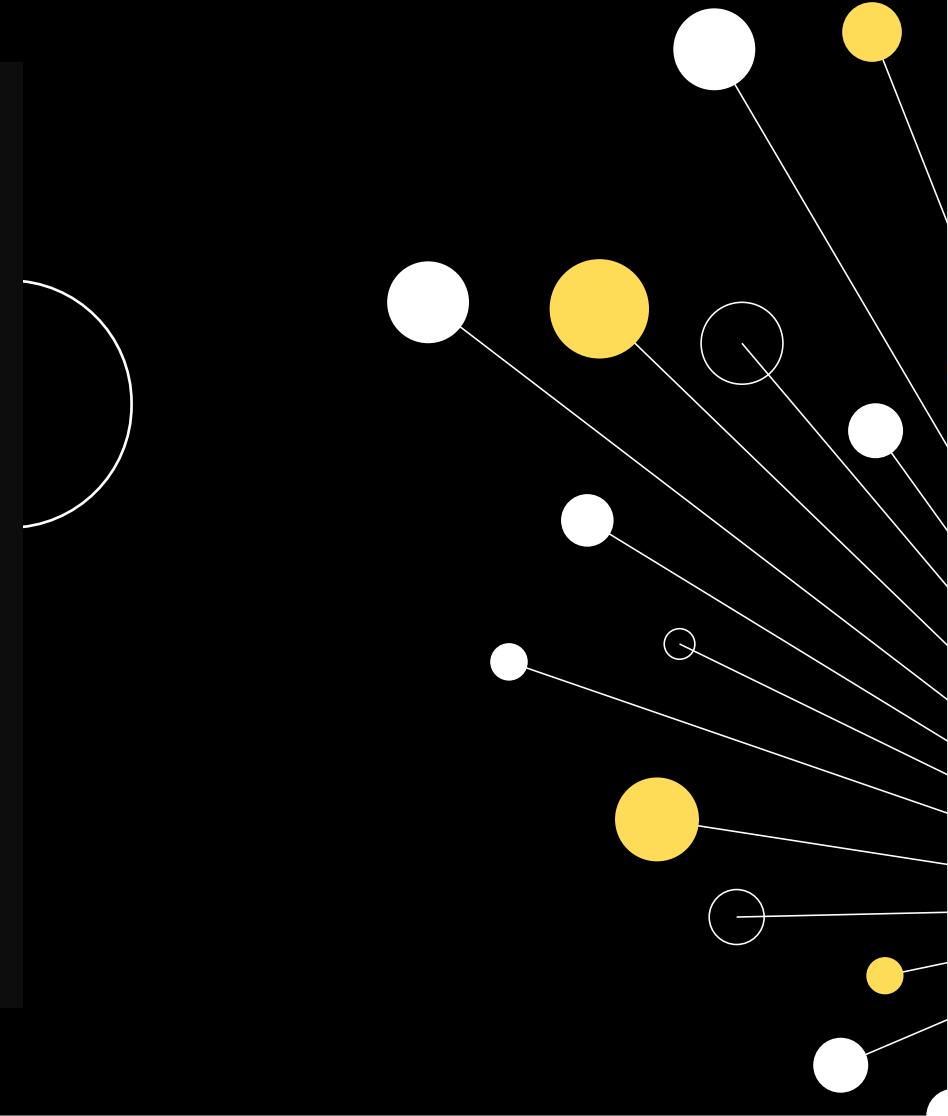


*A staggering \_ \_ % of consumers would cease buying from firms that neglect environmental, employee, or community well-being, highlighting the direct impact of ESG practices on consumer behaviour.*

source: PWC – Beyond Compliance



*ESG may be an  
unfamiliar term for  
some of the audience –  
can you firstly tell us  
what it means?*



# Defining ESG



Environment



Social



Governance

What alternative terms are used in your organization? Answers in chat ...

# ESG frameworks and legislation



- 17 Sustainable Development Goals (SDGs)



- High social and environmental performance
- Legal commitment
- Transparency



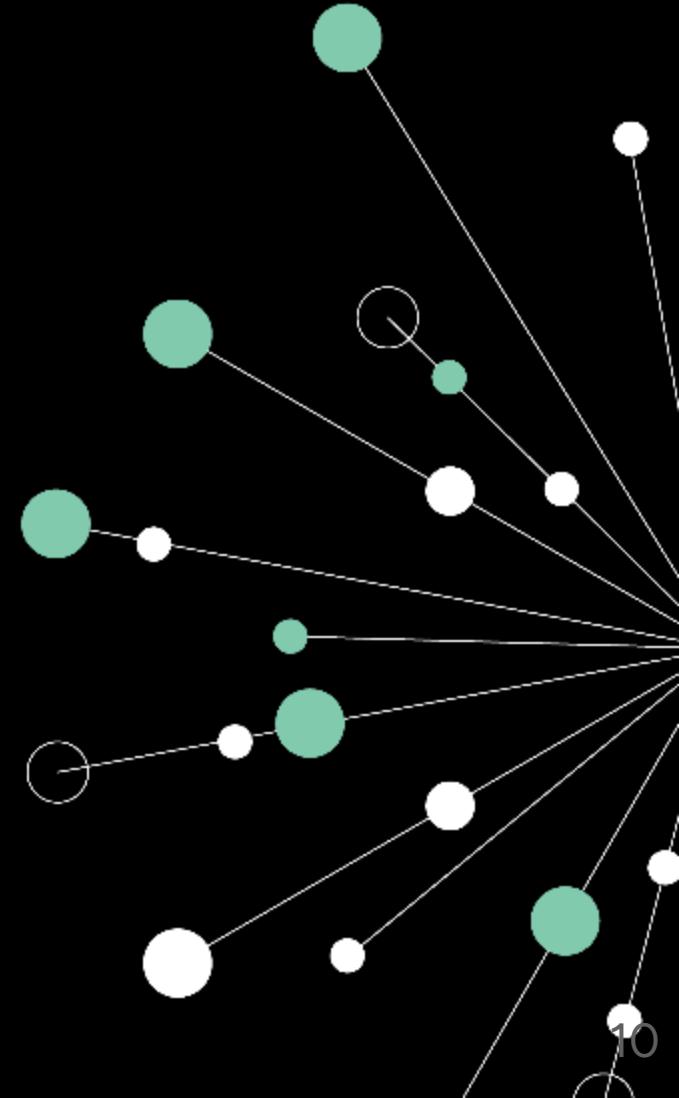
Global Reporting Initiative

- Standards
- Tools
- training

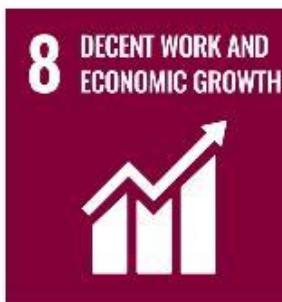
# Poll

Which of the following is **not** one of the 17 UN's Sustainable Development Goals?

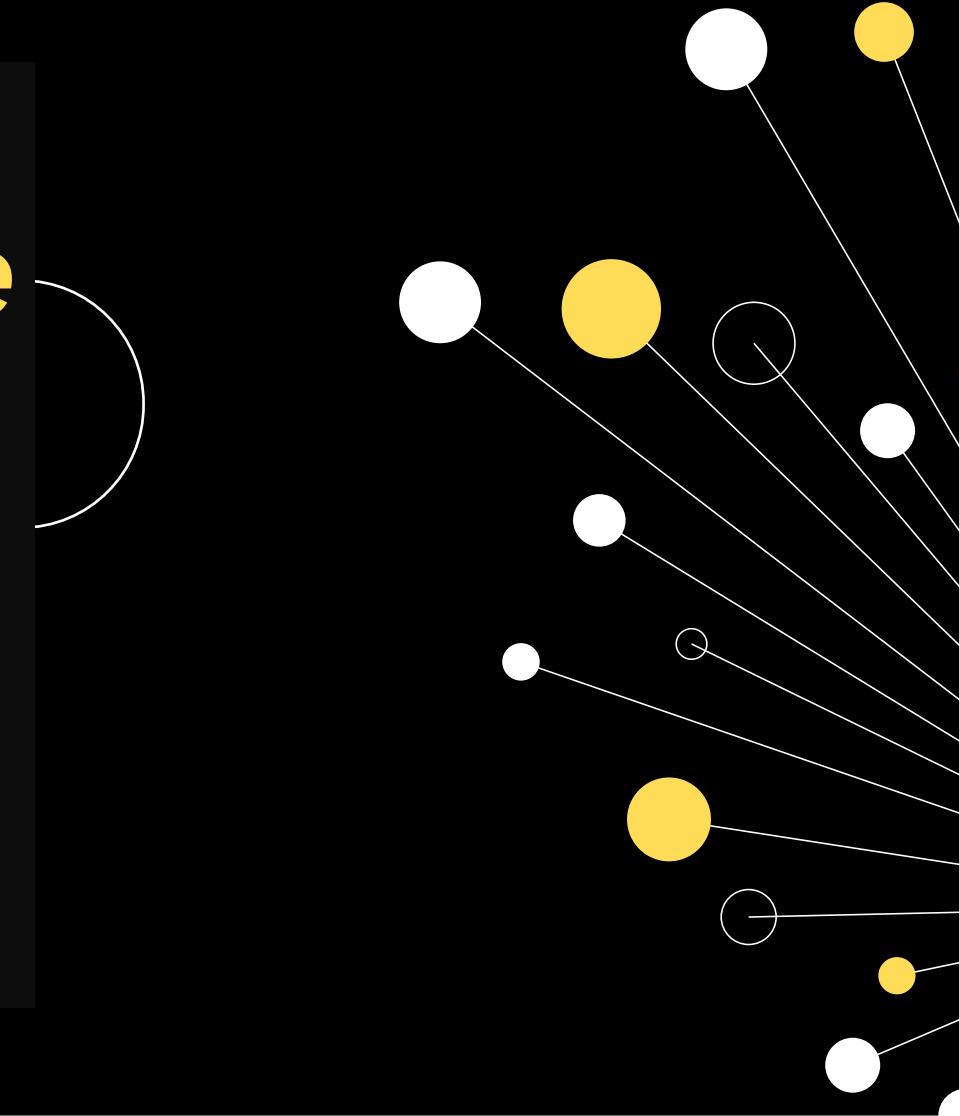
- A. Responsible consumption and production
- B. Maximise shareholder return 
- C. Quality education
- D. Reduced inequalities



# 17 UN Sustainable Development Goals

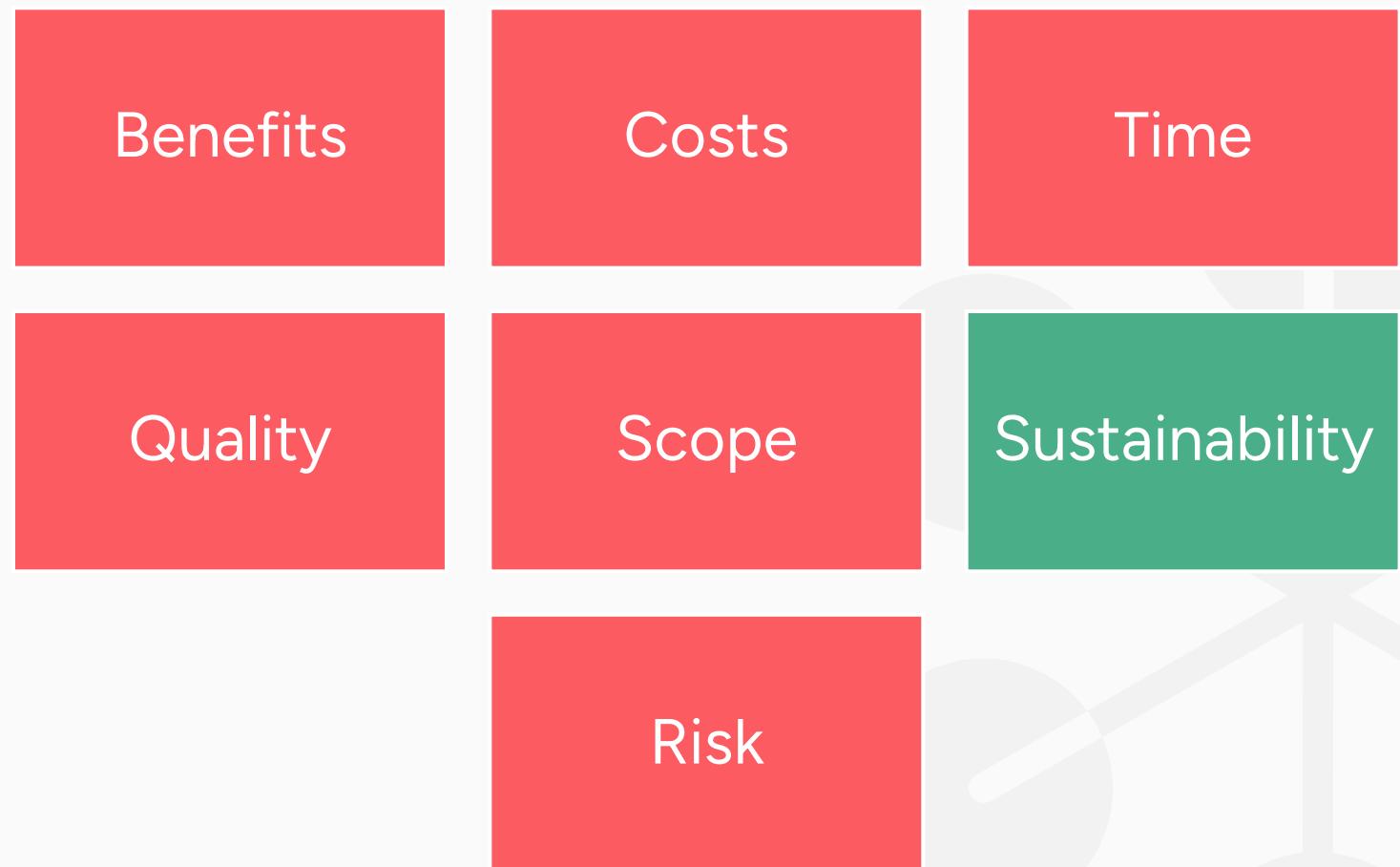


*How can PRINCE2 help  
an organization achieve  
its sustainability goals?*



# PRINCE2 and sustainability

*... one of the seven performance targets. Sustainability is also included in the method through roles, documentation, practices, and processes.*



# ESG and PRINCE2 principles



Defined roles and responsibilities



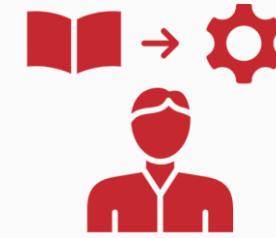
PeopleCert Focus on products



Continued business justification



Manage by exception



Learn from experience

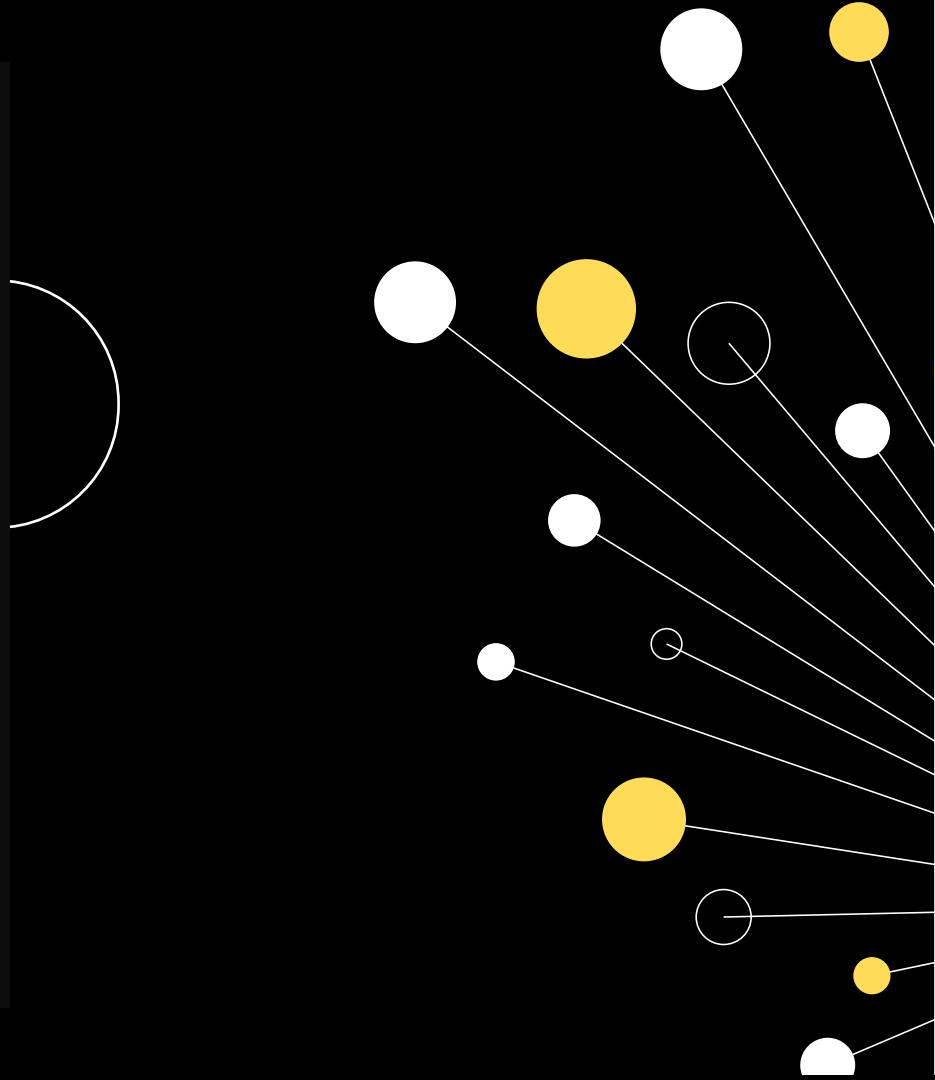


Manage by stages



Tailor to suit project

*... and how do the  
PRINCE2 practices  
support ESG  
commitments?*



# ESG and the PRINCE2 practices – examples?

PeopleCert

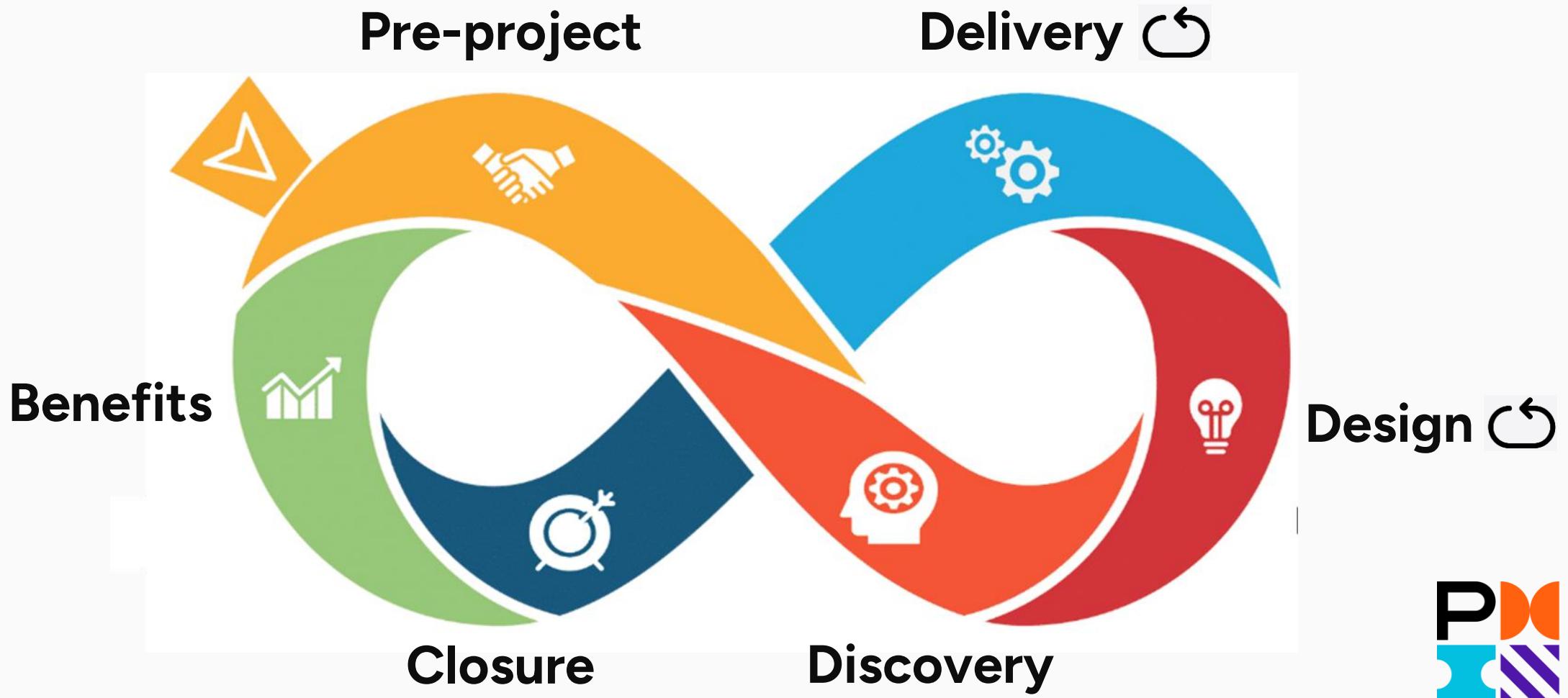
Reputation, non-compliance etc.



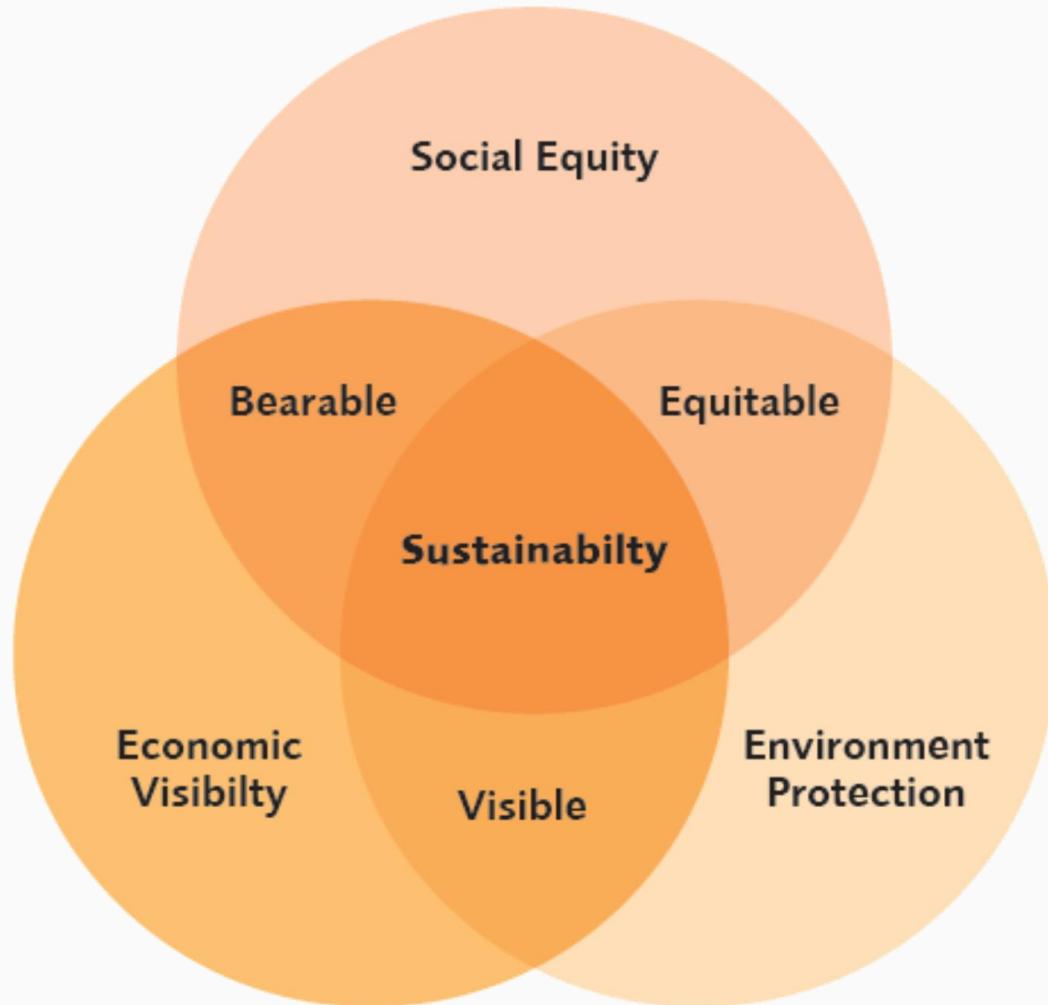
*What about other  
project management  
bodies – how are they  
incorporating ESG into  
their methodologies and  
processes?*



# PRiSM™ : Projects Integrating Sustainable Methods



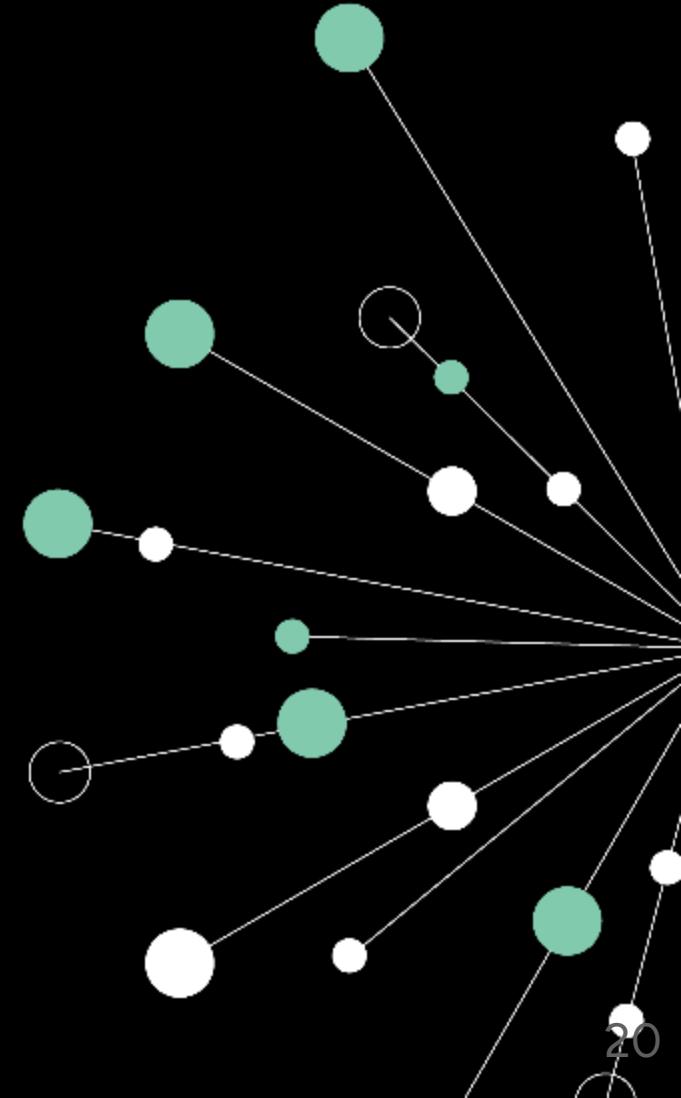
# Three pillars of sustainability



# Poll

What factors constitute the triple bottom line?

- A. Productivity, performance, profit
- B. People, planet, productivity
- C. People, planet, profit 
- D. Process, procedure, performance



# Triple bottom line (P5 model)



People



Planet



Profit



Product

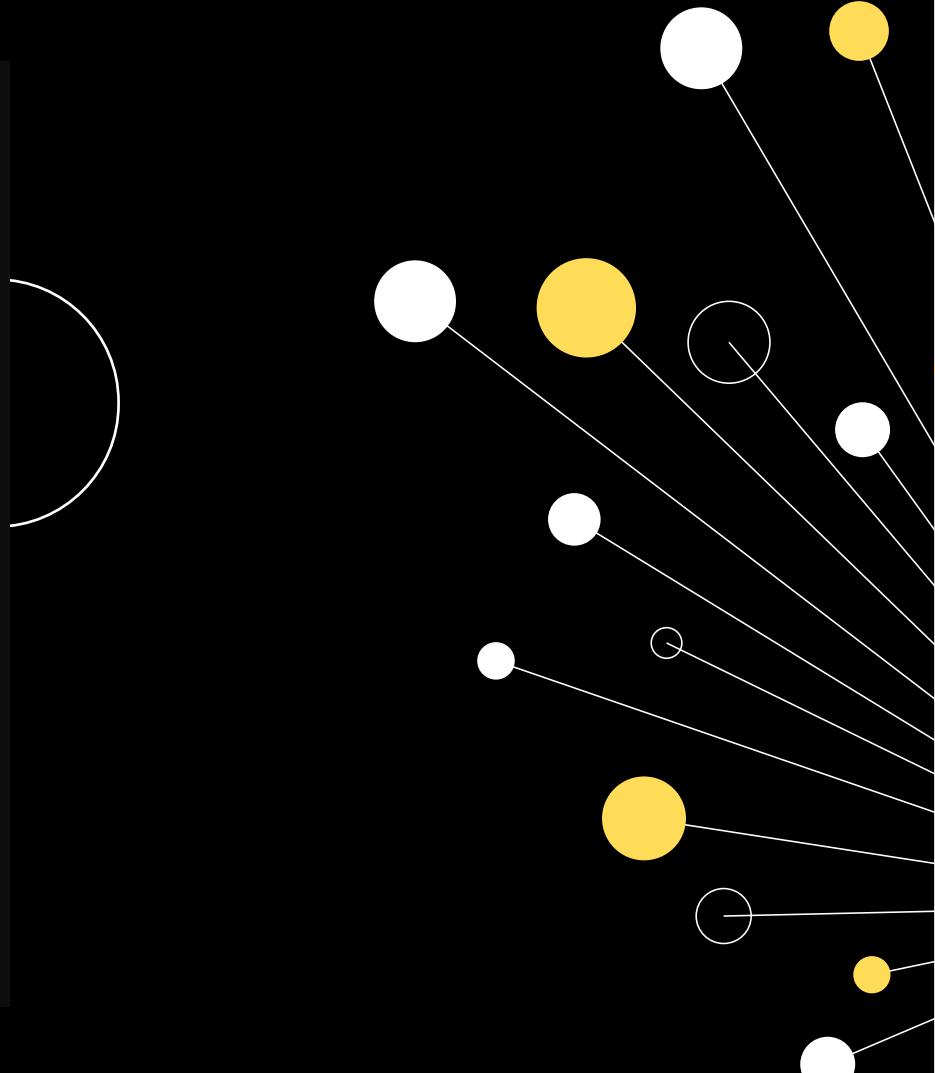


Process

# P5 Ontology

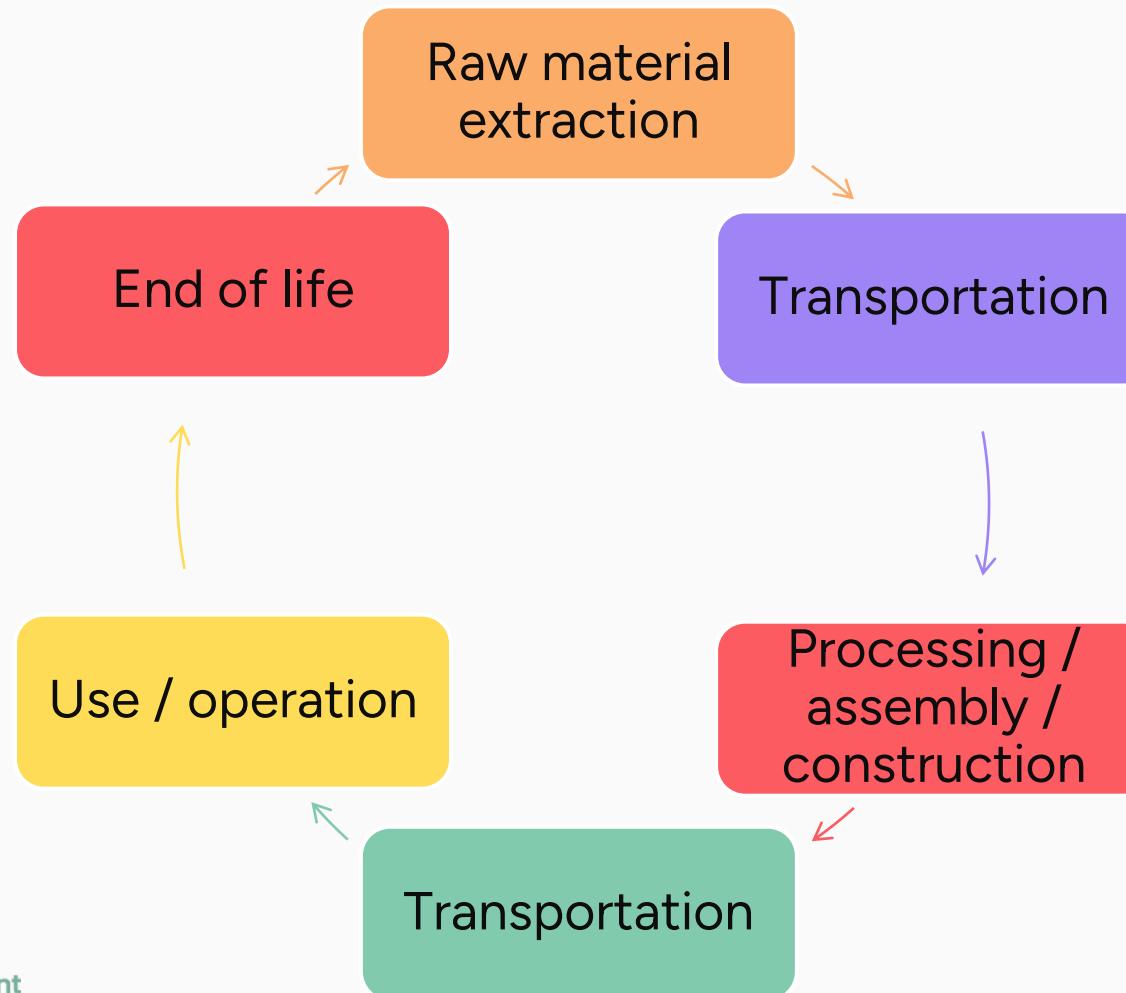
People	Planet	Profit (prosperity)	Product	Process
<ul style="list-style-type: none"><li>• Labor practices</li><li>• Society &amp; customers</li><li>• Human rights</li><li>• Ethical behavior</li></ul>	<ul style="list-style-type: none"><li>• Transport</li><li>• Energy</li><li>• Land, air, water</li><li>• Consumption</li></ul>	<ul style="list-style-type: none"><li>• Project feasibility</li><li>• Business agility</li><li>• Market and economic stimulation</li></ul>	<ul style="list-style-type: none"><li>• Lifespan</li><li>• Servicing</li></ul>	<ul style="list-style-type: none"><li>• Effectiveness</li><li>• Efficiency</li><li>• Fairness</li></ul>

*Looking specifically at the environment, how can projects help minimize the impact of the organization's activity on the planet?*



# Product life cycle – environmental impact

- **Take**
- **Make**
- **Waste**

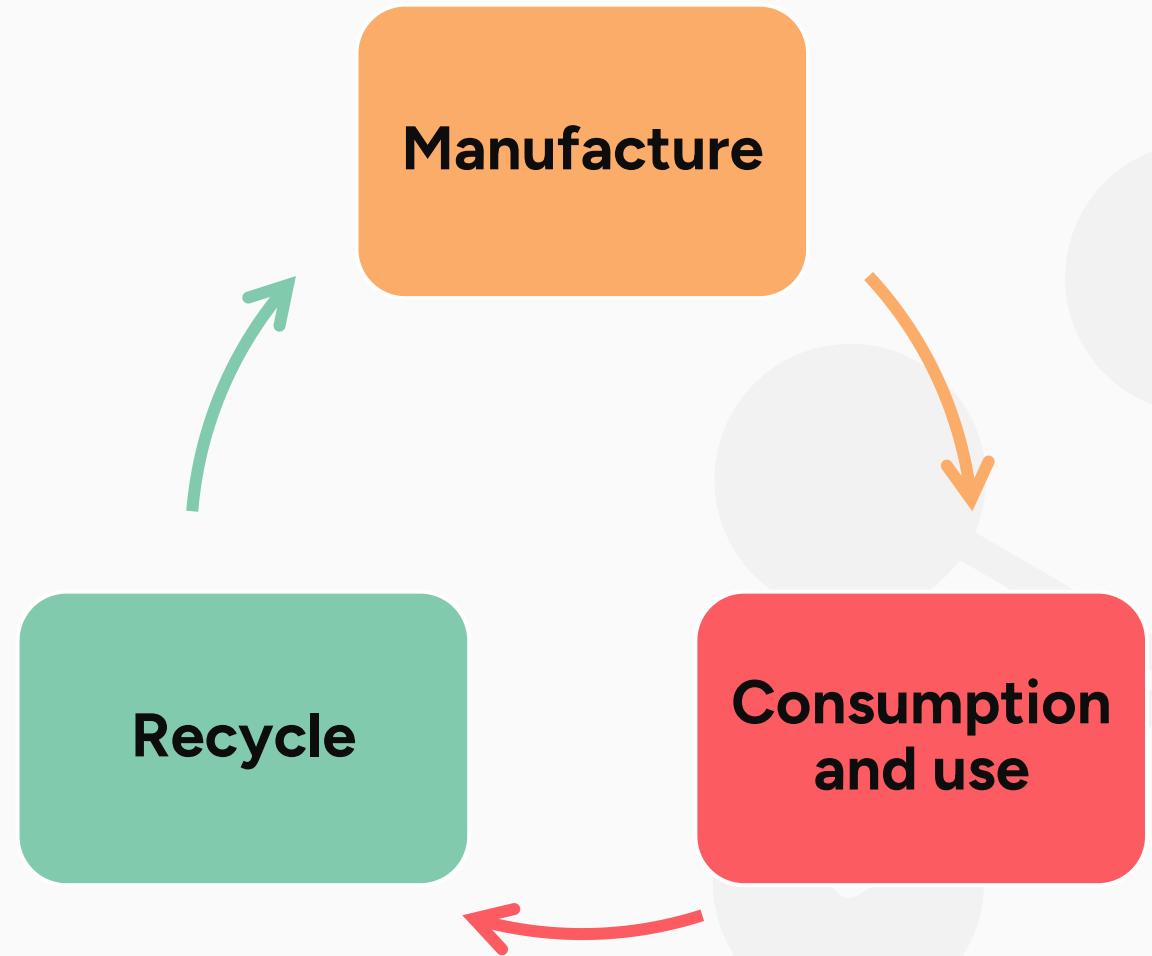


# 'Cradle to cradle' development (Circular economy)

Degenerative design



Regenerative design



# T-REX project

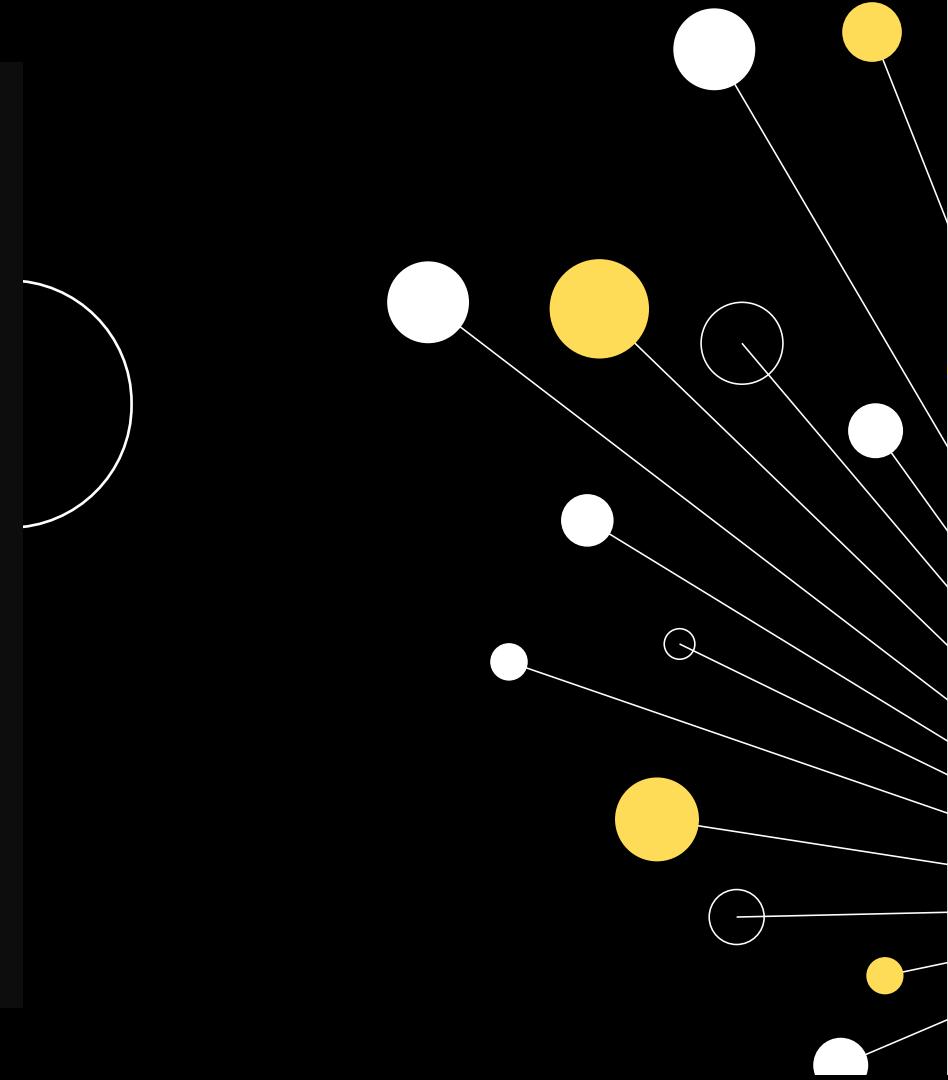
- Textile
- Recycling
- EXcellence

What % rate of use for recycled polyester does Adidas claim to use  
– replacing virgin materials?

**Answer in chat ...**



*How can organizations  
demonstrate their  
commitment to ESG?*



# Measuring sustainability

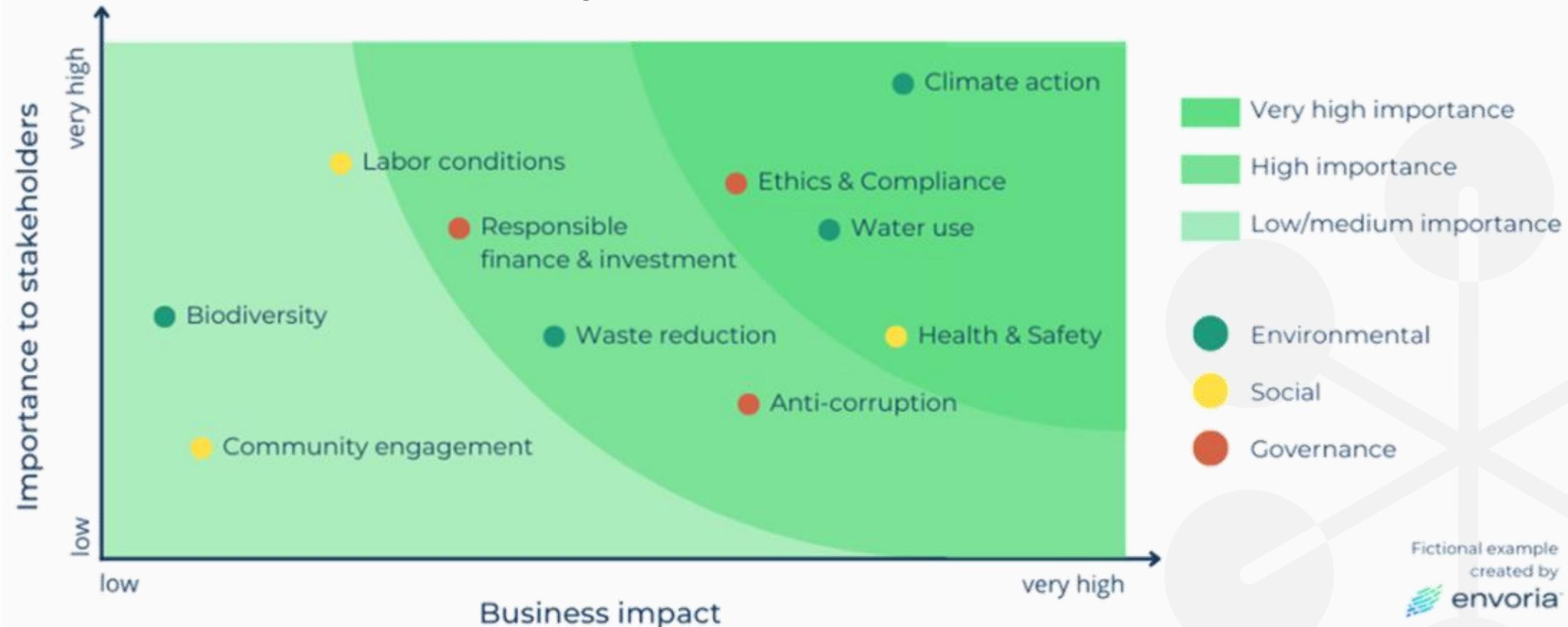
Sample B-Corp questions:

- Governance?
- Staff ownership?
- Community representation?
- Environmental targets?
- Customer impact?

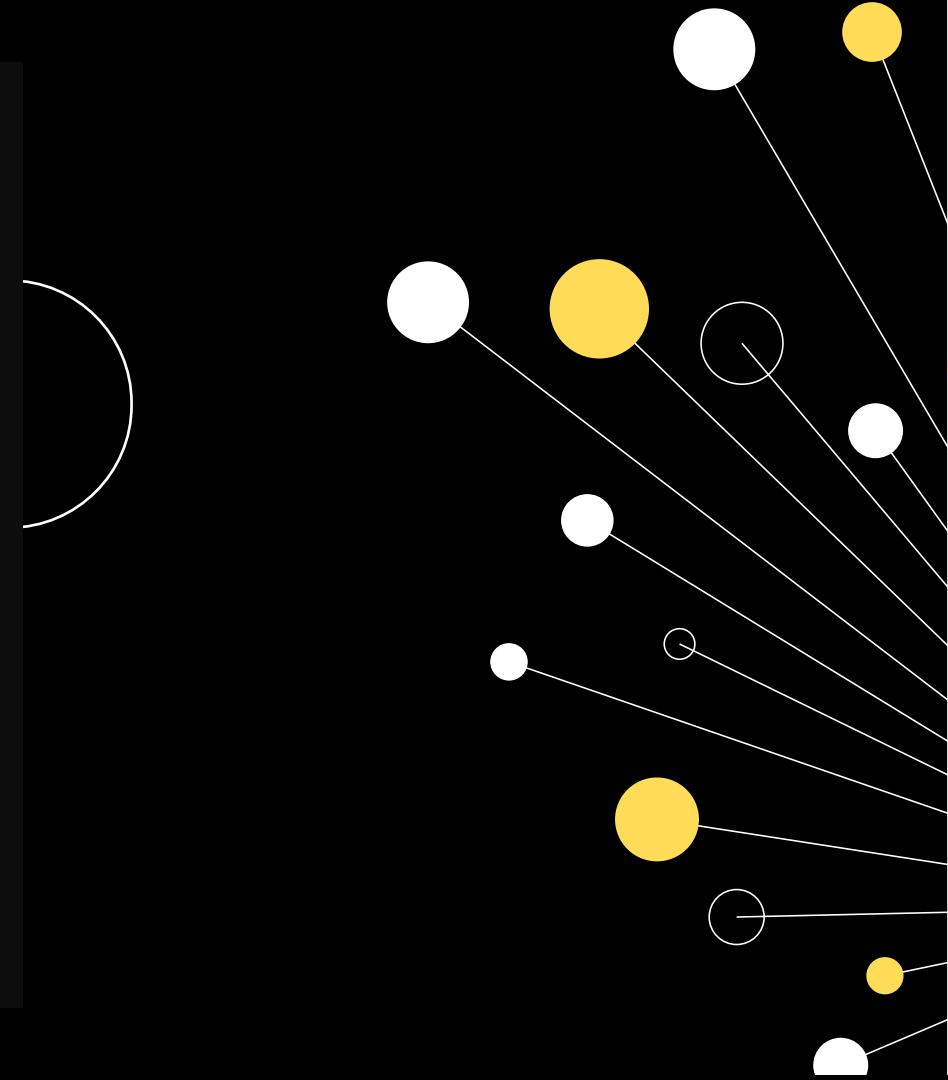
Certified



# Sample 'materiality' assessment



*All sounds good.  
What are the key  
benefits for  
organizations who  
successfully implement  
ESG?*



# ESG benefits

Attract  
employees

Secure  
investors

Lower costs

Enhance  
brand /  
reputation

Improved risk  
management

Regulatory  
compliance



# References

- [Environmental, Social and Governance | PeopleCert](#)
- [Sustainability and ESG | PeopleCert](#)
- [Sustainability in Projects | PMI](#)
- [Green Project Manager \(GPM-b\)™](#)
- [What is sustainability in project management | APM](#)

**101.5%**

Growth in the global green talent gap by 2050

**\$10.1 Trillion**

In potential annual business value of sustainability projects by 2030

**55%**

Of sustainable projects meet or exceed customer satisfaction