

ESG in Action: Driving Sustainable Success Through Projects

V1.0



PeopleCert
ACCREDITED
TRAINING
ORGANISATION
PLATINUM



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

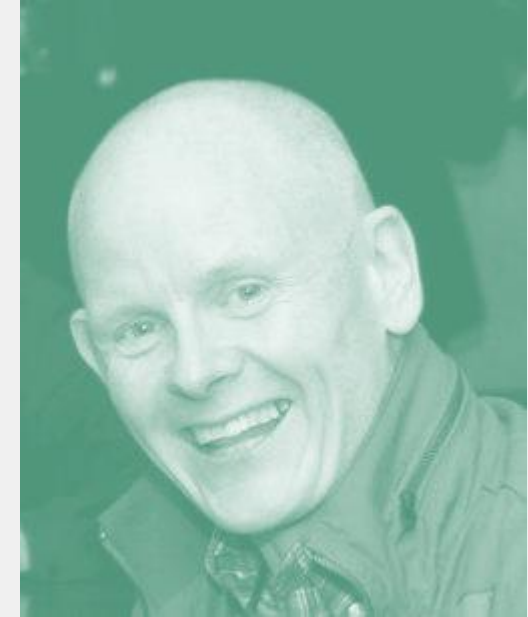
MBA, MAPM, PMP®, MCIPD


21 years industry experience

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

20 years learning and development

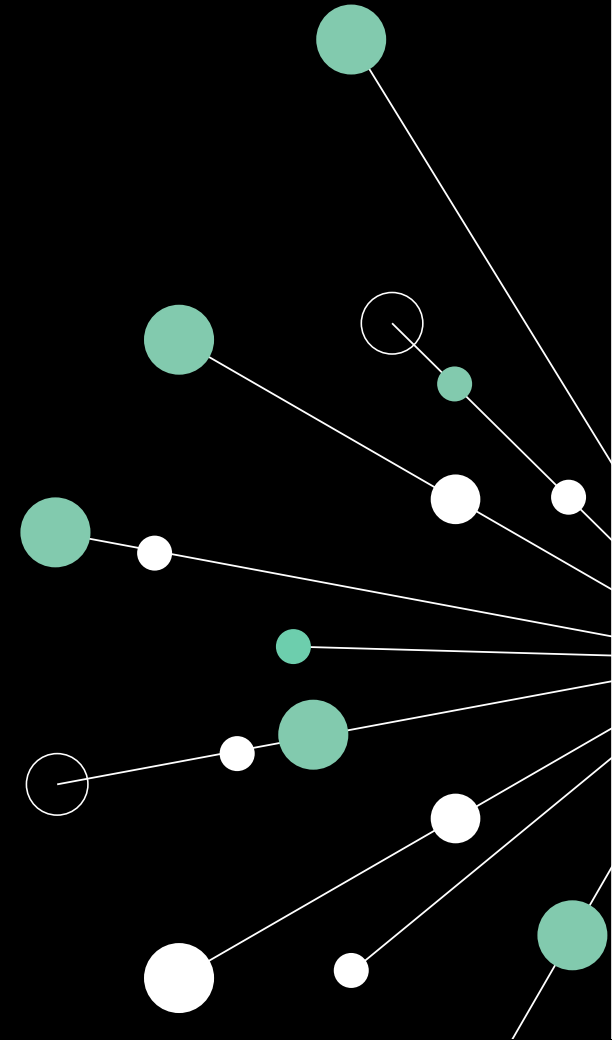
- Network Rail, TfL, Balfour Beatty, Babcock, Sony, Nestle, MOD, UK Government, NHS, etc.



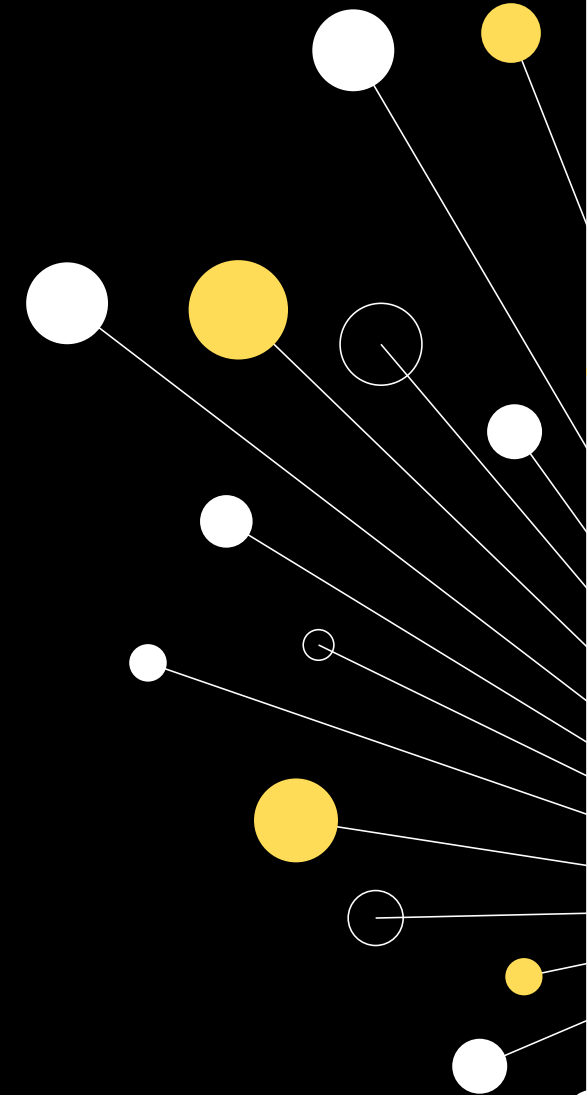
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- **Defining ESG**
 - **Global frameworks**
 - **PRINCE2 and sustainability**
 - **ESG and project management processes**
 - **Triple bottom line**
 - **ESG reporting**
 - **Benefits for the organization**

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



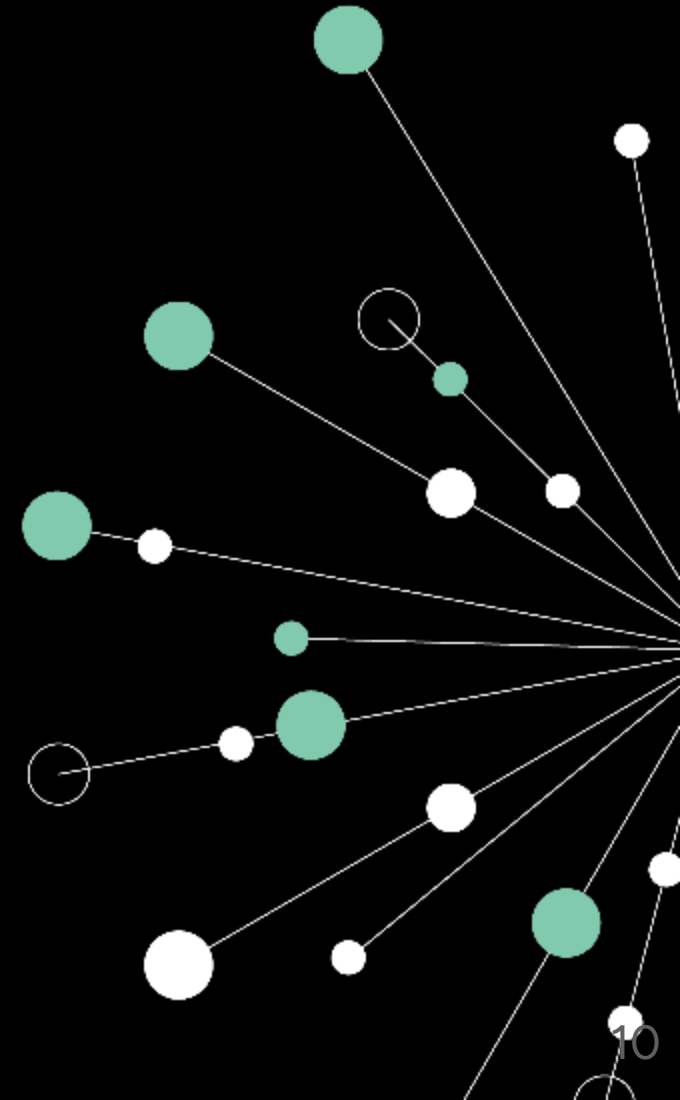
Global Reporting Initiative

- Standards
- Tools
- training

Poll

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

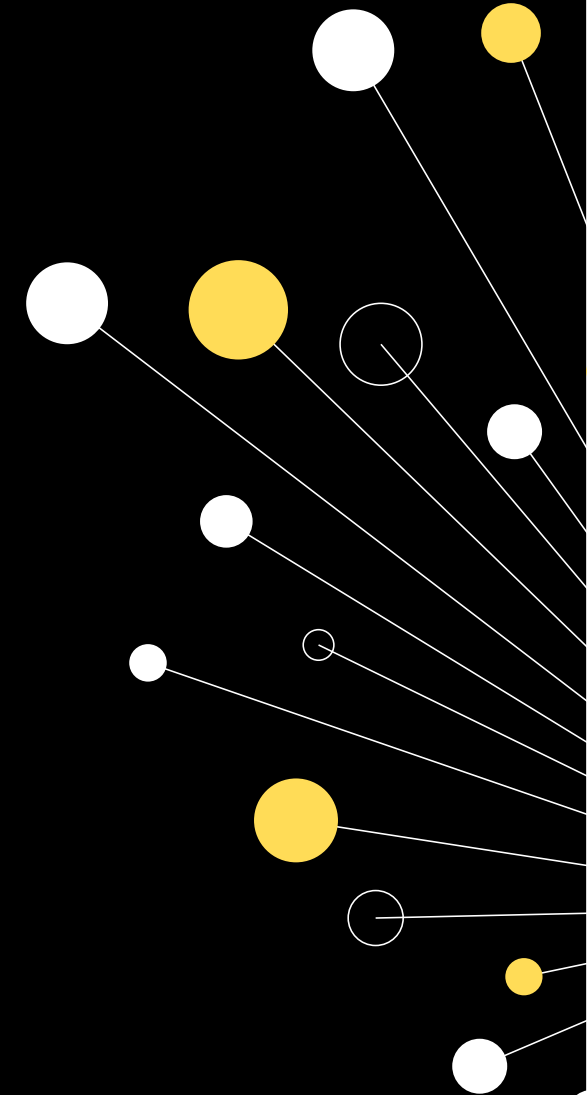
- A. Responsible consumption and production
- B. Maximise shareholder return
- C. Quality education
- D. Reduced inequalities



17 UN Sustainable Development Goals



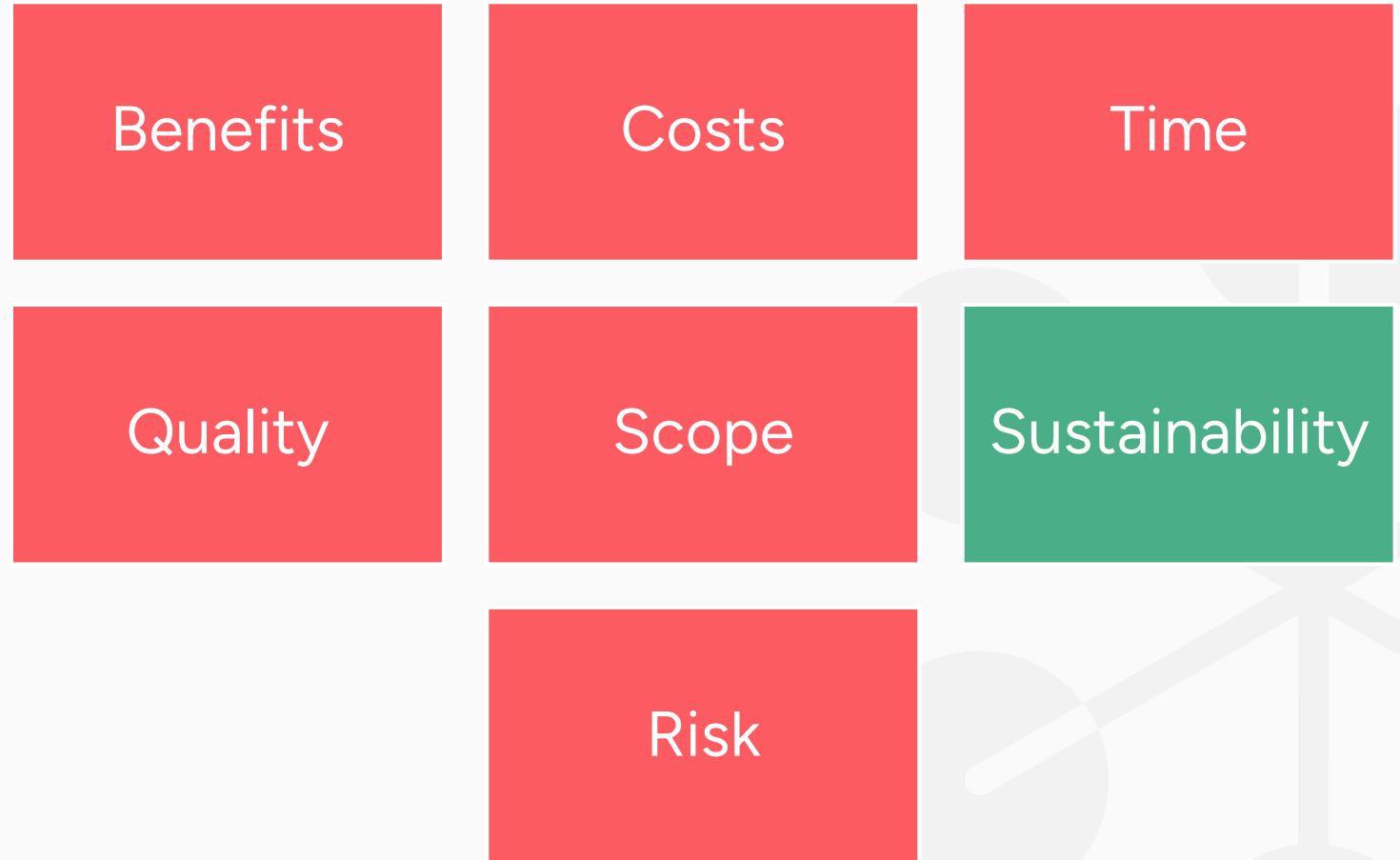
***How can PRINCE2 help
an organization achieve
its sustainability goals?***



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



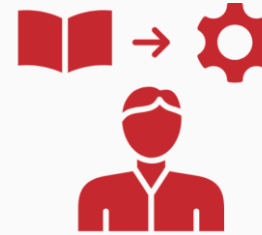
Continued business justification



Defined roles and responsibilities



Manage by exception



Learn from experience



Manage by stages

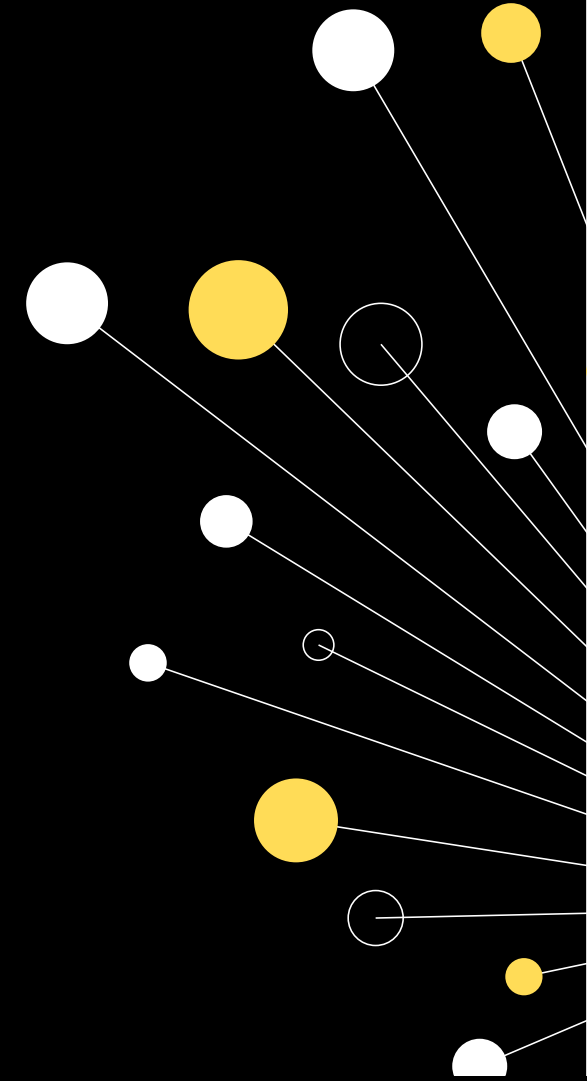


PeopleCert Focus on products



Tailor to suit project

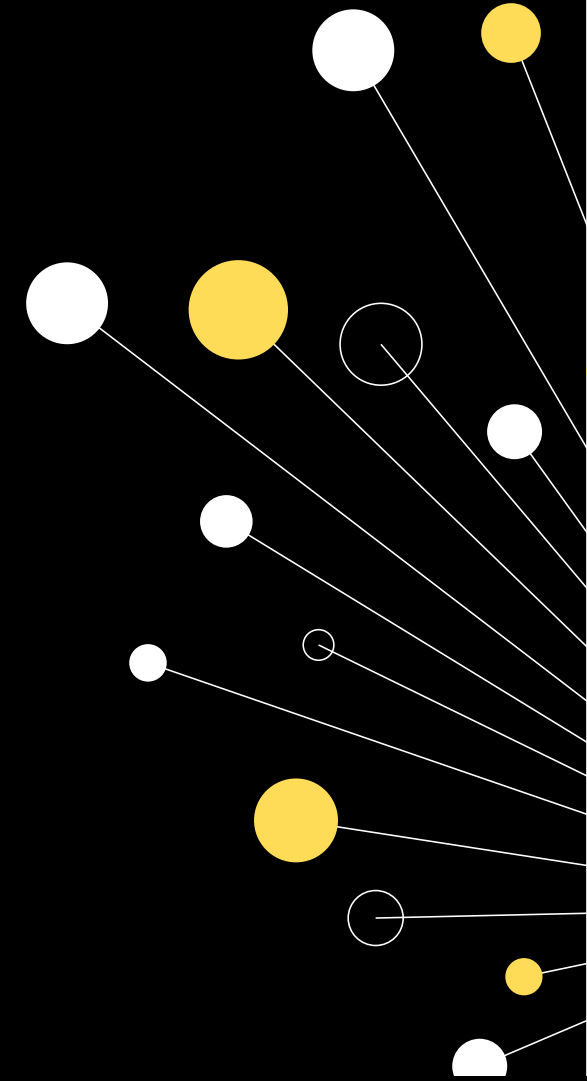
*... and how do the
PRINCE2 practices
support **ESG**
commitments?*



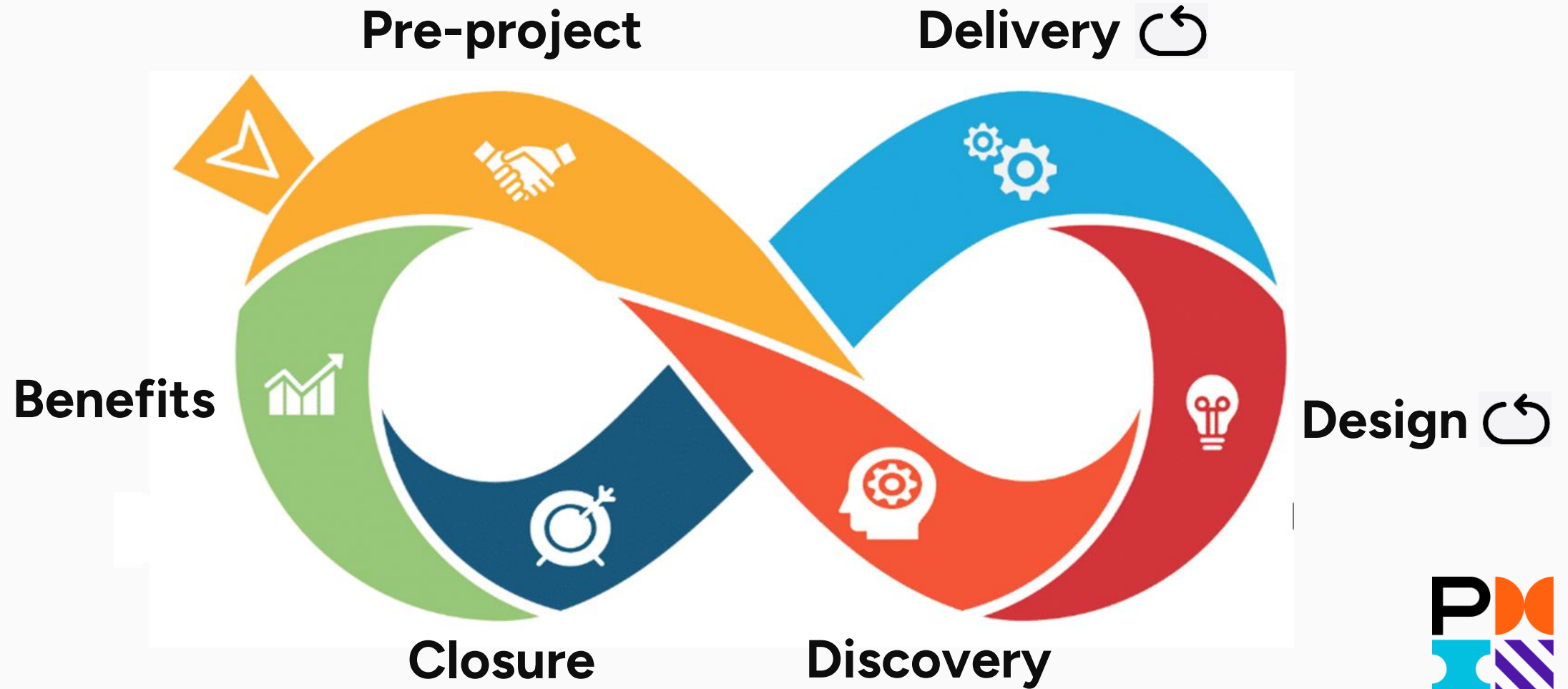
ESG and the PRINCE2 practices – examples?



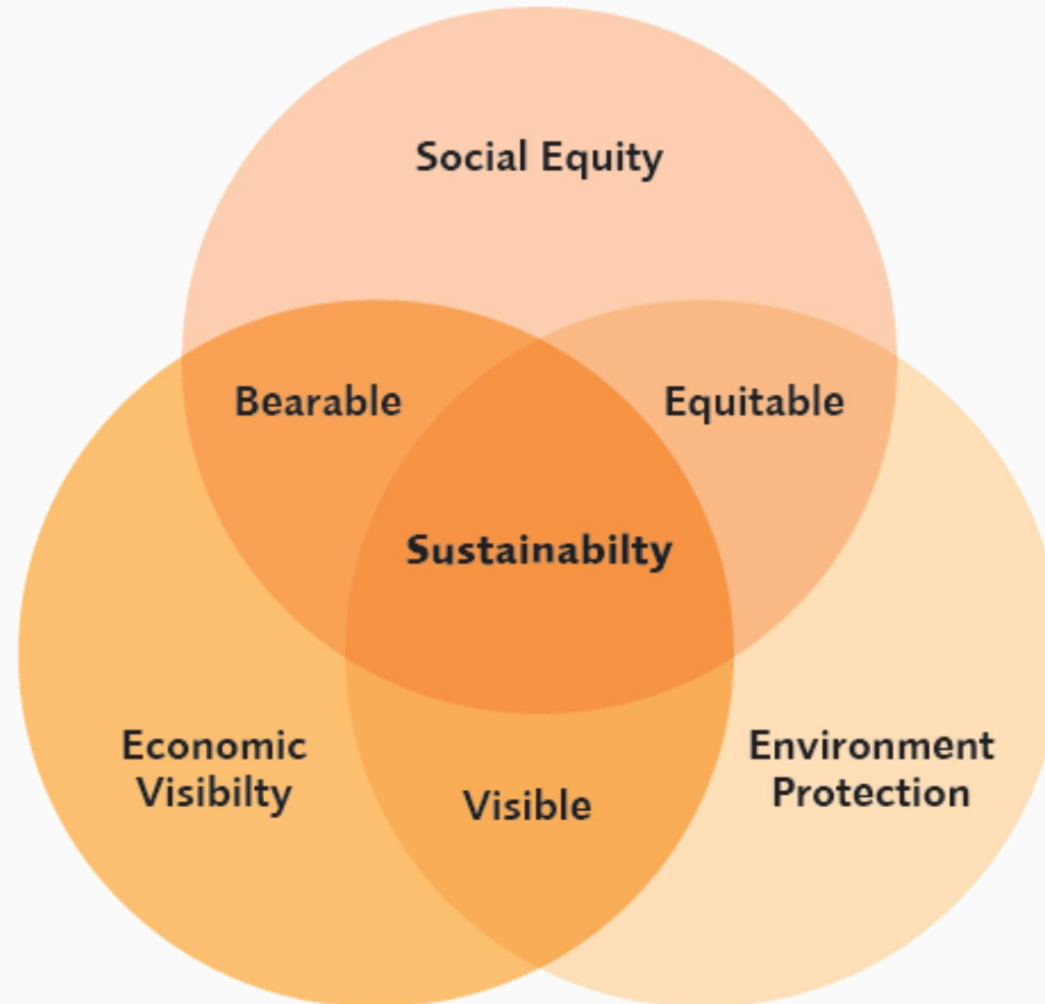
What about other project management bodies – how are they incorporating ESG into their methodologies and processes?



PRiSM™ : Projects Integrating Sustainable Methods




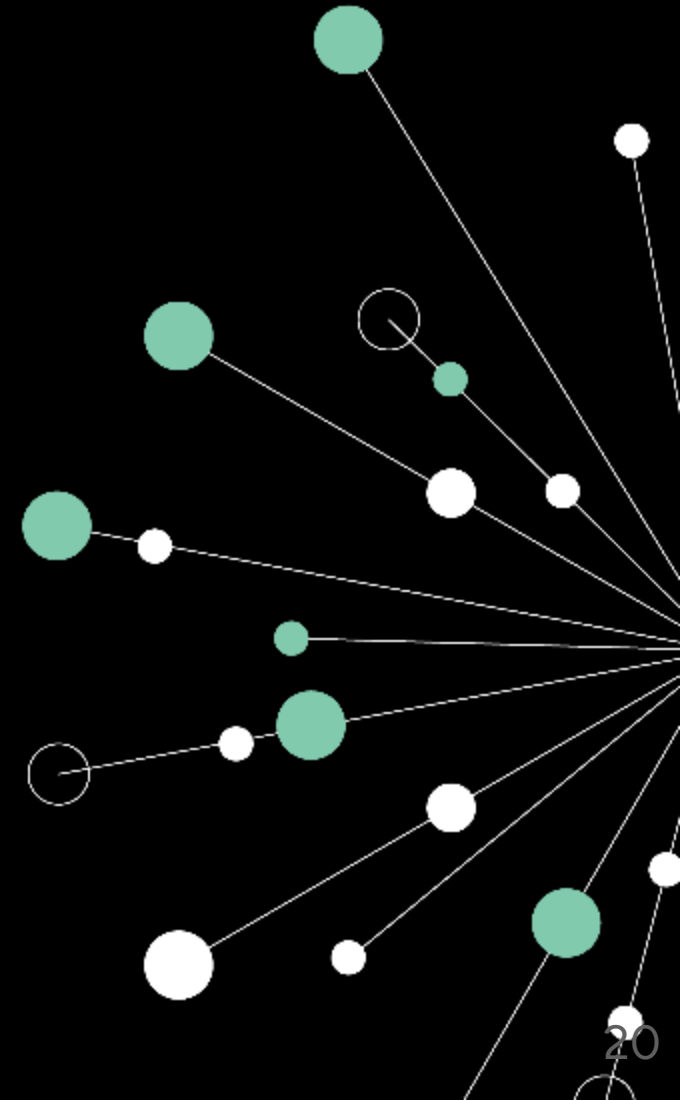
Three pillars of sustainability



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

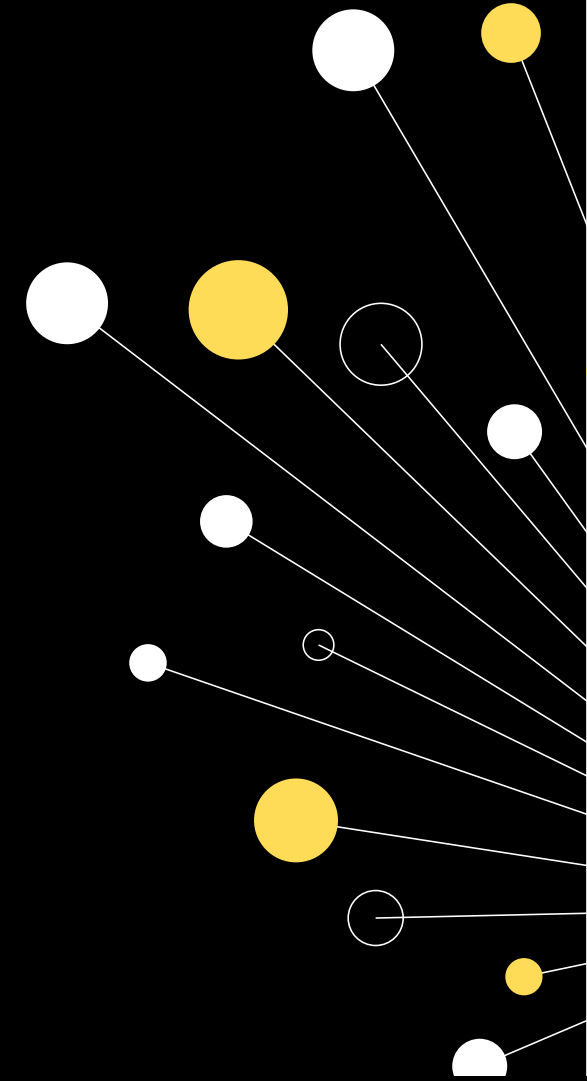


Process

P5 Ontology

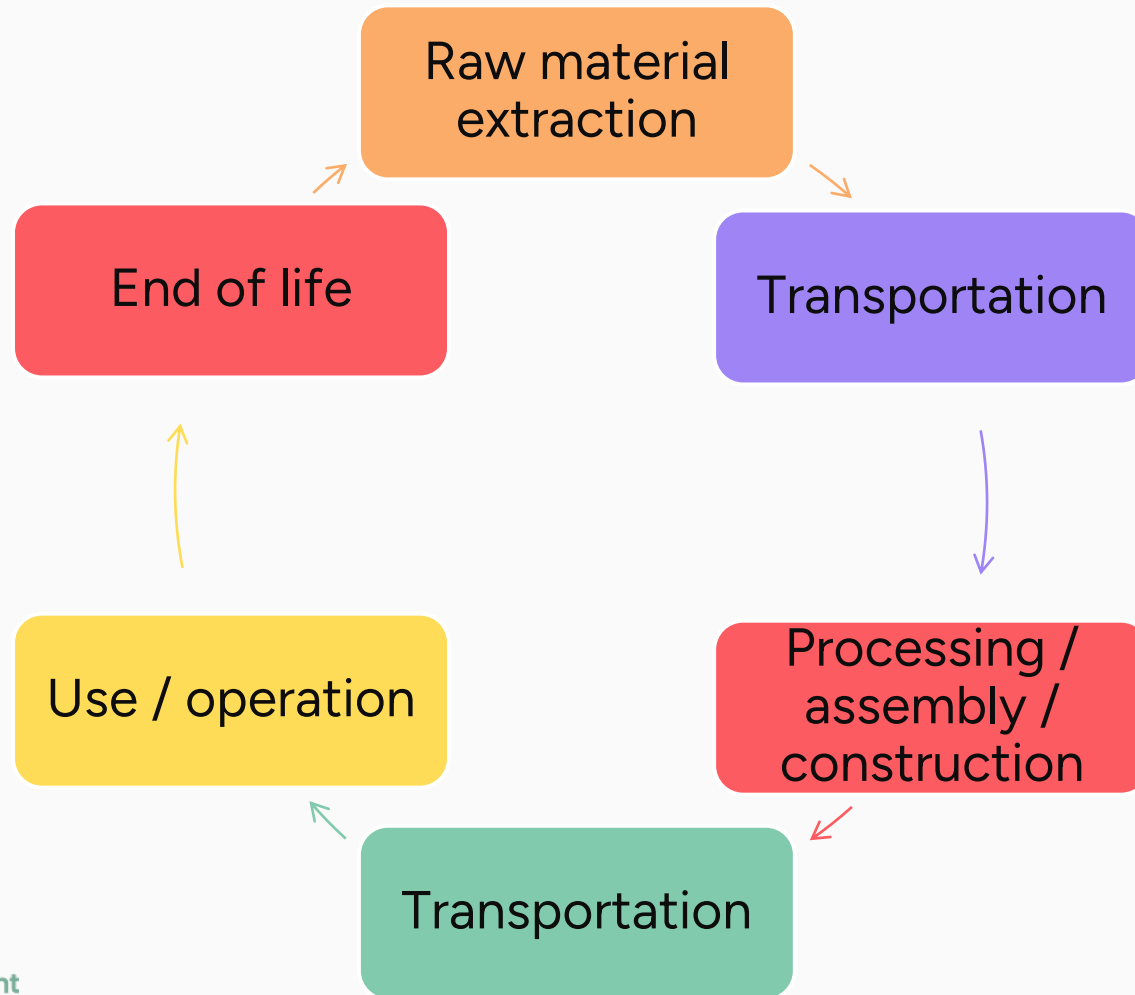
People	Planet	Profit (prosperity)	Product	Process
<ul style="list-style-type: none">• Labor practices• Society & customers• Human rights• Ethical behavior	<ul style="list-style-type: none">• Transport• Energy• Land, air, water• Consumption	<ul style="list-style-type: none">• Project feasibility• Business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

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**

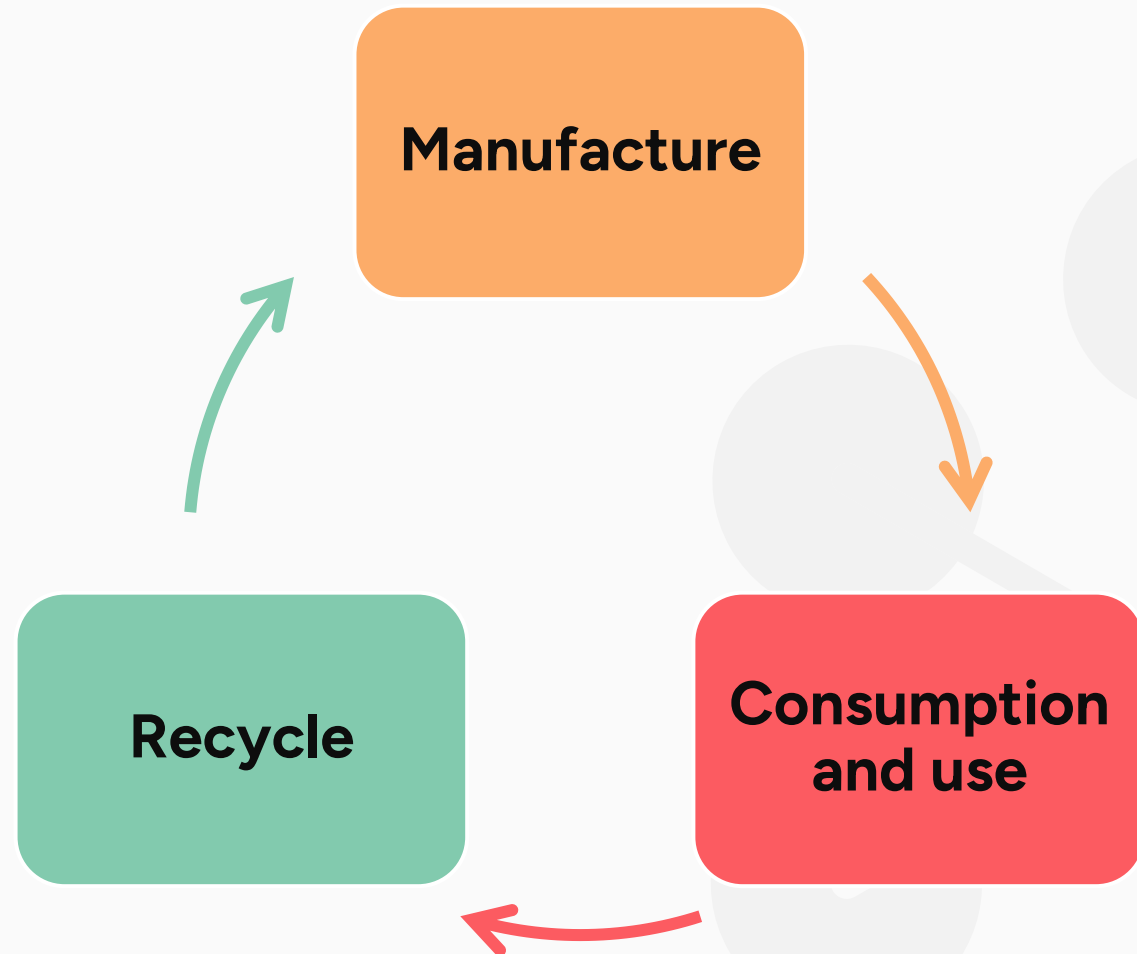


'Cradle to cradle' development (Circular economy)

Degenerative
design



Regenerative
design



T-REX project

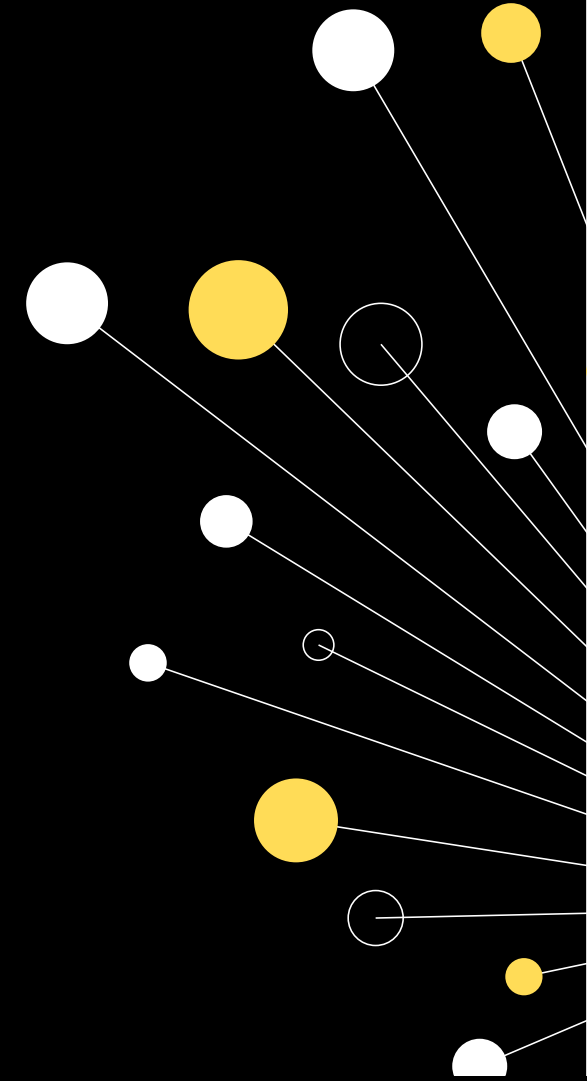
- Textile
- Recycling
- **EX**cellence



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?

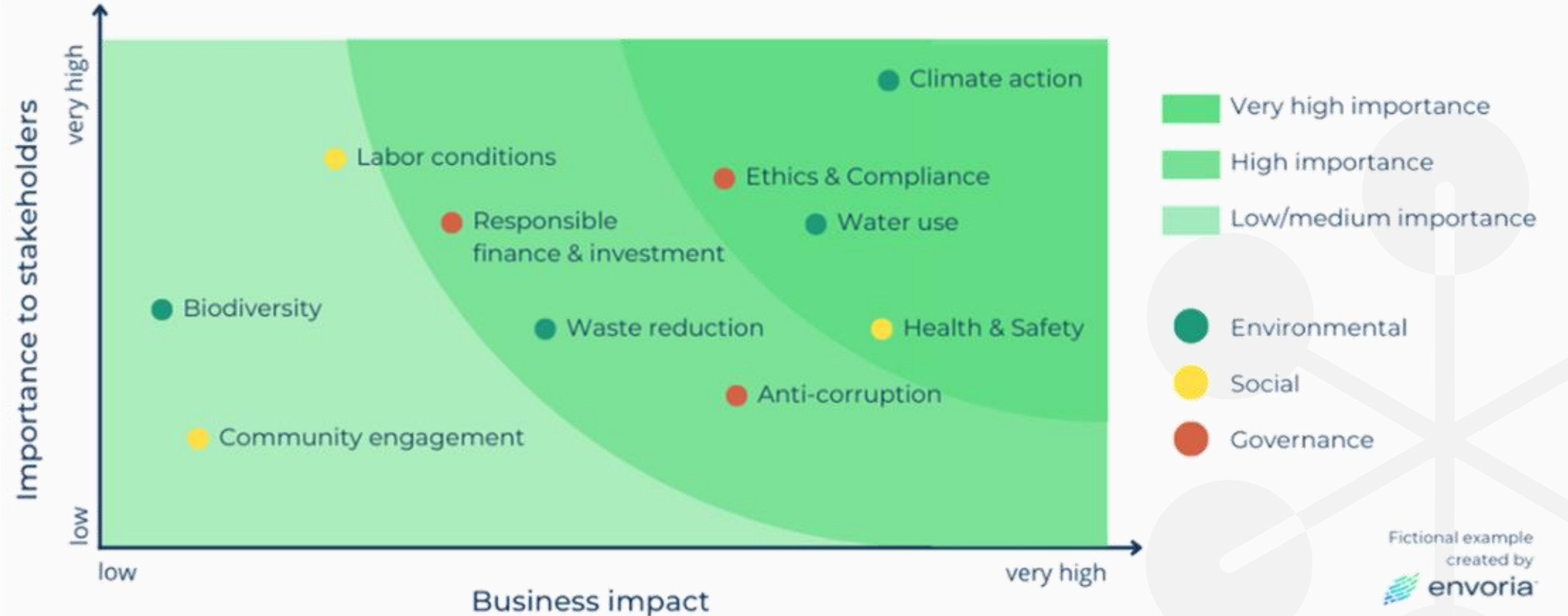
Certified



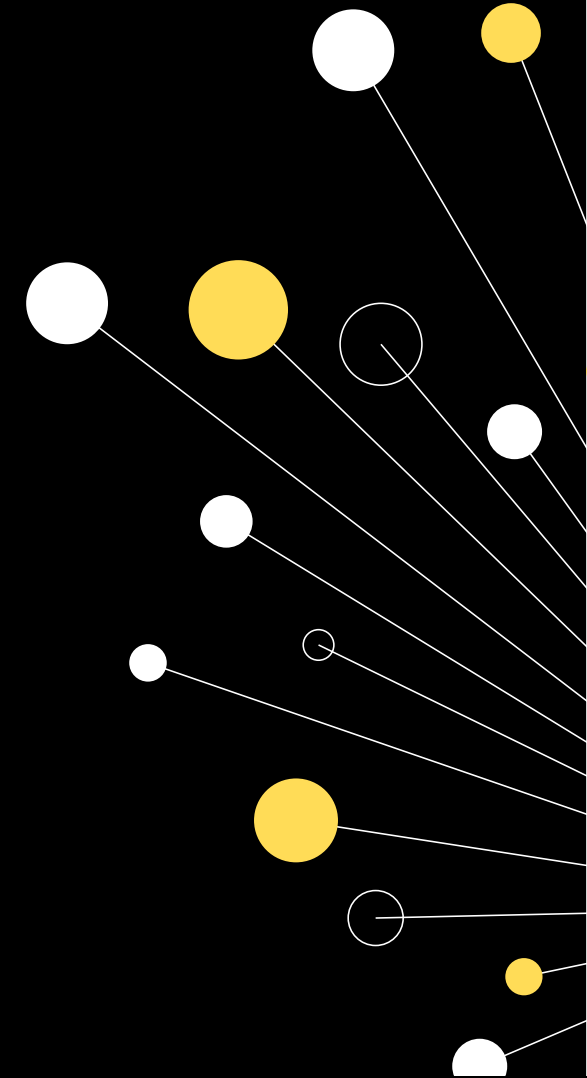
Corporation™



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