



# Your PR Team's Dream Checklist for ESG Promotion

In order to effectively build and maintain a positive brand reputation, your company must devote time and energy to ESG initiatives and share these initiatives with your employees, stakeholders, investors, and customers. Our team at Keter is here to help. We have developed this simple, 10-step checklist to help you effectively promote your company's ESG initiatives and achievements.

## 01 Develop a clear and compelling ESG narrative

that aligns with your company's mission and values.

## 02 Identify key ESG metrics and performance indicators

that demonstrate the positive impact of your company's sustainability efforts. Remember to use quantitative metrics rather than qualitative observations. For example, rather than saying, "We significantly decreased the amount of waste per year." Instead, say, "We decreased the amount of waste per year by 86%."

## 03 Create a comprehensive ESG reporting framework

that includes annual reports, sustainability reports, and other communications materials.

## 04 Establish relationships

with key stakeholders, including investors, customers, employees, and community members, to understand their ESG priorities and engage them in your sustainability efforts.

## 05 Leverage social media

and other digital channels to promote your ESG initiatives and engage with stakeholders. Create a campaign based on your current initiative and engage your audience with interactive content.

## 06 Create compelling content

such as videos, infographics, and articles, that showcase your company's ESG achievements and impact. Share these resources via social media, email, newsletter, and your website.

## 07 Develop partnerships and collaborations

with companies and organizations that share your commitment to sustainability. See how you can work together to reach a common goal.

## 08 Establish a crisis communication plan

to respond to any negative ESG-related issues that may arise.

## 09 Regularly review and assess

the effectiveness of your ESG promotion efforts and make adjustments as necessary.

## 10 Incorporate ESG considerations into your overall PR and marketing strategy

to ensure a cohesive and consistent message across all communications channels. Don't let your ESG initiatives be an afterthought.



## Keter: Waste & Recycling Management

At Keter, our team stands ready to deliver the help you need when tracking the creation and disposition of waste at your organization. Keter advances the science of waste management with its proprietary eTrac software.

Keter utilizes the standards set by Global Reporting Initiative (GRI), an international standards organization that helps enterprises understand and communicate their impact on sustainability.

For prompt, professional assistance, **please contact us today.**

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