



The “S” in ESG: Why Investors Want You to Start Measuring How You Treat Your People

We will begin shortly.

This webinar is being recorded and will be shared with all registrants.

We have live transcript enabled for this webinar. If you would like to use this feature, please turn on this setting in your Zoom toolbar now.



AGENDA

01 Intro & housekeeping

02 Why investors care about the “S” in ESG

03 Panel discussion

04 Q&A



Speakers



Maria Colacurcio

Chief Executive Officer
Syndio



Craig A. Woolridge

Enterprise Strategic
Initiatives Leader
Syndio



Wayne A. Seaton

Managing Director
EY



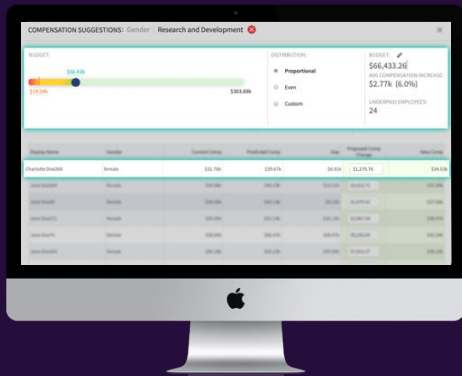
Tolu Lawrence

Managing Director,
Programs & Partnerships
JUST Capital





Our mission is to build expert-backed technology that helps companies measure, achieve, and sustain workplace equity.



Workplace Equity Platform

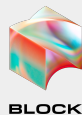
Enterprise platform to analyze, resolve, and prevent disparities in pay and opportunities



Expert Support and Consulting

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200+ industry leaders trust Syndio
including 30% of Fortune's Most Admired Companies



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Investors are paying attention to ESG

- **85% of investment professionals** included ESG in investing decisions in 2020 ([CFA Institute](#))
- Investors poured **\$649 billion** into ESG-focused funds during the first 11 months of 2021 ([Reuters](#))
- Of the 86 publicly traded proposal-eligible companies in the Fortune 100, **17 faced shareholder proposals** for civil rights audits or similar diversity reports in the most recent proxy season ([Syndio blog](#))



The JUST Report: The State of Play on Pay Equity Disclosure

- A record-breaking **598 ESG-related shareholder proposals** were filed — up 20% from last year
- An average of **26.5% of E and S proposals** actually passed, compared to last year's 32%
- **89% of Americans** believe conducting annual pay analyses across demographic groups is important
- Of 100 largest American public companies, **43% disclose** they have conducted a pay gap analysis by race & ethnicity, up from 34% last year
 - 22% disclose actual results, up from 14%
 - Only 22 companies report their white to non-white pay ratios



The “S” benefits business

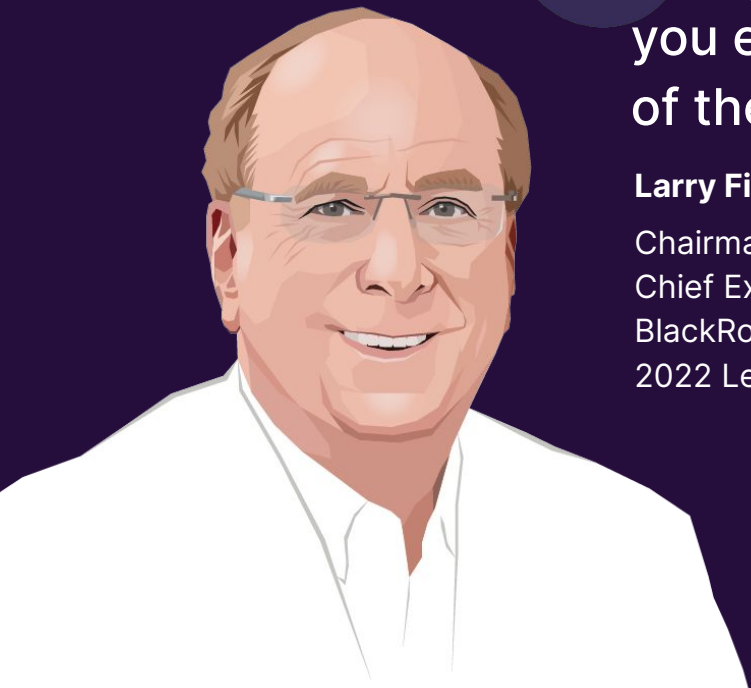
- **Improved financial performance**
 - 90% found average or above-average returns ([S&P Global Ratings](#))
 - Higher 3-year returns ([The Harvard Business Review](#))
- **Boosted brand reputation**
 - 78% named brand reputation as top reason for ESG ([ESG Legal Solutions](#))
- **Increased employee loyalty and productivity** ([World Economic Forum](#))
 - 3X more likely to stay
 - 1.4X more engaged



How should you communicate your strategy around the “S” in ESG?

- How far should you go in **disclosure**?
- How do you build your **communication strategy**?
- What do you communicate to **different stakeholder groups**?
 - Employees
 - Investors
 - Public
- What have **companies done well/not done well**?





How are you ensuring that employees of all backgrounds feel safe enough to maximize their creativity, innovation, and productivity? How are you ensuring your board has the right oversight of these critical issues?”

Larry Fink

Chairman and
Chief Executive Officer
BlackRock
2022 Letter to CEOs



**Why Investors Want You to
Start Measuring How You
Treat Your People**



Q&A



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