

Good Endeavours ESG Strategy and Communications



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Good
ENDEAVOURS

Adding Value to Your Brand

Financial Returns

Access to Investment

Consumer Preference

Stakeholder Engagement



Employee Wellbeing

Creativity & Innovation

Operational Efficiency

Do The Right Thing

No longer an afterthought, an Environmental, Social & Governance Strategy should be a core principle for any business, embedded in every day operations and with clear oversight from the Board. Taking action for People and Planet delivers commercial returns, engages employees, opens access to investment, fosters a spirit of creativity, and drives efficiency.

It's the right thing to do.

98%

98% of CEOs agree Sustainability is core to their role
Source: United Nations.

3/4

3 out of 4 UK consumers want to be more sustainable
Source: IBM

67%

67% of workers are more likely to apply for jobs from a sustainable company
Source: IBM



ESG focused investment is soaring. 9 out of 10 asset managers believe that integrating ESG into their investment strategy will yield greater returns.
Source: PWC

In the face of changing legislation, difficult trading conditions and stakeholder demands it can be hard to know where to start on the journey to becoming a more responsible business.

We work with you to implement programmes and partnerships so you can make the greatest impact and deliver returns for the business.

Our Approach



We know you want to play your part to help solve the big issues of the day. And, we know that's not easy. Whether you're a small social enterprise or a large multinational, you're juggling numerous commercial priorities and addressing the needs of multiple stakeholders every day.

We work with you to create an Environmental, Social & Governance Strategy and Communications Plan that is core to the business and enhances your Brand Purpose.

Solutions for Your Business



Whether you need a hybrid group of ESG experts or an individual working 121 with your team, we ensure you benefit from our collective knowledge and shared commitment to doing the right thing for People and Planet.

Understanding your business model is crucial to us because we create plans that are practical and will work operationally, adding long-term value.

We bring you our Corporate Responsibility and Brand Marketing experience and you pay for the expertise you want, when you need it.

About Us



Lisa Basford created Good Endeavours in 2020 to use her skills, experience and networks to find innovative solutions for businesses that want to do good.

Previously a Marketing Director then Corporate Responsibility Director at IHG Plc., she went on to become Head of Partnerships and Social Impact at O2. Lisa has created compelling communications to engage stakeholders and implemented worldwide sustainability strategies in complex organisations.

Create an Impact

An Environment, Social, Governance Strategy will help you build brand reputation and loyalty, deliver commercial returns and make meaningful connections with customers, colleagues and the community.

We align your good endeavours with the UN Sustainable Development Goals. These 17 Goals tackle some of the biggest challenges we face today, including the climate crisis, inequality and hunger. Collaboration and partnerships is key to delivering the Goals.



From Insights to Inspiration. Five steps to make it work.

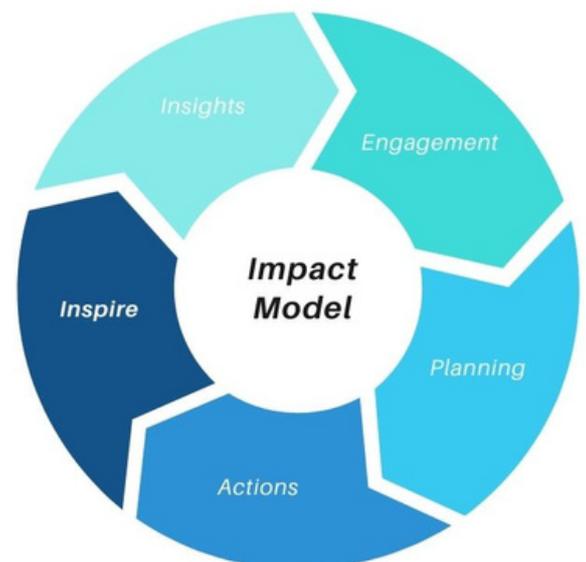
Insights: What matters most to your organisation? We research societal trends, review risk, benchmark competitors, and complete a materiality analysis - gathering insights helps to build the Fact Base for an effective strategy.

Engagement: Engaging with Operational Leads to pilot ideas, presenting to the Executive Team so they champion the strategy. From grass-roots to C-Suite, from employees to investors - we map and address stakeholder needs.

Planning: Our implementation plans are practical, robust and within the capabilities of the organisation. Setting measurable targets and timelines ensures innovative ideas can be delivered.

Taking Action: Embedding programmes and services, onboarding new partnerships, and training employees are crucial steps. Taking actions that matter to your stakeholders.

Inspire: Monitoring outcomes and measuring impact builds a framework for Marketing and communications, events, volunteering programmes, and reporting. We showcase and celebrate your achievements to build brand love.



Strategy



Your Strategy is based on Good Insights.

We will undertake a detailed Materiality Assessment, review competitors and share industry knowledge.

We will prepare a set of Recommendations, fully costed and taking into consideration the operational capabilities of the organisation; and we will work with you to find innovative ways of working and drive change.

Implementation



We will create a Stakeholder Map to support the implementation of new programmes and partnerships.

We will ensure you have Project Plans that are fully costed and operationally effective so that the changes you are making can be sustained.

We'll also create a set of meaningful yet aspirational targets and a clear measurement toolkit so you can measure your success.

Communications



We help you to define and articulate your purpose.

We bring your ESG Strategy to life with an Engagement plan to inspire employees, including opportunities to volunteer and celebrate.

We will create a compelling narrative for external stakeholders and ESG reports and events so you can continue to communicate the progress you are making. We advise on important legislation such as the UK Green Claims Code.

Corporate Clients

“Lisa is a passionate leader. Her knowledge and experience in the corporate social responsibility space is second to none. She has a real capability to bring strong and creative ideas to the table, helping to demonstrate how a responsible business can make a difference for its people and its customers.”
Nicola Green, Director of Communications and Board Member, O2

ESG Strategy (International Hospitality Client)

Good Endeavours developed the ESG Strategy for an international hospitality client in 2022. We conducted an in-depth materiality review along with research into market trends and changing consumer behaviours post-pandemic.

A hybrid team of consultants then created a 3 year Implementation Plan with regional implementation targets covering carbon reduction, waste, diversity and inclusion and charitable giving. Additionally an ESG narrative and Communications Calendar was created to engage stakeholders.

Social Impact Partnerships (UK PBSA)

Working for a leading UK student accommodation provider, we analysed the issues that were most important to students. We created a Social Impact strategy, identifying potential non-profit partners and fostering a sense of collaboration.

We presented partnership propositions back to the client to allow them to make a meaningful contribution to help resolve student loneliness and mental health issues.

Stakeholder Engagement (Digital Inclusion Campaign)

In 2020, we supported the onelaptop campaign for digital inclusion.

Bringing together corporates, education providers and civil society we held a series of round table discussions to explore ways to support the 38% of children aged 12-15 yrs who did not have home access to their own internet enabled computer or laptop, and Lisa co-authored the "Tackling Digital Disadvantage" Report.

Charities

"Lisa's passion for improving the lives of children shines through all the work she's done with us. She has taken time to truly understand what we need from a project, is passionate about the work we do and always comes in on time. Lisa is a great problem solver and I would recommend her for any project small or large."

Martha Evans, Director Anti-Bullying Alliance

We take great pride in the work we have done for UK charities. In fact, our very first clients back in 2020 were two amazing charities: the Anti-Bullying Alliance and Crisis. Supporting good causes has been a theme for us ever since.

We believe that collaboration between commercial enterprises and the third sector can help to solve big societal challenges. Each partner has a unique set of skills they can bring to the table. We help charities to build a compelling proposition, showcasing the impact they want to have on the world. In this way, they are better placed to approach new partners.

Since 2020 we have supported charities on programmes and campaigns for anti-bullying and to end homelessness and to increase social mobility and digital skills. Lisa also managed the Don't Face it Alone campaign for The Diana Award® in 2021.



Furniture by Crisis installation at Wotton House Hotel, Surrey

Good Endeavours developed a Partnership proposition for Crisis, creating content for their bespoke website and sales collateral, engaging corporate partners and project managed an exhibition to launch the range.

Experience with



Lisa works as an extended member of your Leadership Team advising on Strategy and Implementation or can bring together hybrid teams of ESG experts so you benefit from their collective knowledge and shared commitment to doing the right thing for People and Planet.

This is how we add long-term value to your business

Contact us today to discover how we can help your organisation, because Doing Good is Good for Business.

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