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THURSDAY 24 NOVEMBER 2022
12.00 TO 13.30

LEIDAR - SQUARE DE MEEÛS 35,
1000 BRUSSELS



European Context for ESG: big shifts, imminent challenges, and how public affairs can use ESG messaging to strengthen the corporate reputation

Research by Leidar and branding research agency Brandr shows a strong correlation between consumers' perception of ESG performance and the trust they have in a particular brand. Coupled with increasing regulatory and investor pressure, this means ESG is no longer optional for organisations and brands in Europe. As a response, we have seen a move from regulatory compliance to competitive positioning, and an increasing need to integrate ESG communications into all external activities of organisations.

This session will look at **how the public affairs function can use ESG to support advocacy activities and strengthen the organisation's reputation with EU regulators and policymakers**. We will look at **big ESG trends in Europe, explain the imminent challenges and showcase a proprietary ESG maturity model for European organisations**. The model allows organisations to assess their own ESG position and develop a 'Fit for ESG' roadmap connecting corporate activities organisationally, strategically, and at a tactical engagement level.

Leidar will highlight the brand research and introduce the maturity model. Join this panel of experts and peers to discuss the implications for public affairs practitioners.

- * How do you effectively communicate ESG to EU legislators and policymakers?
- * How do you align the corporate ESG story with the EU agenda?
- * How do you use the ESG strategy and messaging to strengthen the organisation's licence to operate?

Please register to attend: christophe.lecureuil@theecpa.eu