Today’s consumers are increasingly prioritizing environmental, social, and governance (ESG) considerations, with climate change, social justice, and workplace ethics all top of mind. To meet expectations, business leaders are escalating ESG efforts and improving transparency to accommodate a wide breadth of stakeholders.

86% of employees prefer to support or work for companies that care about the same issues they do.1

83% of consumers think companies should be actively shaping ESG best practices.1

Consider these 15 trends as you level up your ESG strategy.

- More than $649 billion was invested in ESG-focused funds worldwide in the first 11 months of 2021, up from $542 billion and $285 billion in 2020 and 2019, respectively.5

- US ESG fund assets under management reached $357 billion in December 2021, up from $236 billion at the end of 2020.3

- ESG investments could become a $1 trillion category by 2030.4

- 88% of publicly traded companies have ESG initiatives in place, followed by 79% of companies backed by private equity and venture capital and 67% of privately owned companies.9

- ESG management isn’t always easy, but it’s necessary (and worth it).

- ESG efforts, whether required by a regulatory agency or encouraged by consumers, are an imperative for businesses looking to grow.

- When it comes to ESG, money talks. Consumers are putting their money where their mouths are.

- ESG, and sustainability initiatives in particular, drive better financial performance for businesses because of mediating factors like improved risk management and increased innovation.11

- ESG is a win-win-win.

- This much is clear: when organizations prioritize ESG initiatives, the environment, businesses, and society as a whole, win.

Learn more about ESG trends and best practices.