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

ESG-mandated assets in the US could grow almost three times as fast as non-ESG-mandated assets to comprise half of all professionally managed investments by 2025.6

Despite barriers to ESG management, adoption is rising. Despite headwinds, investing in tools to effectively manage data and improve visibility across functions makes ESG adoption easier.

Executing ESG effectively can help combat rising operating expenses, which can positively affect operating profits by as much as 60%.10

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 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.

Shareholders are only a piece of the stakeholder puzzle. Business leaders lead the future. For that market, not just beyond shareholders when developing business policies.

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 the ESG landscape at appian.com.