

# Your ESG Journey - how to get started

written by Lauri Moon | April 29, 2022

Organizations are coming under increasing pressure to take action on Environmental, Social and Governance (ESG) concerns. Stakeholders including investors, policy makers, regulators, customers, consumers and employees are making ESG a priority. This can present many challenges depending on what ESG-related practices they have already considered and implemented.

For those organizations at an early stage, it will be crucial to establish a robust foundation in understanding ESG issues for the business and the steps needed to make effective progress in managing the most significant issues to reduce and minimize any negative impacts while promoting the benefits of an effective program.

But what does this mean to your organization?

Join SGS for our next webinar to learn:

- What are your drivers for understanding more about ESG?
- What role are EHS professionals expected to take in their organization's ESG initiatives?
- Where are you now on your ESG journey?
- What are the initial steps you should take to form a solid ESG foundation?
- Examples of best practice - a case study

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## **Speakers**



### **Kim Lefrancois - Moderator**

#### **Regional Sales Manager, SGS**

Kim is the Regional Sales Manager for the industrial sector at SGS North America. She has partnered with clients of all sizes in many different industries for over 16 years. With nearly 10 years' experience in the Testing, Inspection and Certification industry, she works to help clients find customized training solutions, certification services, second party audits and supply chain solutions.



### **Beatriz Cebrián López**

#### **Global Sustainability Manager, SGS**

Sustainability Manager with more than 14 years of experience in the professional services industry. Specialized in the development of sustainability strategies, stakeholder engagement and sustainability reporting in many different sectors. In my current role, I'm responsible for SGS Group sustainability reporting, including the preparation of the Sustainability Report and the information requested by ESG ratings and analysts.



### **Adam Hammes**

#### **ESG Technical Business Development Director, SGS**

Adam is a transformational ESG/CSR/sustainability professional, author, and speaker who has founded related businesses, nonprofits, and industry associations. Among many others, Adam holds credentials as a Sustainability Excellence Professional, Certified GRI Professional, Certified Climate Change Professional, and Financial Sustainability Accounting Credential—Level I. He helps clients with various ESG services: investor scoring improvements, strategic planning, executive coaching, stakeholder engagement, materiality assessments, reporting and marketing. Adam lives in Iowa with his wife and daughter and loves to spend time outdoors in nature.



## **Mariel Barrera Fermin**

### **Mariel Barrera Fermin, Business Development Director for ESG Solutions, SGS.**

Mariel has over 15 years- experience working within financial services and the investment management sector.

Prior to joining SGS, Mariel provided consulting services to the leadership teams in asset managers and corporates on how they can integrate ESG practices into their business model with a particular focus in investor requirements. Mariel spent most of her career at large sell side financial institutions such as Barclays, Morgan Stanley and most recently Bank of New York Mellon where the main focus was in relationships management. She also spent time in 2 Asset Managers and a renewable energy developer where she was responsible for investor relations. Mariel received the CFA certificate in ESG investing and the Certificate in Advance Responsible Investment from the PRI Academy. She also completed the Impact Investing Programme and Impact measurement programme at the SAID Business School in Oxford. She holds an MA in European Studies from Kings College and a BA in International Relations and European Studies from Nottingham Trent University.

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