WORKSDESIGN *Sustainability Communications and Reporting Trends and Best Practices*

Feed Your Senses



We've taste-tested 100 best in class companies, taking a sampling of topics ranging from global standards and integrated reporting to storytelling and digital strategy, and we're ready to share a full menu of the latest trends to help you level up your sustainability communications in 2024.



A Recipe for Success

How can companies deliver

their purpose and align with

CONTENT

global standards?

CREATIVE

How can companies tell stories that engage us and focus on what matters most?





100

COMPANIES REVIEWED





SECTORS RESEARCHED

METRICS COVERED

12

YEARS

EXPERIENCE

How can companies reach others where they are and want to be, to drive positive change?





COLLEAGUES

THE PROOF IS IN THE PUDDING

For the last 12 years, colleagues from across our studio have dug into researching the endless smorgasbord of sustainability reporting. What began as a 52-page PDF has expanded to include websites, videos, topic-specific insights, and social media to inform, engage and empower. Here, we've compiled the cream of the crop, to let you know what's cooking for communicating imperative information across the value chain. The ever-evolving challenge to be better and to do more, and the growing field of possibilities to do so, is what drives our curiosity and ups our expectations of ourselves and others.

7 CORE RESEARCH TOPICS







Dear Friends,

Thank you for your keen interest in our annual trends research. We appreciate your dedication to staying on top of ever-changing standards, stakeholder priorities and technology landscapes and to continuing to pursue excellence in your sustainability communications and reporting.

As we are a design and communications agency immersed in sustainability, it has always been imperative that colleagues from across our studio critically review and discuss what is happening across various media in order to learn (and share) what's working, what isn't and what's coming soon.

This year, we've seen some movements splintering away from the conventional (boring) drivers of "ESG" that we've been acquainted with for several years, which is enabling us to make a better case for intentional, purposedriven strategy, action and outreach.

PURPOSE

Purpose is trumping strategy, pushing companies in all sectors to make their role in society abundantly clear, with value (and values) shaping their path and reputation.

REGULATORS

Regulators have joined analysts, investors and agencies in demanding and in many cases requiring - greater transparency and ambition.

MATERIALITY

Materiality is shaping the sustainability agenda and pushing companies to be more inclusive when factoring in their impacts, risks and opportunities, and to conduct these assessments more frequently.

ARTIFICIAL INTELLIGENCE

Al is posing risks and opportunities for those applying related tech solutions to their measurement, management, collaboration and communications.

TRANSPARENCY

Transparency is now not only encouraged but expected in all forms of communications, leading to an increase in employee-focused storytelling across social media and the web.

There's never been a more exciting or vital time for us all to stay informed, inquisitive, true to our values and quick on our toes so that we can adapt and thrive on this next wave of corporate communications.

A tremendous thanks goes out to each and every colleague who has taken a role on the trends team over the last 12 years. They committed their time and talent and were always actively engaged during our weekly "geek out" meetings. And at the end of the day, none of this would be possible without our studio's early commitment to exploring sustainability communications - recognizing our unique lens and voice in this space.

I truly look forward to hearing what our colleagues, clients and peers think of this year's research, and encourage everyone to continue having creative, candid and challenging discussions that keep us thinking boldly, acting kindly and delivering great work.

Best regards,

WESLEY GEE, M.Sc. CHIEF SUSTAINABILITY **OFFICER AND PRINCIPAL** WORKS DESIGN

ABOUT OUR METHODOLOGY

Our team reviews primary sustainability publications (including integrated reports) along with sustainability-focused content available on each company's corporate website and social media channels. We track activities against content- and design-related metrics such as materiality, frameworks and format, and log our findings into a database so that we can identify trends and commonalities over time.

with the following icon:



IN FULL TRANSPARENCY

Our primary goal is to identify and highlight the very best practices. Consequently, we highlight reports we did not design to draw attention to excellence on the part of reporting companies (and their suppliers, when that applies). We also highlight work we consulted on, which is marked



Trends in Numbers

ALIGNING WITH GLOBAL FRAMEWORKS

Companies are improving how they are responding to frameworks in their corporate reporting:

36%	ALIGN WITH SPECIFIC SDG SUB-TARGETS	
63%	SUBMIT A SASB INDEX	1
68%	SUBMIT A GRI INDEX	Tax.
75%	SUBMIT A TCFD INDEX	C S

PAGINATION

Reports continue to be robust to meet the needs of audiences that demand transparency:

COMPANIES RELEASING REPORTS OF MORE THAN 100 PAGES



COMPANIES RELEASING REPORTS OF BETWEEN 81 AND 100 PAGES



COMPANIES RELEASING REPORTS OF BETWEEN 51 AND 80 PAGES

EMBRACING INTEGRATION

Meeting the needs of stakeholders means more than having one "big kahuna":

COMPANIES RELEASING AN INTEGRATED SUITE OF REPORTS (RELEASED AT THE SAME TIME)









COMPANIES RELEASING TOPIC-SPECIFIC REPORTING

MATERIALITY MATTERS

What topics matter most:



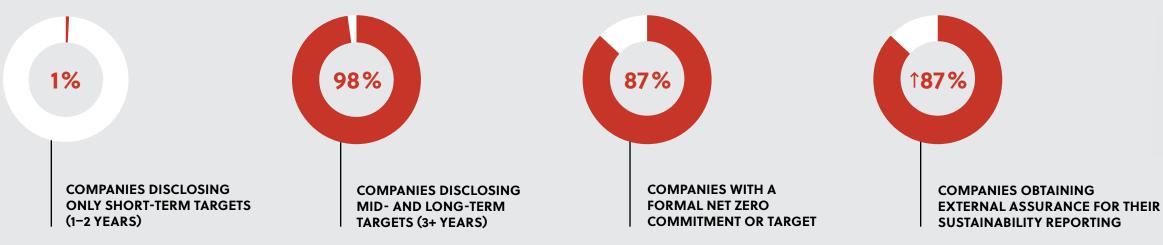
The lens is shifting from importance to impact:

80%

ENHOUSE GASES (GHGS) AND CLIMATE CHANGE	OU /0	129
	COMPANIES DESCRIBING	СОМ
CS AND GOVERNANCE	A CREDIBLE ASSESSMENT	TO D
	APPROACH WITHIN THE	
RSITY, EQUITY AND INCLUSION	PAST THREE YEARS	
LTH AND SAFETY	↑ 81%	↓19
	COMPANIES ILLUSTRATING	СОМ
MAN RIGHTS	THEIR MATERIALITY OUTCOMES	TO IN

LONG-TERM CORPORATE AND CLIMATE TARGETS

Increased overall and climate targets:









Telling Your Story

Fresh content will help you tell your story. Choose a variety of examples that highlight and reflect upon your work and how it's influenced by current trends and critical issues. Be creative and complement your raw data with stories.



67%

2020

COMPANIES USING CASE STUDIES TO EXPLAIN CONCEPTS OR SUPPORT THE OVERALL NARRATIVE

75% 2022





COMPANIES WITH DIAGRAMS OR INFOGRAPHICS AS A MAJOR COMPONENT OF THEIR REPORTING (2022: 52%, 2021: 52%)



COMPANIES WITH A REPORT THEME ALIGNED WITH THEIR PURPOSE (2022: 62%, 2021: 41%)

WORKSDESIGN Sustainability Communications and Reporting Trends and Best Practices

96% 2023

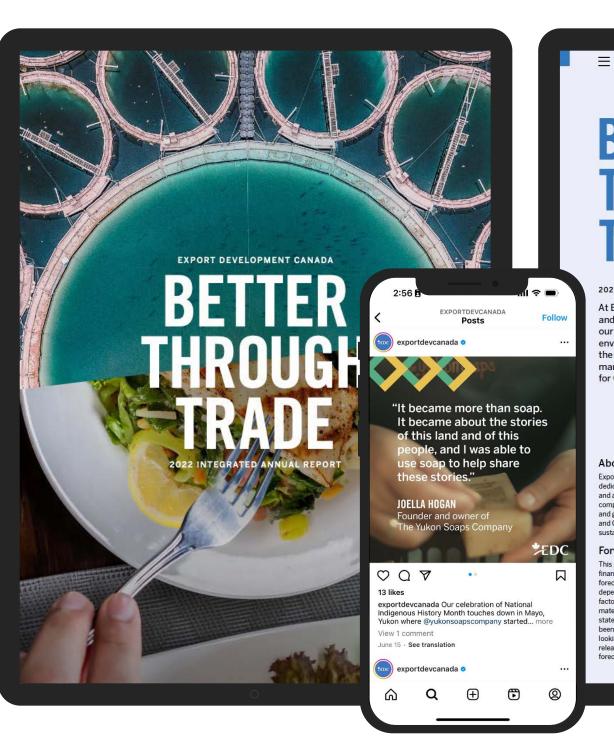


7

EXPORT DEVELOPMENT CANADA

2022 Integrated Annual Report

EDC explains what "Better Through Trade" means on the inside front cover and how it fits in with its 2030 corporate strategy and impact framework. This is threaded through its leadership messages and themed stories, and is supported with metrics and targets for inclusive trade.



BETTER THROUGH TRADE

2022 INTEGRATED ANNUAL REPORT

At EDC, we are working hard to help build a better and stronger Canada through trade. We're putting our customers' needs first, ensuring that strong environmental, social and governance values are at the centre of all we do, and focusing on high-growth markets and sectors that hold excellent potential for Canadian companies.

About EDC

Export Development Canada (EDC) is a financial Crown corporation dedicated to helping Canadian businesses make an impact at home and abroad. EDC has the financial products and knowledge Canadian companies need to confidently enter new markets, reduce financial risk and grow their business as they go from local to global. Together, EDC and Canadian companies are building a more prosperous, stronger and sustainable economy for all Canadians.

Forward-looking statements

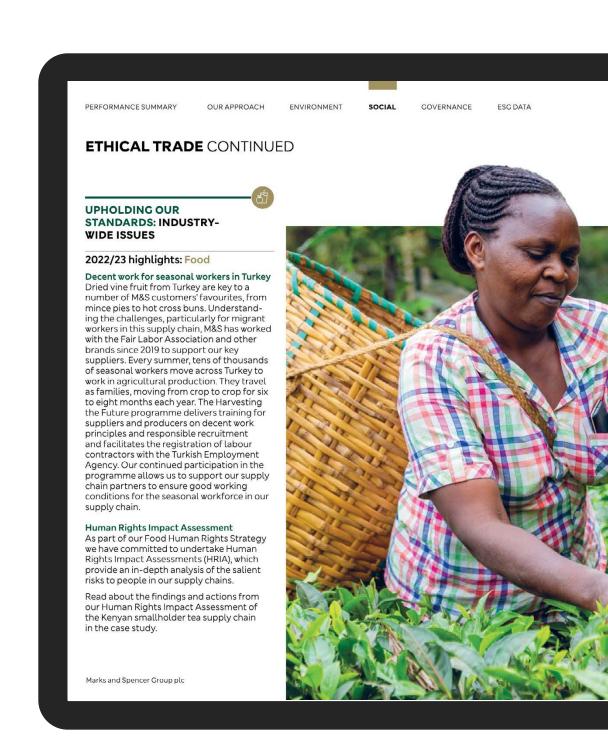
This report contains certain forward-looking statements about EDC's financial position, results and operations. These statements and forecasts involve risk and uncertainty, as they relate to events and depend on circumstances that occur in the future. There are various factors that could cause actual results or developments to differ materially from those expressed or implied by these forward-looking statements. Consequently, all forward-looking statements have not been reviewed or reported on by the company's auditors. Forwardlooking statements made by EDC on March 31, 2023, at the time of releasing our 2022 results were informed by our business plans and forecasts in February 2023.

MARKS AND SPENCER

Sustainability Report 2023

To further highlight its efforts as an ethical business, M&S uses case studies to solidify its stance on various human rights and supply chain issues.





CASE STUDY

HUMAN RIGHTS IMPACT ASSESSMENT OF THE KENYAN SMALLHOLDER TEA SUPPLY CHAIN BY

partner Africa

CHALLENGE

Kenya is the world's third largest tea-producing country, where around 650,000 smallholders account for more than 55% of the country's total tea production. The industry has come under pressure from climate change, the Covid-19 pandemic, rising production costs and falling tea prices amid depressed global demand in the smallholder sector. This has compounded well-publicised human rights challenges across the tea sector.

M&S ACTION

In partnership with Waitrose, we completed and published our Human Rights Impact Assessment (HRIA) of the Kenyan smallholder tea supply chain. As an important origin for both brands, this study ensured we were able to gain a deeper understanding of our shared supply chain in Kenya, hearing the views of smallholder farmers, hired labourers and factory workers in the industry. The findings have been publicly shared along with an action plan that was developed in consultation with the Kenya Tea Development Agency (KTDA) and our supplier, Ringtons.

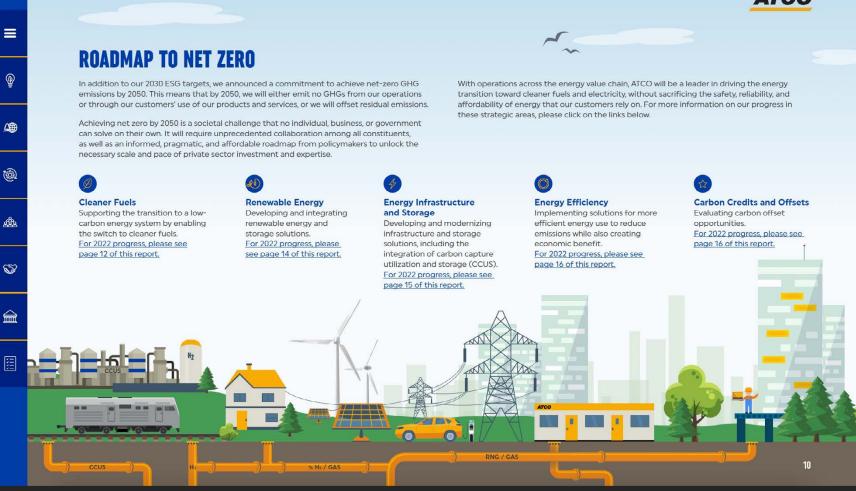
In 2023, we will be working towards completion of the action plan and will be reporting on our progress. We will collaborate with the Kenyan Tea Development Agency and other stakeholders to develop projects and initiatives that deliver improvements across the areas highlighted in the HRIA. We will assess where we have existing models and frameworks in place with other stakeholders that can be adopted by this group of suppliers and we will also share learning to facilitate scaling these up.



ATCO

Sustainability Report 2022

ATCO's net zero roadmap is simple and easy to follow and links to relevant pages in the report.





Leadership and Governance

Companies that embrace sustainability into their culture can create a very appealing working environment, especially if their leaders think outside the pod and adopt a well-defined strategy and inclusive initiatives.



(2022: 50%, 2021: 41%)



COMPANIES WITH AN ILLUSTRATED GOVERNANCE STRUCTURE (2022: 60%, 2021: 44%)







COMPANIES WITH A WELL-DEFINED SUSTAINABILITY STRATEGY





2022

SUN LIFE

Sustainability Report -2022 Performance

In addition to presenting engaging Q&A-style messaging from Sun Life's CSO, the report's theme - "Life's brighter under the sun" – ties in well with the CEO's letter.



What is your vision for the road ahead in 2023?

I'm excited about the momentum we're building to power Sun Life's sustainability ambition. The goal is for each of us, at every level, to constantly evaluate our dayto-day business decisions: will this help drive positive ocial impact? Will this reduce our carbon footprint?

In this way, we can connect more dots across Sun Life to produce better business and societal outcomes and support our net-zero transition. We can have a massive impact if we build stronger connections and leverage together to build a more sustainable future, and I am confident we have the people, potential and Purpose to get us there.

Senior Vice-President and Chief Sustainability Officer



Message from the President and CEO Building a more sustainable future, together



We're in a period of time where taking action on sustainability and its complex challenges offers exciting opportunities to create lasting impact. In our interconnected world, the demand for organizations to operate more sustainably and support resilient communities continues to grow. Measurable outcomes require fundamental shifts in how we do business. No single corporation, country or region can solve the complicated issues we face. Everyone can play a role and engage in this work. Only together — individuals, corporations, communities and governments — can we enact innovative solutions and make a difference.

Sustainability Report - 2022 Performance

2022 continued to challenge us all. We were still in the midst of a pandemic. We witnessed or were affected by a changing climate. Social inequalities challenged those already facing oppression and exclusion from society. Inflation and market volatility created a tough economic environment. Geopolitical tensions around the world continue to threaten international peace. The list goes on.

We're driven by our Purpose of helping Clients achieve lifetime financial security and live healthier lives

Yet, as I look ahead, I remain optimistic. I'm optimistic because we're determined in our commitment to embed sustainability into the decisions we make and the actions we take. We're driven by our Purpose of helping Clients achieve lifetime financial security and live healthier lives and focused on the impact we

2022 was your first full year as Chief Sustainability Officer. What accomplishments stand out to you?

I'm proud of our 2022 sustainability performance. We set measurable objectives in priority areas, built internal capabilities, embedded sustainability into more products and services, and provided transparent reporting on all of this

Becoming 'sustainability driven' is critical to our Purpose of helping Clients achieve lifetime financial security and live healthier lives. We are working to instil sustainability into our strategies policies processes, products, and services. The launch of our

nability Report - 2022 Performan

argets to define our decarbonization pathways and rovide clear direction for our transition. We reduced our corporate operational carbon footprint by 36.9% ompared to 2019. This demonstrates the meaningful progress we've made towards our goal of reducing absolute greenhouse gas emissions 50% by 2030 (relative to a 2019 baseline).

Like many of our financial services peers in Canada, we're relatively early on the journey to net zero. We sent our first delegation to COP27 - the UN Climate Conference - to listen, learn and establish relationships to deliver innovative climate initiatives.

We believe transparency builds trust. This year, we continued to strengthen our transparency and ncreased our sustainability disclosures and reporting, including in-depth sustainability data to help assess our performance

Overall, we accomplished a lot, and I'm excited for the Family Building program in Canada demonstrates how, future of sustainability at Sun Life.

requirements across geographies are not consisten

That's why one of our priorities is to focus more on measuring our impacts. We're working closely with our internal partners to set and track metrics that give a clear sense of the value we deliver for both our business and society.

How are you building 'people power' to achieve Sun Life's sustainability ambition?

Sun Life has made a commitment to being sustainability driven. We need a strong, energized, and specialized team to lead the transformation. We have roughly 55 individuals at Sun Life in dedicated sustainability roles and we continue to build our bench strength. Our Climate Change team is growing and building our enterprise climate transition plan to help position us as leaders in the transition to a lowcarbon economy

the full breadth of our capabilities. We must come

Alanna Boyd



Trusted and Responsible Business

Appendices

can have for individuals, communities and our planet. It starts at the top with me and our Board and is engrained into our culture.

Building on our reputation as a trusted and responsible business, we're focused on areas where we can have the greatest impact: increasing financial security, fostering healthier lives, advancing sustainable investing and being a trusted corporation that has a strong culture, driven by great people with diverse backgrounds.

Being sustainability driven is a tremendous opportunity to nurture Client relationships and be innovative. It's an opportunity to deepen credibility and go above and beyond to drive real progress. It's an opportunity to attract and retain the best talent And it's an opportunity to build on the legacy we want to leave behind. Being sustainability driven is simply the right thing to do.

I'm inspired by the impact demonstrated throughout these pages. This work could not happen without a talented, diverse, and empowered team. We continue to challenge ourselves to find new ways to build a

stronger Sun Life - to inspire and foster the respect of our Clients, employees, advisors, partners, shareholders and others.

It's with great optimism I present the 2022 Sustainability Report. I know the impact we are having today - and the innovative actions we'll take in years to come - will ensure we are building a more sustainable and brighter future, together.

We are #SunLifeBright.

Kevin D. Strain President and Chief Executive Officer

NEWMONT

2023 Leadership Insights

Newmont includes leadership messaging in video format from various executives focusing on critical environmental and social topics.

Newmont

OPERATIONS & PROJECTS ABOUT US INVESTORS

Newmont continues to lead the industry in its ESG practices and in looking ahead to identify and understand potential risks and opportunities to the Company's business activities, the industry overall, and issues important to our stakeholders. In this year's Leadership Insights series, Newmont's leaders address four points related to the global 'just transition' movement and their impact on our business and the mining industry.



Mining's Responsibility for a **Just Transition**

Peter Toth, Executive Vice President and Chief Strategy and Sustainability Officer, discusses the 'just transition' movement in the mining industry and the challenges and opportunities it presents.

Learn More





Adapting to Climate Change

thoughts on how planning and implementing beneficial and negative effects on people and the environment.

Learn More

SUSTAINABILITY CAREERS

- Briana Gunn, Group Executive, Environment, shares her
- decarbonization and adaptation measures requires
- understanding areas of interaction and the potential

EDP

Climate Transition Plan

EDP gives details on the roles and responsibilities of its board, executive and external committees for climate-related matters.

<u>j</u> edp	Climate Transition Plan	Approaching climate tran
CLIMATE GOVERNANCE		
General Supervisory Board Oversees EDP's climate strategy through the following Committees	Executive Board of Directors Defines and monitors the Group's clin strategy with the main support of its corporate Departments of Sustainabi Risk and Energy Planning. Regular interactions are maintained with othe Departments; It monitors the operational developme of the climate strategy through two m committees	i Corporate body that advises on sustainabili strategy, including climate dimension
Remuneration Committee Sets the EBD remuneration and monitors its performance for the purpose of determining variable remuneration, including sustainability and climate KPI	Sustainability Committee Supports the development of corporate policies and procedures /regulations and monitors its implementation by the Business Units	Risk Committee Analyses and delivers opinions on policies, procedures, significant risks and exposure limits
United States of America Business Affairs Monitoring Committee Monitors relevant topics for the development of activities in the USA, with emphasis on strategic plans, scenario analyses, risk analyses, value@risk and its manage- ment, in the aspects that impact the energy transition	Specialised commissions - Climate Action - Environment (Circular Economy and Nature) - Governance & ESG Reporting - Labour and Human Rights - Sustainable Purchases - Social Investment	
Corporate Governance and Sustainability Commission Monitors and supervises matters relevant to strategic sustainability. Tracks ESG performance	Sustainability Areas Coordinate the implementation of the Business Unit's sustainability strategy, aligned with priorities and instruments defined by the Group	Risk Areas Identify, quantify, monitor and coordinate climate risk mitigation measures, in compliance with established policies and procedures



Communications Toolbox

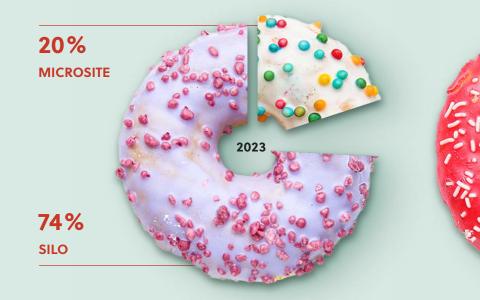
There's nothing like the satisfaction that comes with finding the right mix of tactics, because how you communicate your information to your community needs to be pleasing to the tastebuds and easy to digest.



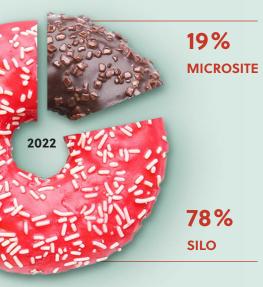


COMPANIES WITH A REPORT MICROSITE





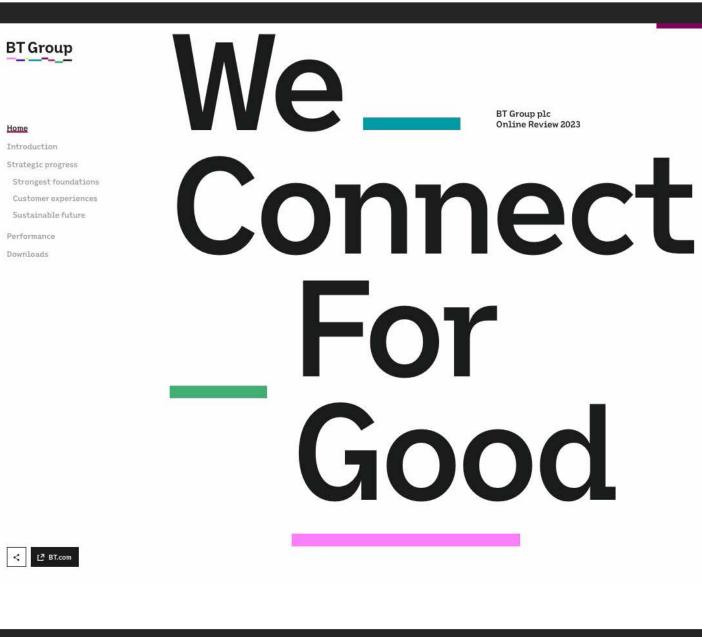




BT GROUP

Annual Report 2023 Silo Website

BT Group includes a video in which executives discuss the annual report in a roundtable, which serves as a summary report video.



(Scroll for more)

16

VERIZON

ESG Resources Hub

Verizon has an ESG Hub that makes it easy for the audience to find all ESG-related publications.



otoinable

ENBRIDGE

2022 Indigenous **Reconciliation Action** Plan (IRAP)

Enbridge releases a separate report that serves as its roadmap to advancing its journey towards Indigenous truth and reconciliation, which is also summarized in the company's sustainability report.



ENBRIDGE

Our approach

Indigenous Reconciliation Action Plan (IRAP) commitment progress

Pillar 1: People, employment and education

		Commitment	Target/Goal	Timeline	Progress since September 2022
	Talent attraction and recruiting	Establish flexible work placements and opportunities for Indigenous peoples that account for regional and cultural considerations across Canada and the U.S.	Update Indigenous engagement employment program to account for Indigenous culture, regional/ remote considerations and legal considerations, as appropriate Explore establishing a cultural leave program	2022 – Ongoing	Established Indigenous internal team which is responsible for implementing the Indigenous Employment Program and have mechanisms in place to help support these commitments. Continu to work with HR and Legal to help develop a cultural leave program in the jurisdictions where we operate.
		Continue to seek and strive to increase Indigenous representation in Enbridge's permanent workforce	 Continue to report metrics and provide annual disclosure Identify key growth areas for employment and skills development Establish partnership with Indigenous employment agency Attend at least eight Indigenous-focused career fairs throughout Canada and the U.S. Attempt to reach our previously established goal of a minimum of 3.5% of proportional Indigenous representation' 	2025	At the end of 2022, 2.5% of our employee workforce are indigenou (self-identification). You can read further in our indigenous Inclusio section of the report and find further metrics in our ESG Datashee Developed five external partnerships with indigenous education and employment agencies in the U.S. and Canada. Will continue to explore various agencies as we progress on this commitment. Attended 15 career fairs and employment events in both Canada and U.S. Dedicated Indigenous recruitment advisor put in place in 2021 to focus on recruitment from Indigenous communities.
		Continue to review internal hiring processes and develop human resource capability to ensure all perspectives are reflected through the attraction/retention lifecycle	 Review and, where appropriate, update internal hiring processes Conduct agencies and applies to internal hiring 	2022 – Ongoing	Dedicated Indigenous recruitment advisor put in place in 2021 to focus on recruitment from Indigenous communities.
			 Conduct ongoing and regular training with Talent Acquisition team related to hiring practices Explore development of policies/procedures to support Indigenous attraction/retention programs 		Posted full-time employee positions seeking Indigenous preference in instances where allowed by employment law.
	ting	Increase representation of Indigenous employees within Enbridge's Leadership Development Program to support the retention and advancement of Indigenous employees	 Explore expansion of programs and opportunities for the growth of Indigenous employees/employee base 	2023 – Ongoing	Working group established and development work is underway.
		ic goals regarding inclusion, divensity, equity and accessibility are aspirational goal Office of Federal Contract Programs guidance.	that we intend to achieve in a manner compliant with state, local, provincial and	føderal law, includir	
Elenis oy to create s partners ion. It is the accountable for athers, including	0				g, our nor annao 30, U.S. teatural regulations and Equal Employment Opportunity Commission,
in Plan is ey to create is partners ion. It is the	0				g, eut nor i immoo to, u.s. tooaral regulazione ano Equal Employment Opportunity Commission,

Working for meaningful reconciliation Through engagement with more than 50 Indigenous individuals Enbridge is committed to respectful and productive collaboration with Indigenous peoples. While we have worked to expand Indigenous inclusion within our projects and operations and across our company.

Indigenous engagement and inclusion

we recognize that there is more work to do.

In September 2022, Enbridge was proud to release our first Indigenous Reconciliation Action Plan (IRAP). Informed by extensive engagement and consultation with Indigenous peoples across North America, the IRAP extends our longstanding commitment to advancing recordilation in the communities where we live and work. The plan expresses our intention to be an even stronger partner and employer in the years altead. As we work to achieve new levels decommer inclusion and respectiful engement with indigenous peoples, we will continue to report publicly on our results, including a they relate to the specific commitment segmessal in a work RRA II: reflects our commitment to facing the complex history of Indigenous peoples across Threl facility and are desting a shared future on new foundations of respect and recognition. advancing reconciliation in the communities where we live and work.

IRAP foundations and process

Our projects and operations span Treaty and Tribal lands, the National Métis Homeland, unceded lands and the traditional territories of Indigenous nations, Tribes, Governments and Groups (Indigenous groups) across Turtle Island.

Enbridge's IRAP was developed: In recognition of Call to Action #92 from the Truth and Reconciliation Commission of Canada and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP). With respect for and acknowledgement of Indigenous rights and title, treaties, and sovereignty across Turtle Island.

2022 Surtainability Banc

from across Canada and the U.S. who participated in intensive early engagement to inform our thinking and shape our commitments. Our journey so far

Environment

Social

Enbridge has worked to foster respectful, collaborative relationships with indigenous peoples for many years. Over the past several years, we have deepend our efforts in this area by further formalizing our commitments, enhancing our policies and practices, and reporting our results.

In 2017, we committed to expanding our reporting on the implementation of our Indigenous Peoples Policy, including the steps we are taking to integrate Indigenous rights and knowledge into our business across Turtle Island.

Our approach

In 2018, we began to fulfill that commitment with the release of a discussion paper, Indigenous Rights and Relationships in North. American Energy Infrastructure.

In 2019, we finalized our Indigenous Lifecycle Engagement In 2014, we initiated our insigencess stretcycle snagements (Framework: which guides our engagement with indigencos nations, governments and groups over the life of our assets through direct, regional and landscape-level engagement in areas such as environmental stewardship, cultural protection, training and indigenous rights and interasts.

From 2018 through 2021, our sustainability reports have provided an annual overview of our plans, commitments and outcomes concerning Indigenous inclusion.

By the end of 2022, all Enbridge employees had completed indigenous ewareness training. This requirement will remain in place for all future team members, ensuring that our entire team has an understanding of the history, rights, culture and knowledge of indigenous peoples.

the IRAP and our 20



Gov

Looking ahead

Our Indigenous Recon the roadmap for our co stronger connections w and to advance truth as mechanism by which w executing our commitm Indigenous peoples.

This is our first Sustaina release. Although the pl a few months, and some to commence in 2023, v commitments in the app

Throughout this report when we report on ini the pillars and goals of Action Plan. >*

Environment

Social

Governance

Appendices

Digital Strategies

Variety is the spice of life, so fortunately, the range of opportunities available to communicate your message in the digital sphere is significant. Share what makes you unique and how you stand out from other organizations, and feast on the results.



COMPANIES PROMOTING THEIR REPORT ON SOCIAL MEDIA CHANNELS (2022: 91%, 2021: 76%)



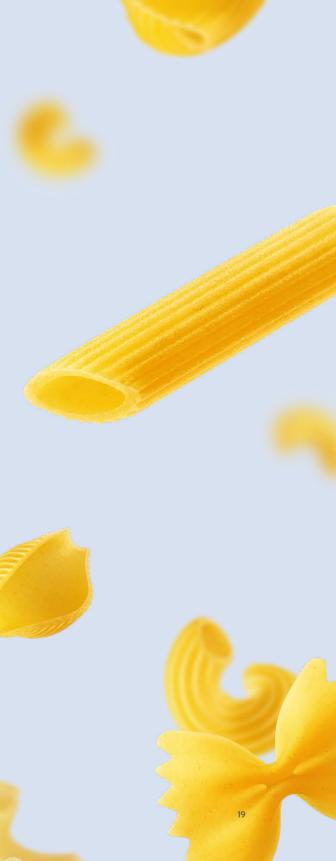
COMPANIES SHARING PODCASTS (2022: 37%)



COMPANIES OFFERING SUSTAINABILITY THOUGHT LEADERSHIP ON EXTERNAL CHANNELS

(2022: 70%, 2021: 51%)

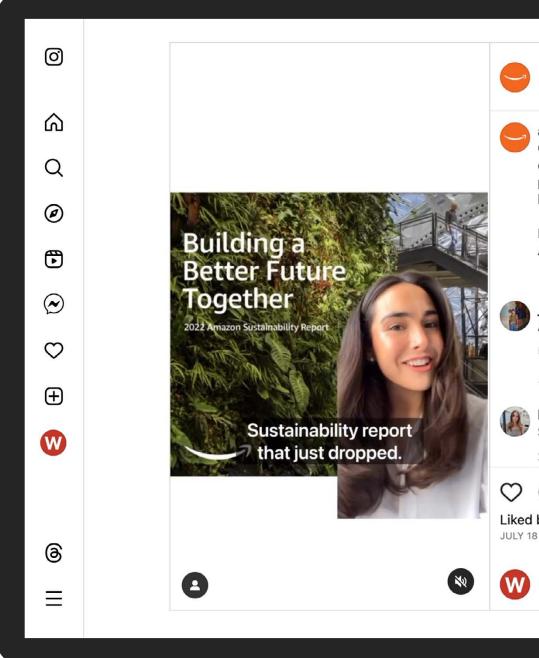




AMAZON

Sustainability Report Highlights Video

When announcing the release of its 2022 Sustainability Report on Instagram, Amazon shares a video featuring its sustainability program manager discussing key aspects of the report. By having an individual responsible for the content explain the report directly to users, Amazon makes it easier for the audience to understand and retain the key highlights of the report. Amazon also opts to use a lighter, more conversational tone when speaking with Instagram users.



amazon 🗇 • Follow Original audio

amazon 🗇 6w

Our 2022 Sustainability Report just dropped, and Wynne, sustainability program manager at Amazon, is he break it down.

Read the full report on AboutAmazon.com.

_olivia_joan_ 🔅 6w AMAZING !! PROUD BESTIE

5 likes Reply

View all 1 replies

lilypaige 6w SO AMAZING GO WYNNIE!!!

2 likes Reply

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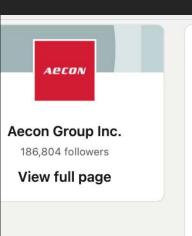
Liked by ms9409870 and others JULY 18

Add a comment...

AECON GROUP

Sustainability Podcast

Aecon has a podcast titled *Road to Net-Zero*, which is hosted by two of its employees. In this episode, Aecon interviews Wesley Gee, chief sustainability officer at Works Design, about the latest sustainability reporting trends, new requirements and material construction industry topics. By discussing these initiatives in a podcast and sharing episodes on its social media, Aecon Group encourages users to listen and learn more about its sustainability initiatives and positions itself as a thought leader.



Aecon Group Inc. 186,804 followers 7mo • (\$

Our **#RoadToNetZero** podcast is back with the first episode of 2023 – featuring **Wesley Gee**, Chief Sustainability Officer, **Works Design**. To gear up for reporting season, we interview Wesley on sustainability reporting trends, new requirements & material construction industry topics. https://lnkd.in/gCzbDZzQ

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Le premier épisode de notre balado

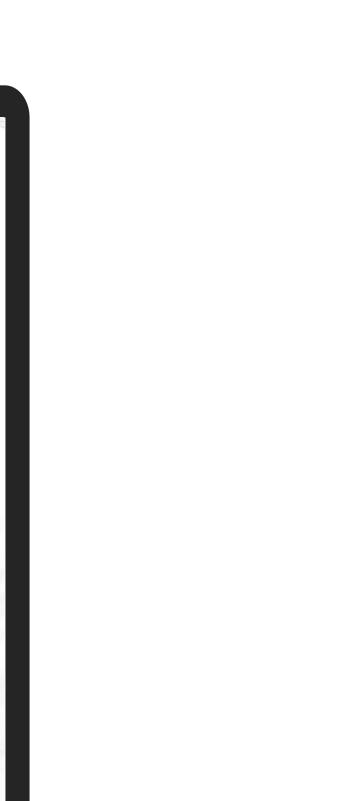
#Verslacarboneutralite en 2023, avec Wesley Gee, de Works Design, est maintenant disponible. Wesley aborde les tendances en production de rapports sur le développement durable, les nouvelles exigences et le secteur des matériaux de construction. https://lnkd.in/gCzbDZzQ

See translation



Episode 5 - Road to Net-Zero Reporting on Sustainability

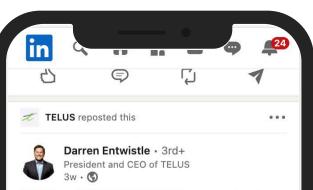




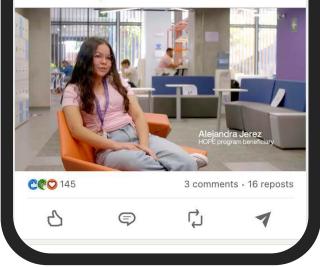
TELUS, ENBRIDGE AND DECATHLON

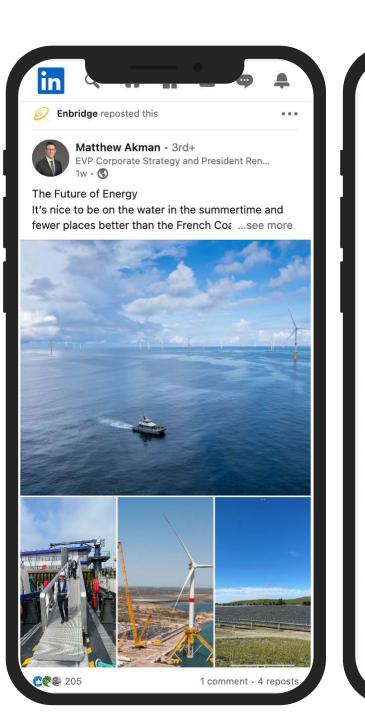
Executive Content Sharing

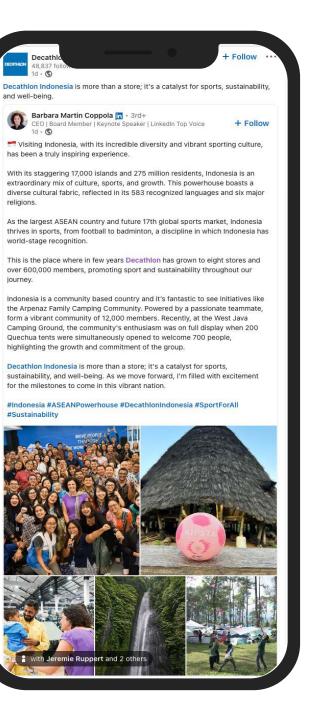
On their social channels, these companies share posts from different executives or thought leaders. This brings another level of personality and transparency to the content and shows users that the executives are in touch with the company's day-to-day activities and are actively participating in different ESG-related initiatives.



TELUS and **TELUS** International are committed to leveraging our people, tools and technology to enable positive social outcomes across the globe. Our Hope programme is an 8 to 10-month lifechanging initiative for students in Central America, empowering them with job skills and English language training, whilst providing them with financial support from TELUS International. At the end of the programme, students are given the opportunity to begin fulfilling roles at our organisation, enabling them to support themselves and their families. This is a remarkable example of our social purpose in action! #FutureFriendly #YearOfCaring







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Meet the Sous-Chefs

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