

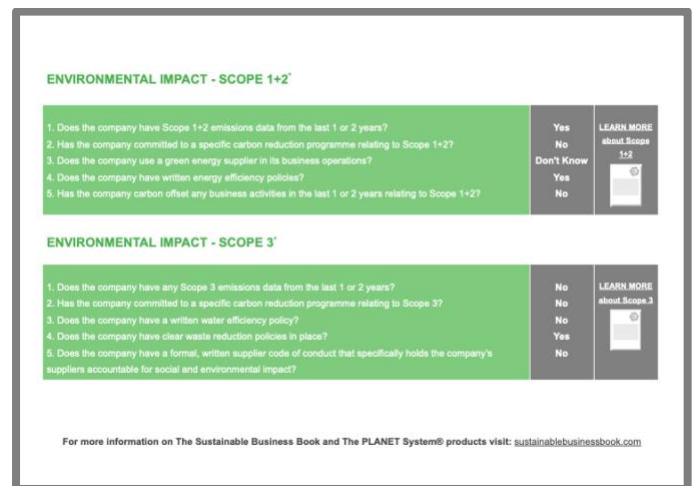
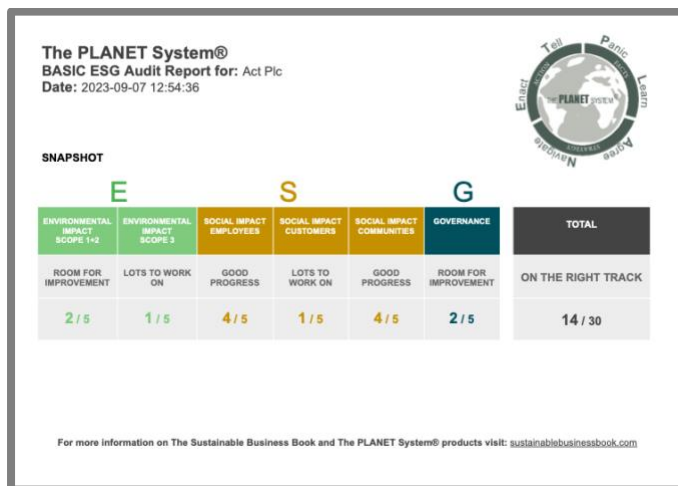
STOP, THINK, CHALLENGE

KICK-START OR REBOOT YOUR ESG STRATEGY AND EMBED SUSTAINABILITY INTO THE HEART OF YOUR BUSINESS

YOU CANNOT MANAGE WHAT YOU DON'T MEASURE.

This free ESG mini self-audit is suitable for anyone, wherever you are on your sustainability journey. It could help you get started, generate some new ideas, or simply reconfirm your direction of travel and highlight the progress you are already making.

[Take the mini audit now](#) and receive an instant report to kick-start or reboot your sustainability efforts.



EMBED ESG INTO THE HEART OF YOUR BUSINESS.

To embed ESG into the heart of your business, you need to challenge day-to-day business thinking and behaviour. From procurement to customer service, product development to style of leadership, small changes and more thoughtful actions can transform the way your company performs. The United Nations Sustainable Development Goals are not only an excellent foundation of any ESG corporate strategy, but they can also be used to change behaviour and day-to-day decision making for good.

[STOP, THINK, CHALLENGE](#) encourages and empowers employees to think and behave differently – leading to a happier, healthier, and more sustainable company culture.

It starts with a simple mantra: Stop, Think and Challenge – is there a better way of doing this?

In 2017, the world's richest 42 adults possessed the same wealth as the poorest 50% of the world's population.

Do I consider other people's circumstances may be very different to mine?

There is more than enough food produced in the world to feed everyone on the planet. Yet as many as 828 million people still go hungry. (ActionAgainstHunger.org)

Do I consider the amount of food that I waste?

1 in 4 people will experience a mental health problem of some kind each year in England. (Mind UK)

Am I conscious of other people's feelings + well-being?

Is there a more **CHARITABLE** way of doing this?

Sustainable Development Goal 1:
NO POVERTY

Is there a less **WASTEFUL** way of doing this?

Sustainable Development Goal 2:
ZERO HUNGER

Is there a **KINDER** way of doing this?

Sustainable Development Goal 3:
GOOD HEALTH + WELL-BEING

773 million people in the world are illiterate. Each year of school adds 12% to a girl's future income. (Buildon.org)

Do I help educate + inspire those around me?

In 2022, only 9% of FTSE 100 companies and 4.8% of FTSE 250 companies in the UK had female CEOs. (Statista.com)

Do I truly believe in gender equality?

1.2 million people died prematurely in 2017 as a result of unsafe water. (Global Burden of Disease study)

Do I take access to clean water for granted?

Is there a more **INSPIRING + EDUCATIONAL** way of doing this?

Sustainable Development Goal 4:
QUALITY EDUCATION

Is there a more **INCLUSIVE** way of doing this?

Sustainable Development Goal 5:
GENDER EQUALITY

Is there a more **WATER EFFICIENT** way of doing this?

Sustainable Development Goal 6:
CLEAN WATER + SANITATION

Fossil fuels are by far the largest contributor to global climate change, accounting for over 75% of global greenhouse gas emissions. (Causes and Effects of Climate Change, United Nations)

Do I appreciate the importance of switching to clean/renewable energy?

“The transition to net zero is creating the greatest commercial opportunity of our age.”
(Mark Carney, UN Special Envoy on Climate Action and Finance)

Do I believe that the purpose of business goes beyond simply making a profit?

“We cannot solve our problems with the same thinking we used when we created them.”
(Albert Einstein)

Am I able to adapt my thinking and adapt to new ideas?

Is there a more **ENERGY EFFICIENT** way of doing this?

Sustainable Development Goal 7:
**AFFORDABLE
+ CLEAN ENERGY**

Is there a more **THOUGHTFUL + STRATEGIC** way of doing this?

Sustainable Development Goal 8:
**DECENT WORK
+ ECONOMIC GROWTH**

Is there a more **INNOVATIVE** way of doing this?

Sustainable Development Goal 9:
**INDUSTRY, INNOVATION
+ INFRASTRUCTURE**

The richest 20% of the population consumes close to 75.6% of all global resources, with the poorest 20% consuming a mere 1.5%. (Jupiter, 2016)

Do I appreciate that I may have unconscious biases?

“Infinite growth on a planet with finite resources is unsustainable. We are living beyond our means.”
(Paul Gilding, Environmentalist)

Am I contributing to creating a more sustainable world for future generations?

Humanity currently uses the equivalent of 1.7 planets to provide the resources necessary to provide goods and absorb waste. (Global Footprint Network 2018)

Do I overconsume?

Is there a more **EQUITABLE** way of doing this?

Sustainable Development Goal 10:
REDUCED INEQUALITIES

Is there a more **SUSTAINABLE** way of doing this?

Sustainable Development Goal 11:
**SUSTAINABLE CITIES
+ COMMUNITIES**

Is there a more **RESPONSIBLE** way of doing this?

Sustainable Development Goal 12:
**RESPONSIBLE CONSUMPTION
+ PRODUCTION**

“We are the first generation to feel the impact of climate change and the last generation that can do something about it.”
(Barack Obama)

Do I properly understand the implications of climate change?

We extract over 80 million tons of seafood from our oceans every year and have reduced 30% of fish stocks to critical levels. (A Life on our Planet, David Attenborough)

Do I consider the health of our oceans?

Since 1930 we have lost 97% of our wildflowers, half our ancient woodland, 56% of our heathland and 90% of our lowland ponds. (Ravenous, Henry Dimbleby)

Do I consider the importance of biodiversity?

Is there a more **CLIMATE CONSCIOUS** way of doing this?

Sustainable Development Goal 13:
CLIMATE ACTION

Is there a more **OCEAN FRIENDLY** way of doing this?

Sustainable Development Goal 14:
LIFE BELOW WATER

Is there a more **ENVIRONMENT FRIENDLY** way of doing this?

Sustainable Development Goal 15:
LIFE ON LAND

90% of corporate value statements reference ethical behaviour and use the word “integrity” but it doesn’t mean that they behave that way. (The Power Of Difference, Simon Fanshawe)

Do I call out injustice?

Companies should not be one-upping their competitors on shared challenges – they should be precompetitive so that the whole category wins. (Net Positive, Polman & Winston)

Do I work collaboratively for the greater good - not just personal gain?

All marketing claims should be thoroughly checked for factual accuracy and high ethical standards.

Am I honest + transparent?

Is there a **FAIRER** way of doing this?

Sustainable Development Goal 16:
PEACE, JUSTICE + STRONG INSTITUTIONS

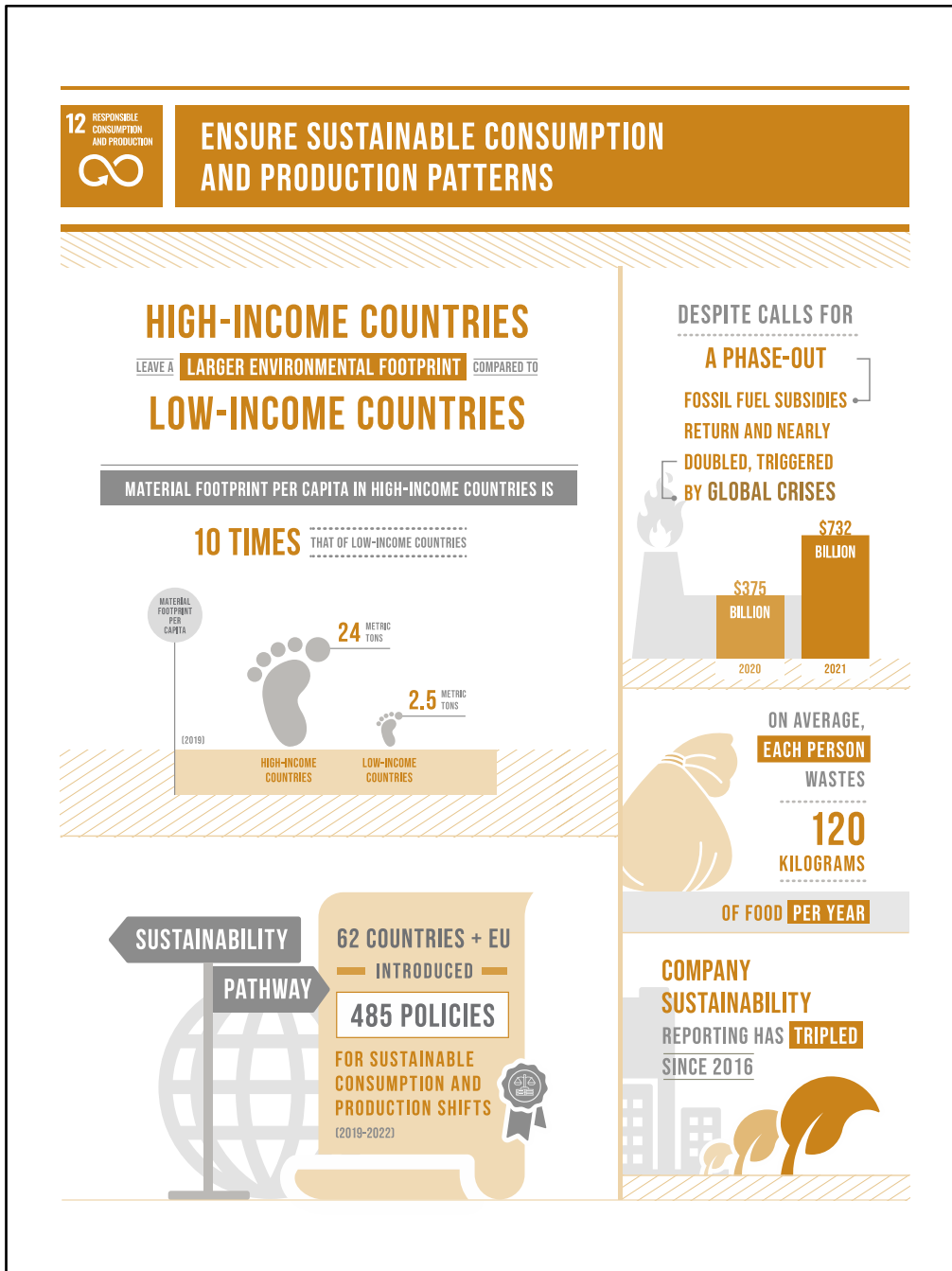
Is there a more **COLLABORATIVE** way of doing this?

Sustainable Development Goal 17:
PARTNERSHIPS FOR THE GOALS

Is there a more **HONEST + TRANSPARENT** way of doing this?

The Golden Rule:
NO GREENWASHING

ALIGNED WITH UNITED NATIONS
SUSTAINABLE DEVELOPMENT GOAL 12:
RESPONSIBLE CONSUMPTION AND PRODUCTION



Source: un.org/sustainabledevelopment/sustainable-consumption-production



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We have written over 40 business books including 10 best-selling and award-winning Concise Advice titles.

Our most recent publication in 2023 was The Sustainable Business Book with features The PLANET System®. This is now also available as a suite on online products to help anyone on their sustainability journey.

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