

BINS 3380 BUSINESS COMMUNICATION ENVIRONMENTAL, SOCIAL, & GOVERNANCE, (ESG) BUSINESS PHILOSOPHY AND STANDARDS

ASSIGNMENT POINTS: 30

Assignment Objective: In this assignment, you will identify a for-profit business that uses Environmental, Social, and Governance (ESG) philosophy to guide its decision-making and explain the set of standards that guide the company's behavior.

Assignment Description:

1. Find a for-profit business that applies ESG philosophy to decision-making.
2. Determine which standard(s) the for-profit business applies.
3. Present a 1-2-minute presentation explaining the for-profit company you selected and the reasoning behind the standard(s) you applied.



Resources:

ESG defined: **Environmental, social, and governance** (ESG) investing refers to a set of standards for a company's behavior used by socially conscious investors to screen potential investments (Investopedia, 2023).

What is ESG? video: <https://youtu.be/Dg8nTJ0cHVI>

ESG News website: <https://esgnews.com/category/sustainable-business/>

You can also google a company name + ESG.

For example: TOMS (shoe company) + ESG = Annual Impact Report
<https://www.toms.com/us/impact/report.html>

Grading Criteria:

	Masterful (10)	Proficient (9-5)	Emerging (4-0)
Identified	Identified an ESG company accurately	Identified an ESG company but more research is needed	Identified an ESG company inaccurately
ESG Standard(s)	Applied the correct standard(s)	Applied some correct standards	Applied little to no standards
Evidence	Provided supporting evidence	Provided some supporting evidence	Provided little to no supporting evidence

ASSIGNMENT EXAMPLE

1. Find a for-profit business that applies ESG philosophy to decision-making. Check out [ESG News website](#) and pick a company.

COMPANY SELECTED: IKEA

2. Determine which standard(s) the for-profit business applies.

STANDARDS:

1. Governance
2. Social
3. Environmental

IKEA PROGRAMS:

1. Recycling Mattress Program
2. Using Renewable Electricity
3. Reducing Greenhouse Gases

Source: <https://www.ikea.com/us/en/this-is-ikea/climate-environment/the-ikea-sustainability-strategy-pubfea4c210>

3. Present a 1-2-minute presentation explaining the for-profit company you selected and the reasoning behind the standard(s) you applied.
 1. Explain IKEA
 2. IKEA uses environmental, social, and governance standards.
 3. The environmental standard is applied by IKEA through the recycling mattress program, using renewable electricity, and reducing greenhouse gases.