

SG **V**  **ICE**

SUSTAINABLE GROWTH
WHERE PURPOSE
MEETS PROGRESS

SG SUSTAINABLE GROWTH WHERE PURPOSE MEETS PROGRESS

POWERED BY ENABLON

Three ESG data management tips that aren't getting enough attention

Companies worldwide are making a range of sustainability pledges, but there is still ambiguity on how to report, compare and contrast the data. Océane Rabillon, Lead Technology Product Manager ESG & Risk at Wolters Kluwer Enablon, shares three tips to develop a corporate ESG process with solid foundations.



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INVESTING

Rockstart launches fund for impact-driven innovation

Venture firm Rockstart has launched a new fund to invest in impact-driven innovation. While the fund targets technologies that are purpose-driven, it is unclear whether the companies themselves will have a positive impact based on double materiality reporting.



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REPORTING » COMPANIES

London Stock Exchange Group appoints sustainable finance director

London Stock Exchange Group (LSE:LSEG) has appointed Adrian Rimmer as its new director for sustainable finance.

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STANDARDS

Investors accelerate action to tackle commodity-driven deforestation

At COP27, the Finance Sector Deforestation Action (FSDA) announced new measures to tackle commodity-driven deforestation and drive net zero progress in their portfolio.

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INVESTING

Cradle exits stealth mode with \$5.5m for customisable bio solutions

Biotechnology startup Cradle has raised \$5.5 million to further the development of its cell programming platform, which helps users to design customised proteins for more sustainable products and processes.

f t in 21 November 2022, 07:44 By Heather Dinwoodie



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INVESTING

Innomy raises €1.3m to bring mushroom meat substitute to market

Spanish foodtech start-up Innomy has raised €1.3 million to commercialise its mushroom-derived meat substitute.

f t in 27 September 2022, 07:34 By Heather Dinwoodie



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INVESTING

SSE Energy Solutions to fund sustainability drive for 4,500 SMEs

SSE Energy Solutions has partnered with sustainability-as-a-service platform Zellar to help small-medium enterprises (SMEs) across the UK to decarbonise.

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STRATEGY » TECHNOLOGY

Juno Tech reduces waste to landfill by recycling solid waste

Juno Technology, owned by US pulp and paper giant Georgia-Pacific, has demonstrated its ability to convert solid waste into reusable pulp for

SG VOICE

We can win this race if business leaders embrace the opportunities in sustainable growth.

This is your chance to put yourself at the forefront of that movement.

SG VOICE

Our purpose



People and planet need sustainable growth. This means stakeholders in your business need to hear about how your purpose is driving progress.

To lead the conversation around sustainability in business, we've launched Sustainable Growth Voice.

SG Voice will be a catalyst for change: a publication and platform focused on building a community committed to accelerating sustainable growth.

We will provide businesses that have a clear purpose with a platform to communicate with the right people, in the right way.



Your stakeholders

CUSTOMERS & COMMUNITIES	SUPPLY CHAIN	TALENT	REGULATORS	BOARD & SHAREHOLDERS
Your customers and the communities you serve are now making choices based on your purpose, your commitment to sustainability, and your delivery on these. Your reputation and credibility are at stake.	Your suppliers and partners are making choices to support their own sustainability credentials and aspirations. Your ability to deliver on your strategy is influenced by how your purpose aligns with theirs.	<p>“70% now demand purposeful work” - (McKinsey).</p> <p>People want to work for companies that reflect their own values. Your purpose needs to be clear, and your delivery and messaging must be credible.</p>	In the UK , companies must disclose scope one and two emissions, modern slavery and gender pay gap policies. In the EU, the Non-Financial Reporting Directive forces disclosure of social and environmental challenges.	Boards and shareholders are engaged in issues relating to environmental and societal impact, and on the various risks relating to sustainability. Your mandate to operate depends on stakeholder buy-in.



Your challenge

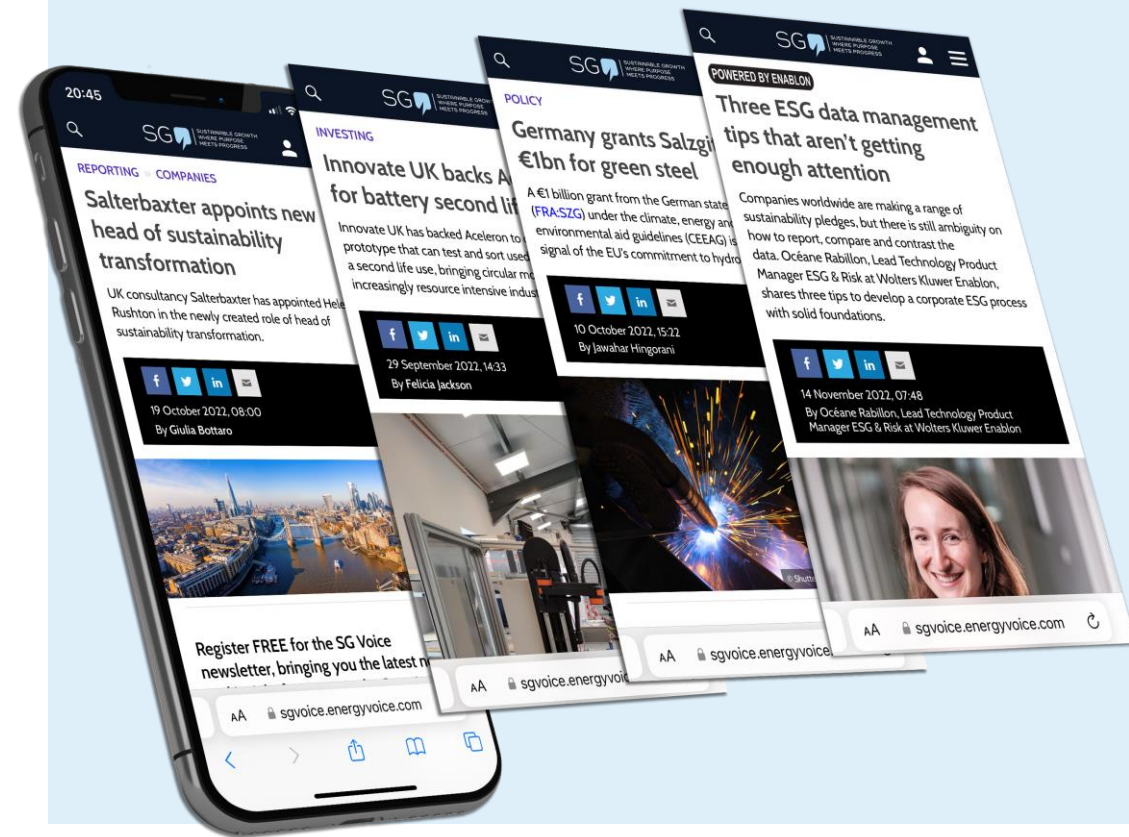
You are convinced. For a start you care personally about your company's impact on the environment and the communities in which it operates.

Your customers are actively looking for social proof on social media, and your staff are increasingly vocal on sustainability issues within your business.

You've appointed a sustainability leader, and started to overhaul your operations to eliminate waste and reduce your carbon footprint. But the closer you look, the more there is to do.

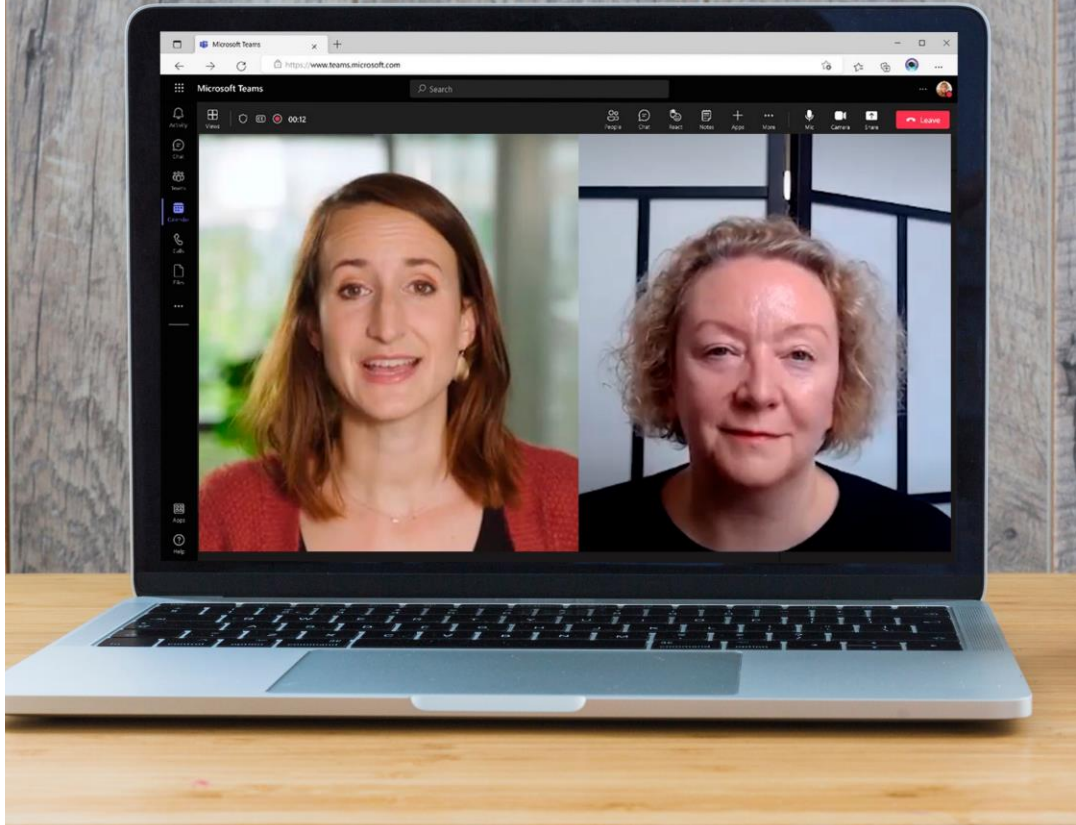
You're starting to talk about the positive things you're doing, but are concerned that it's not cutting through.

That's where we come in.



SG VOICE

Why work with us?



We offer you the most credible and powerful platform to engage with your stakeholders more deeply and:

- Position yourself as a thought leader on sustainable growth and a net zero future.
- Showcase what your business is doing to turn purpose into progress, both financially and operationally, delivering material change.
- Advertise tools and services that will help business leaders to develop and deliver a holistic sustainable strategy.



How we can help

We provide our clients with integrated marketing campaigns, combining our sector knowledge, expertise in marketing and content creation with a passionate and engaged audience, to create powerful content across multiple touchpoints.

We celebrate new hires, deals and investment that accelerates progress. We love innovative technology, tools and services that help others move the dial.



Native Content



Events



Podcasts



Video



Whitepapers



Display advertising

SG VOICE

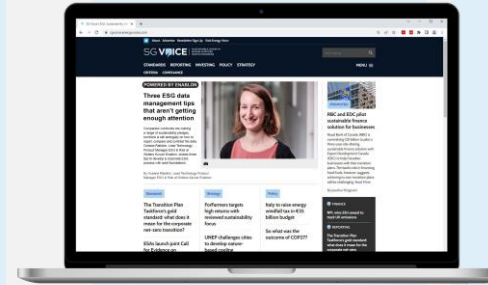
Our channels

SG Voice was created by the team behind our sister brand Energy Voice. SG Voice is a trusted source of breaking news and insight on all things around sustainability in business.

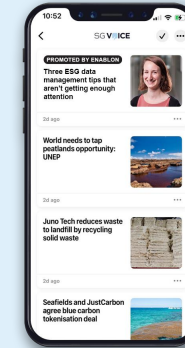
Energy has begun a journey of transformation for a more sustainable future. Where energy is moving, all sectors will follow. SG Voice is taking the conversation beyond energy.

Sustainability is at the forefront of the conversation around how to improve financial markets and the wider economy. This gives SG Voice the opportunity to tackle the most complex stakeholder communication challenge.

Web



Apple



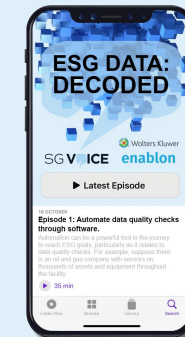
Newsletter



Events



Podcast



Social



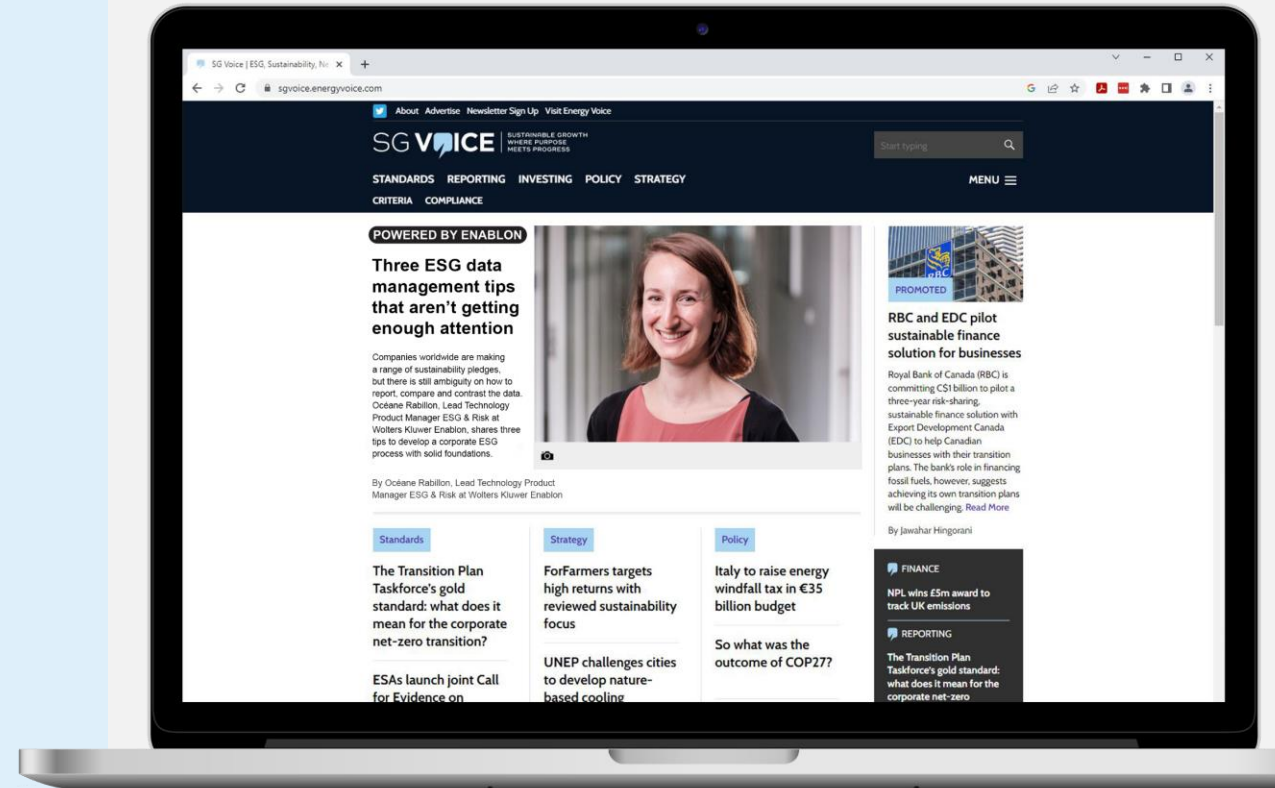
SG VOICE

Channel: web

Our website is a hub for the quality journalism that powers our brand. Combining breaking news, with insight and explainers, decoding the complexities of sustainable growth.

OPPORTUNITIES

Our technical excellence in digital storytelling and delivery, via editorial and video, ensures your content will have maximum impact on its target audience. Display advertising is powered by peerless first party data, enabling interest-based segmentation to precisely target the users that deliver for you.



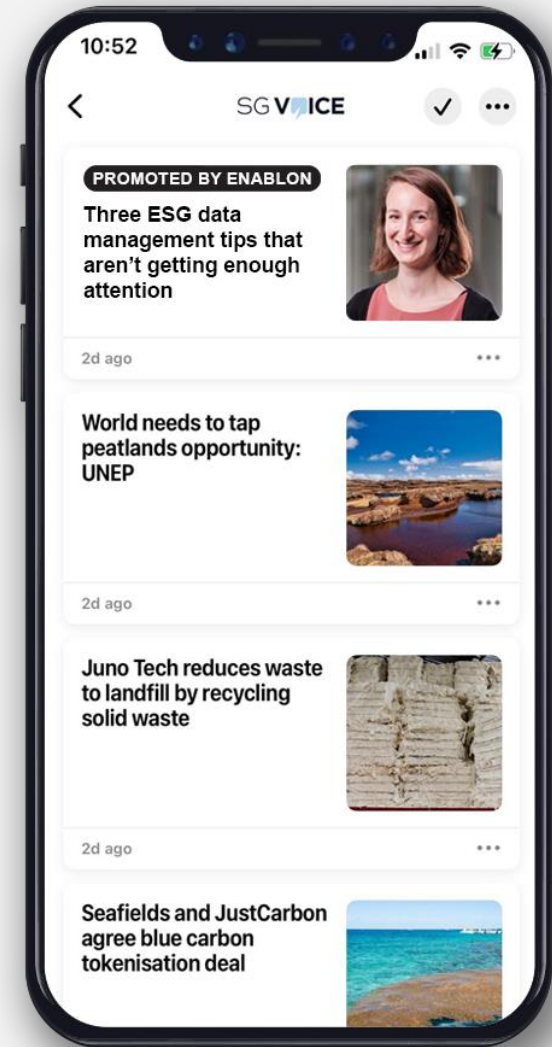


Channel: Apple News

SG Voice is the only brand focused on sustainability within business to feature in the Apple News environment. Our Apple News channel features coverage relating to financial markets and publicly-traded companies, which also appears in the Apple Stocks app.

OPPORTUNITIES

This provides our clients with a unique chance to speak to a huge audience with an active interest in sustainable business practices within finance and technology, by extending their sponsored editorial and display campaigns.



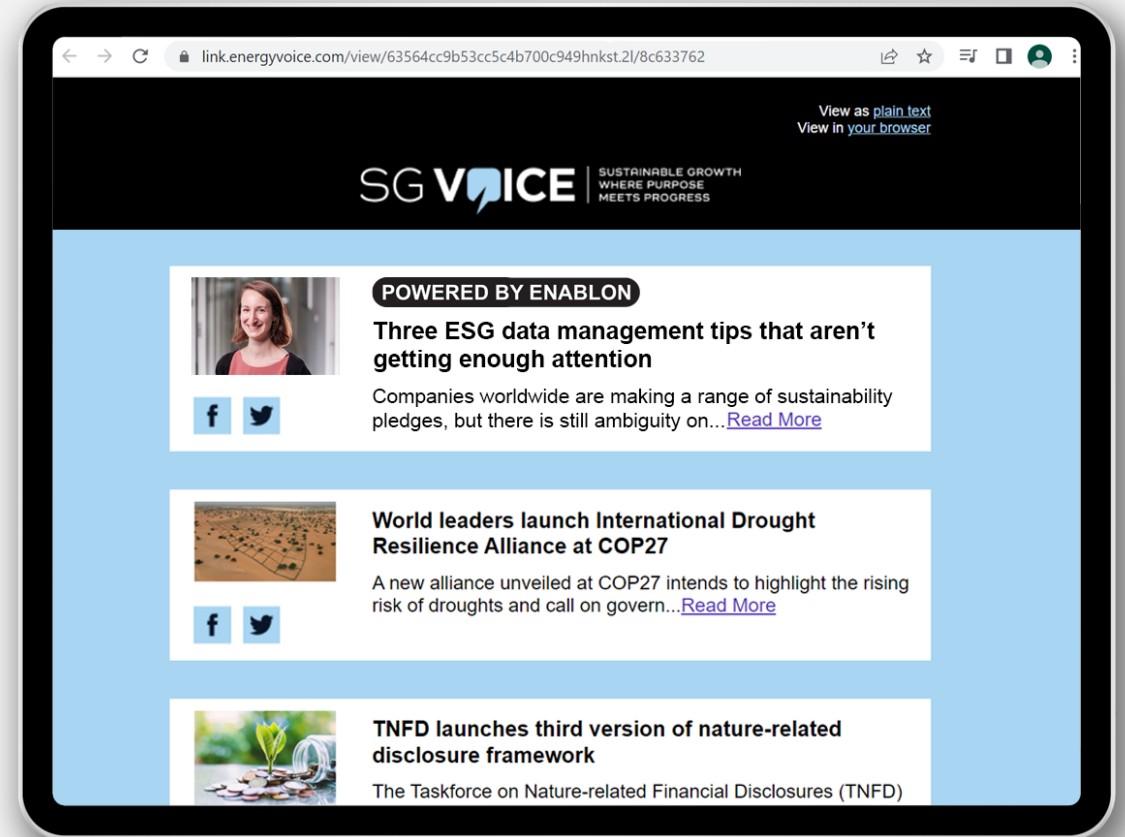
SG VOICE

Channel: email

Curated by our editors, our newsletter acts as essential reading for business professionals across the globe with an interest in sustainability and keeping up with companies making advances in sustainability.

OPPORTUNITIES

Newsletters are a key promotional route for client content. Additionally, we offer limited banner advertising opportunities, offering volume, exclusivity and excellent performance. Finally, our email lists can be made available for dedicated email campaigns with a high value-add for our audience (events, studies, etc).



SG VOICE

Channel: events

We are renowned for excellent physical and virtual events, with a precise focus. Our reputation means we attract A-list speakers, ensuring top-quality debate. And we are experts at event marketing, ensuring a high turnout every time.

OPPORTUNITIES

Event sponsorship packages include high-profile speaking appearances, facilitated networking, multi-format content output, GDPR compliant audience data, and premium visibility in event marketing. We can also produce bespoke events on a co-branded or white-label basis.



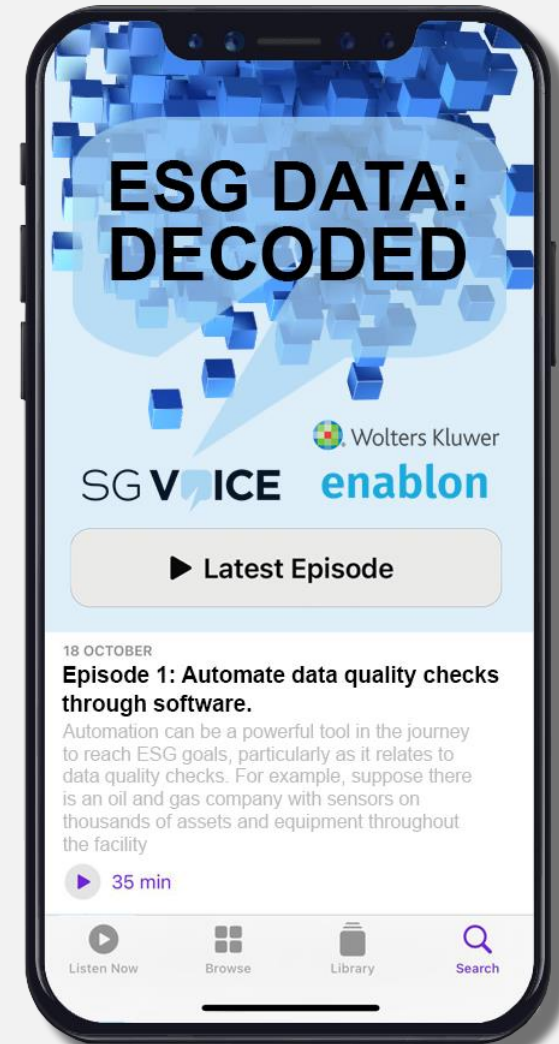
SG VOICE

Channel: podcast

We are an award-winning content partner for bespoke podcast series production. Our podcasts allow our editorial team to debate the week's biggest stories in an insightful yet relaxed and entertaining format.

OPPORTUNITIES

Podcasting allows our commercial partners to connect with audiences in a deep and personal way. Clients can take advantage of monthly sponsorship, standalone, advertising and bespoke pod series.



SG VOICE

Channel: social

Driven by a focus on the people and companies driving change, our social channels are characterised by vibrant content and high engagement.

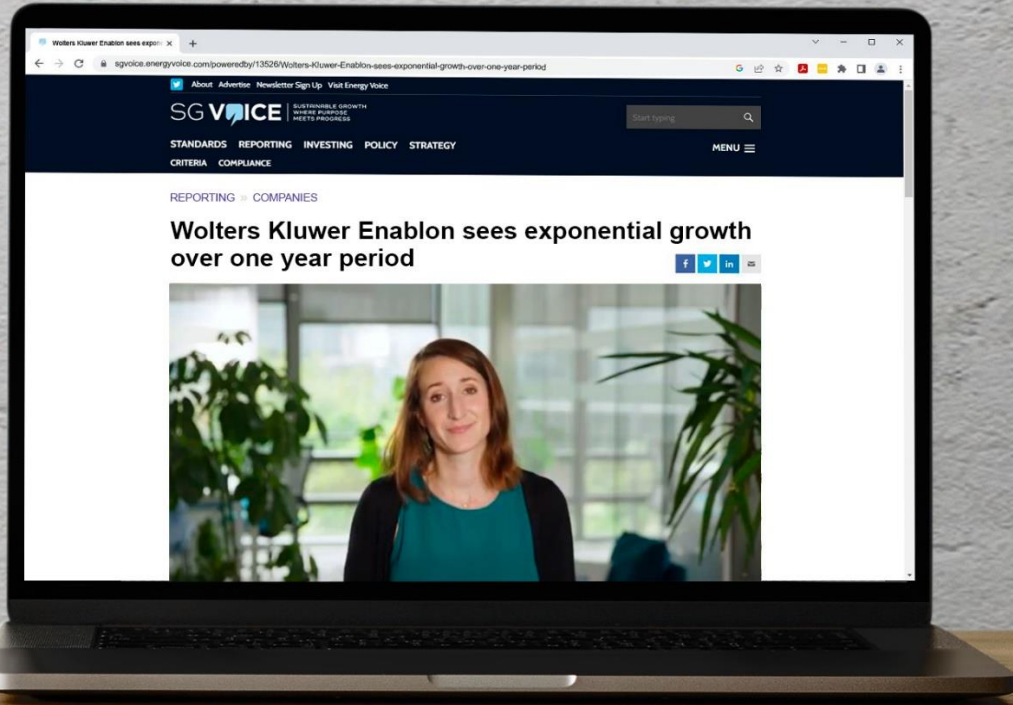
OPPORTUNITIES

Social is a key channel for making client content hit harder. We help design, target and proactively manage paid campaigns across our channels. Our team's expertise in social messaging, asset creation and delivery will help you achieve optimal results. Campaigns ran on our channels can deliver an uplift in CTR of up to 40%.



SG VOICE

What next?



We can help you amplify your stakeholder communications and establish your business as a sustainable growth leader. Get in touch to set up a discovery call, define your challenge, and explore how our content services and multi-channel platform can deliver for you.

Stephen McTaggart
Business Development Manager

+44 7890 417 403

stephen.mctaggart@dcthomson.co.uk

[Website](#)
[LinkedIn](#)
[Twitter](#)