



Module 05

ESG COMMUNICATION

GUIDE FOR SMES

Practical guidance for clear and
effective ESG communication



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Agenda Module 6



- 01 ESG Communication – Do's & Don'ts for SMEs
- 02 Avoiding Greenwashing – What SMEs need to know
- 03 Where SMEs should communicate ESG ?
- 04 ESG Communication template for SMEs

ESG Communication

– Do's & Don'ts for SMEs



DO – Good ESG Communication Practices



- Align with your organization's purpose
- Be authentic
- Make it personal
- Use best examples to advance the impact
- Be specific and factual (use numbers, dates, actions)
- Communicate what you actually do, not what you plan to do "someday"
- Focus on material ESG topics relevant to your business
- Use simple language – ESG is not marketing
- Integrate ESG processes
- Build internal engagement

DON'T – Common Mistakes



- Don't copy ESG language from large corporations
- Don't communicate without specific, measurable data and evidence to support actions.
- Don't hide challenges or risks
- Don't over-promise what cannot be measured or delivered
- Don't create ESG documents without real implementation in daily activities and operational processes
- Don't treat ESG as the responsibility of a single employee, rather than integrating it throughout the entire organization.

Avoiding Greenwashing – What SMEs need to know

What is greenwashing?

Greenwashing is commonly understood as the use of unfair marketing practices that mislead consumers about the environmental friendliness of a given product or service, overstating environmental or social benefits, communicating misleading or unverified ESG claims.



How to avoid greenwashing?



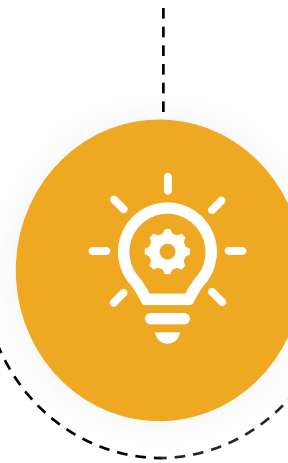
Be transparent
and work with
transparent partners



Standardize
supplier ESG
reporting formats



Use critical
thinking



Verify
suppliers' ESG
claims



Use recognized
certifications and
independent audits



Have a sustainable
development
strategy with
measurable goals



High Risk Claims



"We are carbon neutral" (without calculation or offset method)

False statements in emission tests (hidden data)

"100% sustainable products" (no lifecycle assessment)

"Environmentally friendly company" (no data)

Where SMEs should communicate ESG ?



ESG communication template for SMEs

General Country Information

Country Name:

Size:

Sector:

1. Why ESG matters to our business? (2-3 sentences)

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.....

.....

.....

ESG communication template for SMEs

2. Your key ESG actions

Environmental	Social	Governance

3. Measurable indicators (if available) (e.g. energy use, training hours, waste reduction)

4. What are you currently working on?



- B1** Fundamentals of reporting
- B2** Sustainability practices, policies, and initiatives
- B3** Energy consumption and greenhouse gas emissions
- B4** Environmental pollution
- B5** Biodiversity
- B6** Water consumption and water stress
- B7** Resource use, circular economy, and waste management
- B8** Workforce – general information
- B9** Health and safety
- B10** Compensation, collective bargaining agreements, training
- B11** Corruption and bribery
- C1** Business model & sustainability-related strategies
- C2** Sustainability practices for transitioning to a greener economy
- C3** Climate targets and transition plans
- C4** Climate-related risks
- C5** Extended disclosures on the workforce
- C6** Human rights policy
- C7** Serious human rights violations
- C8** Revenue from critical sectors and exclusion criteria
- C9** Gender diversity in corporate governance

Follow our journey



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