

The Future of ESG and How Companies and People Communicate

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Moderator

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- 1. Establish ESG needs.** First, the organization should conduct a baseline assessment to evaluate its current needs.
- 2. Identify key areas for ESG frameworks.** The organization should identify any areas for potential improvement such as regulatory compliance initiatives, greener data centers, sustainable supply chains, [carbon offsetting](#), or [net-zero](#) emission pledges.
- 3. Set goals.** These goals should align with business strategies and be considered [SMART](#) -- specific, measurable, achievable, realistic, and time-bound.
- 4. Create a timeline.** ESG goals should be broken down into different periods to ensure accountability. These terms can be short, or one (1) to two (2) years; medium, or three (3) to five (5) years; and long, or more than five (5) years.
- 5. Measure and adjust.** Once implemented, the organization should keep track of performance and make periodic adjustments as needed.

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