
ESG 101: AN INDUSTRY DEEP DIVE & HOW TO BOOST YOUR OUTREACH STRATEGY



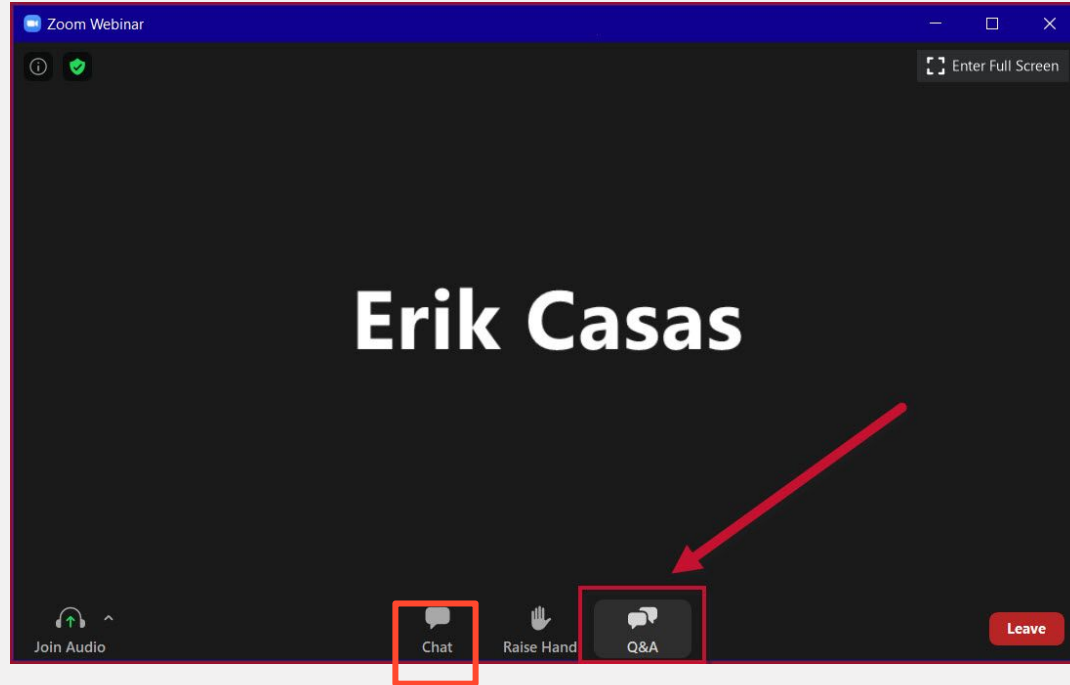
PRESENTED BY:



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HOW TO SUBMIT A QUESTION



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AGENDA



What you need to know about ESG and why it matters.



Best practises for outreach and actionable tips and tricks when implementing your outreach strategy



Interactive Q&A with actionable use case examples using Gazelle.ai data





WHAT IS ESG?

SET OF CRITERIA FOR ESG COMPANIES



WHAT IS AN ESG COMPANY?

- ➔ It refers to a set of criteria measuring a wide array of company attributes that impact the lives of both stakeholders and non-stakeholders.
- ➔ A company's overall carbon footprint to their internal audit and financial control practices might fall under the umbrella of ESG (transparency, reporting, and accountability)
- ➔ Prioritize factors such as ecological impact and sustainability when choosing who to buy from or do business with.
- ➔ A 2020 study by Morgan Stanley found that over 50% of customers prefer to engage with purpose-driven companies and look for organizations that have successfully implemented strong sustainability practices across all vertices of environmental, social, and governance are able to strengthen their brand equity, driving higher share prices over the long term.



A lush green forest with tall trees and sunlight filtering through the canopy. The text is overlaid in the center.

ESG INDUSTRIES TO WATCH FOR

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ESG INDUSTRIES TO WATCH FOR:

- Greentech
- Renewable Energy
- Cleantech
- Waste Management
- Solar Power
- Blue Economy
- Sustainable Construction Materials
- Green Finance
- Wind Energy
- Mobility (Scooters, ride-share programs)
- Water as a renewable resource

A vibrant, sunlit forest scene with tall, thin trees and a mossy ground. The sunlight creates a warm, golden glow, filtering through the dense canopy. The overall atmosphere is peaceful and natural.

HOW IS ESG PERFORMANCE MEASURED



HOW IS ESG PERFORMANCE MEASURED?

A list of the most commonly utilized resources and metrics includes:

- The United Nations Sustainable Development Goals
- Morningstar Sustainalytics
- Institutional Shareholder Services ESG
- Moody's ESG
- MSCI ESG Ratings
- S&P Global ESG Risk Atlas
- Bloomberg ESG Data
- Sustainable Fitch ESG Ratings, Data & Analysis

A vibrant, sunlit forest scene with tall, slender trees and a thick carpet of green moss on the forest floor. Sunlight filters through the canopy, creating a warm, golden glow. The text "GROWING GROWING AND MORE GROWING" is overlaid in large, bold, white letters.

**GROWING
GROWING AND
MORE
GROWING**



Why ESG Matters

1. Internal and external reporting on ESG benchmarks offer those on the hunt for FDI additional information they can use to narrow their search for the perfect candidates.
1. A region may be able to offer opportunities for improvement to a firm that struggling in a particular area of ESG
1. ESG is driving powerful trends in several major industries, from energy to logistics.



Global ESG assets are on track to exceed \$53 trillion by 2025.

(Bloomberg Intelligence February 23, 2021)

A photograph of a forest with tall, thin trees and a ground covered in green moss. Sunlight filters through the trees, creating a bright, hazy atmosphere. The text is overlaid in the center of the image.

TOP 10 CITIES TO TARGET IN YOUR 2023 OUTREACH STRATEGY

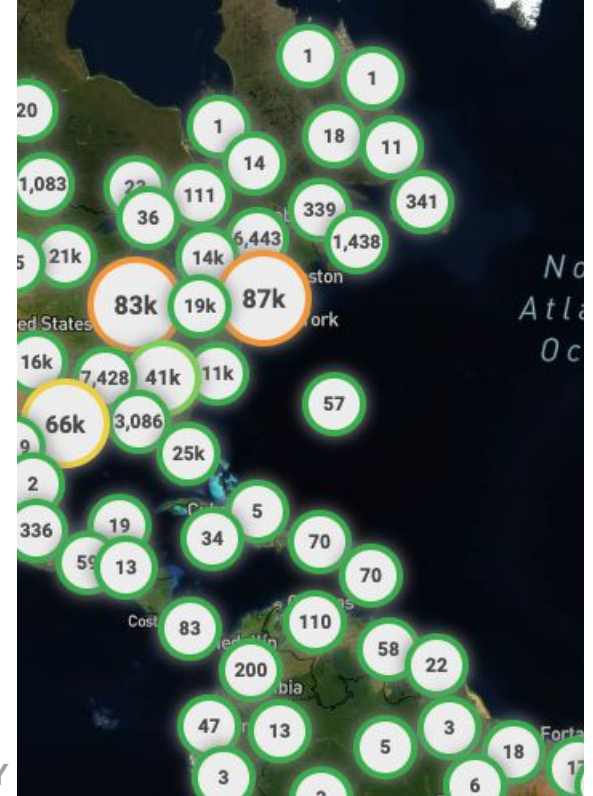
TOP 10 CITIES WITH THE HIGHEST ESG INDEX



Sustanalytics' Top Rated ESG Companies 2022



1. London
2. Frankfurt
3. San Francisco
4. Paris
5. Sidney
6. Washington
7. Toronto
8. Madrid
9. Hong Kong
10. Singapore



MAKING THE CONNECTION WITH OUR FEATURED LISTS

 [Sustainable Development Technology Canada](#)

 [Sustanalytics' Top Rated ESG Companies 2022](#)




Search



Welcome Katie Vilaranda 

FEATURED LISTS

 Published date

 Recently added

 Alphabetically

 Year 

 Source 



Fast Company The World's Most Innovative Companies (2022)



Top Electric Vehicle Companies | Canada (2022)



Life Science Companies Funded by Big Pharma (2022)



UK Tech Startups and Scaleups to Watch in 2022 (2022)



Top Taiwan Manufacturing Companies & Startups (2022)



Global Cleantech 100 (2021)



Asia-Pacific's Fastest Growing Companies (2021)



Fastest Growing Startups | Munich (2020)



Deloitte Technology Fast 500 APAC (2019)



Fastest Growing Startups | Barcelona (2020)

MAKING THE CONNECTION WITH OUR TRADE SHOWS



[Smart City Expo Barcelona](#) - November 15th - 17th, 2022 Barcelona, Spain



[London Climate Technology Show](#) - October 19th - 20th, 2022 London, United Kingdom



[Greentech Festival Conference](#) - October 13th - 14th, 2022 London, United Kingdom

MAKING THE CONNECTION WITH OUR PROJECTS



Company: [Beyond Meat](#)
HQ: United States
Project Type: Production Facility
Project Destination: United States



Company: [ECO Paving](#)
HQ: Canada
Project Type: Warehousing and Distribution
Project Destination: United States



Company: [AEROFarms](#)
HQ: United States
Project Type: Production Facility
Project Destination: Canada



Company: [ECOSTERYL](#)
HQ: Belgium
Project Type: Production Facility
Project Destination: France



Company: [Terrapower](#)
HQ: United States
Project Type: Commercial Office
Project Destination: Belgium

**LET'S BOOST
YOUR
OUTREACH
STRATEGY**



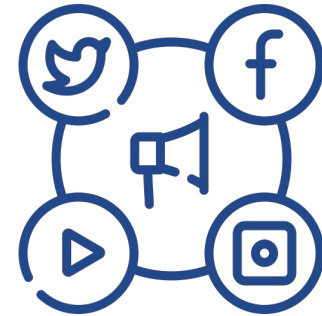
DO HAVE MULTI-FORMS OF OUTREACH



Telephone



Email



Social Media



DON'T ONLY SEND **1** OR **2** FORMS OF OUTREACH COMMUNICATION



Telephone



Email



Social Media

**Companies that nurture their leads get 45% + lead generation
ROI than companies that do not.**



DON'T FORGET TO FOLLOW UP!

Nurturing is an integral part of the engagement process. Nurtured leads produce a 20% increase in closed/wins versus non-nurtured leads.

(Source: DemandGen Report).



BONUS:

BY JOINING US TODAY - YOU'LL RECEIVE ALL OF OUR STEP-BY-STEP PLUG'N PLAY OUTREACH SCRIPTS TO MAKE YOUR OUTREACH EVEN EASIER!

ESG 101: AN INDUSTRY DEEP DIVE & HOW TO BOOST YOUR OUTREACH STRATEGY



A hand holding a white envelope with the text "Sample Templates" overlaid on it. The background is a blurred image of a person in a white lab coat.

Sample Templates

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



MAKING PHONE CALLS - SAMPLE VOICEMAIL

Hi [contact's name], this is [your name] from [your organization]. I wanted to chat with you about how we can support your growth plans in [your area]. We think that [your value proposition] and would love to talk to you soon.

You can reach me at [your phone number].



THE FIRST EMAIL - SAILPOINT EXAMPLE



Subject: {insert name}, our region can support your innovation

Hi {insert name},

I recently came across an article from Forbes written by Grady Summers, it spoke about Sailpoint's commitment to staying ahead of your customer's security needs and innovating beyond traditional identity security for the modern workplace. As the company expands and looks at ways to strengthen its product offering while maintaining its position as an industry leader, I encourage you to consider Dresden for your investment. As Sailpoint continues to build out its technology, I want to ensure you are aware of the benefits to investing in the region. Innovative companies like yours are expanding to Dresden where they can access a growing technology hub, regional economic incentives, and a prime location, which are critical as Sailpoint builds out its technology.

Do you have 15 minutes over the next couple of weeks to discuss Sailpoint's expansion projects and how Dresden may be an optimal fit for global investment? I'm happy to share other North American companies that have invested in Dresden and the financial incentives available.

Please let me know when the best time is to connect it.

Kind regards,





LINKEDIN - CONNECTION

Send a connection request to your contact.

Include a short message that is similar in format to the first email - but keep it short!

Hi there {name},

I see we're both passionate about the future of security technology companies and the importance of global investment. I'd love to connect to discuss future opportunities.



OUTREACH CADENCE AT A GLANCE

Quick Start Outreach Plan				
Day 1	Day 2	Day 3	Day 4	Day 5
<i>Email 1</i>	<i>Email 2 - a.m.</i> <i>Call 1 - p.m.</i>	LinkedIn Connect	<i>Email 3</i> <i>Call 2</i>	<i>Email 4 and Call 3</i> <i>(leave a voicemail)</i> <i>- both in a.m.</i>
Day 7	Day 9	Day 10	Day 13	Day 15
<i>Email 5</i> <i>LinkedIn InMail</i>	<i>Email 6</i> <i>Call 4</i>	<i>Comment on</i> <i>LinkedIn post</i>	<i>Email 7</i>	<i>Call 5</i>



TAKEAWAYS

- ➔ What is the ESG market and why you should include it in your outreach program
- ➔ The growth of the ESG market and how to use Gazelle and our data in your outreach strategy
- ➔ Which countries worldwide to include in your outreach strategy
- ➔ The importance of nurturing your leads!



QUESTIONS?

SAVE THE DATE

DATE: NOVEMBER, 23rd 2022

TIME: 8:30AM / 11:30AM EST

TOPIC: TOP 10 EMERGING INDUSTRIES TO WATCH FOR IN 2023



THANK YOU!



Jenna Lane
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Customer Experience**



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