

ESG Report Card

Here's a quick & easy way to "take yourself to grad school" without the tuition! Take our on-line tutorial on whether your Environmental strategies warrant a "passing grade." Simply select your grade for each item and see your score at the bottom. We hope you're an "ESG Valedictorian!"

We are developing integrated ESG strategies for realizing Scope 1, 2, & 3 sustainability objectives & EPI/KPI's for measuring our progress.

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Our brand mission, vision & narrative guide our everyday operations & are consistent with our ESG goals.

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We have joined and support some global NGO's that measure and certify our ESG goals and progress.

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We are working with our supply chain partners to agree on Scope 3 ESG goals and instituting tracing methods and transparency standards.

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We have seminars for our employees on how to avoid Greenwashing and update those with current FTC regulations, local/state statutes and relevant court cases.

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We have a professional sustainability officer with a dedicated staff & direct access to the C-Level executives.

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At corporate meetings including the board of directors, ESG/Sustainability is a fixed agenda topic.

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We understand de-carbonization credits & offsets and are planning to use these to reduce our carbon footprint.

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We survey our core customers to solicit their views on how our sustainability initiatives resonate with them.

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In our communications, we have reimagined value creation by thinking in terms of "Stakeholders" for "Shareholders" & "Prosperity" for "Profit".

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If you averaged a "B+" (3.5 GPA) or higher - We congratulate you in advance for what will be a terrific year. If not, why not give us a call 609-577-5700 or email us at bill@wdamarketing.com.

YOUR SCORE