

## Reconciling Different ESG Needs

# Corporate Personas

### Board Needs

#### Assurance

- As fiduciaries steering the organization towards a sustainable future we want to know that the information we are receiving is decision useful, data driven and evidence based
- We want to know that our ESG data governance framework and its underpinning AI enabled technology systems reflect internationally proven and accepted standards.

### CEO Needs

#### Evidence of Performance & Long-term Viability

- I want to know what's around the corner
- I want to know what opportunities we can exploit ahead of our less adaptive competitors
- I want to know about risks to our business and operating models in time to do what's needed

### CFO Needs

#### Integrated Financial & Non-Financial Data Integrity Business Model-Scenario Analysis

- I want to know that we can trust the data driving the information which informs our value generation strategies
- I want to know that we are prepared for changes in corporate reporting, changing stakeholder influences and audit

### ESG Program Needs

#### Gather & Aggregate ESG Data to the Same Standard as Financial Data

- We want easy to use, easy to deploy, easy to manage AI enabled technologies to gather and aggregate data from across the organization
- We want an ESG 'Platform of Record' in which we can wrangle 3rd party data
- We want cool, sharp, super intuitive data visualizations that simplify complex decision useful 'actionable information'

### Investor Relations/Corporate Affairs/ Communications Needs

#### Availability of Reliable Information

- We want one source of relevant, reliable and readily available information for the tsunami of queries coming from the growing number of diverse stakeholders