Build a Sustainable ESG Solution With LTIMindtree’s Salesforce ESG Offering
ESG assets are expected to grow to around $53 trillion by 2025. Adopting and implementing sustainable ESG practices is no more an option for organizations across the world as they seek to deliver the best environmental and social experiences and values to their customers, vendors, and employees and comply to various governmental laws.

Toward that end, organizations worldwide are looking for tangible and impactful ways to reduce their greenhouse gas emissions and carbon footprints, instill best practices for governance, and implement best-in-class social practices. However, implementing best-in-class ESG practice is not about ticking various boxes. It’s about creating a tangible, practical plan that achieves actual results.

Quick glance at some ESG trends

- **$50 Trillion**: ESG AUM by 2025.
- **$20 Trillion**: US Millennial direct in ESG Investment.
- **$4 Trillion**: ESG debt market could swell to $15T by 2025.

![ESG Data Consumption](chart1)

- **Asset managers**: 59%
- **Asset Owners**: 19%
- **Sell Side Firms**: 11%
- **Investment advisors**: 6%
- **Corporates**: 4%

![ESG Data Spending](chart2)

- **Europe**: 60%
- **America**: 33%
- **Asia**: 7%

Expansion of Europe’s ESG products will serve as a barometer for the global market.
Some Key Initiatives Driving ESG Standards and Considerations for Organizations

LTIMindtree’s Salesforce ESG Offering

Built on top of the Salesforce platform, LTIMindtree’s Salesforce ESG offering is designed to support businesses in measuring and monitoring their carbon footprint, focusing on Scope one, two, and three, social governance and diversity. Organizations can shape their business strategies, optimize their technology usage, and accelerate the implementation of Salesforce Net Zero Cloud and industry-standard analytics for social and governance practices and address their ESG needs through LTIMindtree’s Salesforce ESG offering.

With LTIMindtree’s Salesforce ESG offering, organizations can:

- Analyze carbon emissions and footprints across Scope one, two, and three emissions and formulate a climate action plan.
- Get a Customer 360 view in the Salesforce platform for an easily measurable plan.
- Get advanced Social and Governance dashboards within the organization to empower decision makers with executive-ready report data.
- Get actionable insights based on the analytics.
- Get integrated case management to raise concerns and actions for appropriate channels.
- Provision to raise risk based on the ESG goals and action plan.
- Get sentiment analysis by integrating SFMC social studio and dashboards to monitor social media responses for ESG initiatives.
- Collaborate within the organization on the ESG trends and raise the awareness.

EU Climate Benchmarks and Benchmark’s ESG Disclosures -- “EU Climate Transition”, “EU Paris Aligned”.
EU Technical Expert Group on Sustainable Finance (TEG).
EU Sustainable Finance Disclosure Regulation (SFDR).
Draft technical standards on sustainability indicators Fuller transparency disclosure for larger market participant.
EU Taxonomy for Sustainable Activities Transparency requirements for annual reports.
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Power of Salesforce Net Zero

**Flexible, Agile, and Scalable Platform**
Use the full power of Salesforce to customize apps and workflows and seamlessly integrate data from multiple sources.

**Predict emissions: Easily lower your carbon footprint:**
Predict your monthly carbon footprint and accordingly take steps to reduce it mid-month. Einstein uses occupancy data, past electricity use, etc. to do so.

**Actionable Insights**
Find your fastest path to net zero with what-if analysis, alignment to science-based targets, and forecasting.

**Trusted Supplier Engagement**
Enable secure supplier collaboration with a prebuilt portal template and a supplier management data model.

**Dashboards (Powered by Tableau)**
Get a single view of your organization’s total carbon footprint and a holistic view of the critical elements that influence your path to net zero.

**Comprehensive and Easy Reporting**
Get investor-grade data all in one place with detailed dashboards for Scope one, two, and three emissions in addition to waste management.

Sample Net Zero Cloud dashboards:

**Climate Action Dashboard:** Organizations can use this dashboard to gain valuable insights into where and how their emissions are generated. This, in turn, can help them charter a clear climate action plan.

**Business Travel Impact Dashboard:** An often underestimated contributor to an organization’s emissions is its business travel. This dashboard can help organizations effectively track the emissions generated from their corporate travels.

**Waste Management Dashboard:** Every organization produces some kind of waste, which inevitably result in emissions. With this dashboard, organizations can find an effective way of tracking, measuring, and eventually reducing emissions generated from waste.

**Audit Dashboard:** Organizations need effective ways to analyze both their carbon emissions and verify the accuracy of that data. That’s where this dashboard comes in handy.
Social sentiment analysis dashboard on CRM Analytics

- NetZero app has been set up on SFMC Social Studio (SS) to monitor social posts on Twitter and FB.
- Dashboards on SS to monitor social sentiment and feed status.
- Social studio and Salesforce CRM have been connected.
- Social studio automation has been leveraged with specific rules to push information into Salesforce CRM.
- Data from lead is synced into CRM Analytics.
- Einstein Analytics calculates feed-wise sentiment.
- The dashboard displays the outcome of social media response.

Social studio dashboard screen snap.
Sentiment Analysis dashboard in Salesforce ESG App.

Enabling traceability in the areas of Gender diversity, Disability Inclusion, and Demographics using CRM Analytics.
Benefits of ESG App

- Get best-in-class dashboards with Salesforce Net Zero Cloud to calculate your carbon emissions from sources like Business Travel, Fuel and Electricity use, and supply chain emissions, etc.

- Get rid of spreadsheets, continuously monitor where you are in your ESG journey, and create reports in days instead of weeks or months.

- Avoid issues in traditional methods like incomplete data records and manual data checking.

- Get easy-to-read dynamic dashboards help visualize carbon emissions, diversity and inclusion and decide on corrective actions to be taken.

- Create awareness, trust, and transparency with the stakeholders. Provide investors, customers, and shareholders with an accurate picture of your sustainability efforts.
Take your business to the future, faster. Launch your very own ESG app to tackle all the aspects of ESG with LTIMindtree’s help.

Contact us info@ltimindtree.com

References:


https://www.coursehero.com/file/108055432/ESG-Investing-whitepaperpdf/


Take your business to the future, faster.

Leverage LTIMindtree’s partnership with Salesforce.