



2024

ESG Impact Template

How to create an ESG Impact Summary to support business development.

HELPING YOU LEAD A SUSTAINABLE BUSINESS,
TODAY AND TOMORROW

The MCAA Manufacturer / Supplier Council has created this ESG Resource Guide to help you differentiate your business and prepare for long-term success in an evolving environment.

Created by

Ferguson | SLOAN | Stanley Black & Decker | Telesto Strategy | Trane | Victaulic | Watts



Overview of this document

Demonstrating environmental, social, and governance (ESG) awareness and impact is now table stakes for business development. Developers, real estate investors, and others are increasingly including ESG in their procurement and vendor selection process as part of meeting their own ESG goals. Demonstrating your own commitment to ESG will improve your positioning in competitive bids and show potential customers how you will help them meet their own ESG commitments.

To help your company's business development, the MCAA has created this document on how to prepare your company's first summary of its ESG impact and commitments. **The resulting document can be included in all your RFP bids and similar submissions to increase your overall attractiveness to potential clients and win more work for your company.** Additionally, the process of creating this document will help you identify even more ways that you can align with the ESG expectations of your customers.

For many businesses, creating this first summary is a way to recognize the significant impact you have through caring for your employees and your communities. From your safety programs, employee training, community engagement, local supplier programs and more, you have much to celebrate in your ESG Plan Template.

The following sections of this document provide a template of how to create your first ESG Plan. The resulting document can be used to demonstrate to your customers the significant ESG impact you have today and any related commitments for the future.

Though ESG reports vary by company, many first reports will include four key sections:

- Introduction to your company
- Recognition and select highlights
- Summary of ESG initiatives and impact
- Key ESG commitments and goals

The following sections of this document provide instructions and examples of how to complete each of these items. The final section is a draft template you may use to create your first report, or you can create your own document from scratch.

We encourage you to consult the accompanying ESG Resources Guide when developing your plan, and to reach out to the creators of this document with any questions.

Section 1 of the ESG Plan: Introduction

The beginning of your ESG Plan should be an introduction that provides an overview of your company's history, values, and objectives – especially those that relate to ESG. Your introduction, which typically includes 2-4 paragraphs, should cover a few key points:

- 1. Tell your company history.** Share the history and journey of your company, including when you were founded, what you are known for, and key milestones in your history.
- 2. Share what matters to you and your company.** Include a sentence or paragraph on what issues matter most to your leadership team. Some examples might include supporting your community in providing places to live and work, providing good jobs for people with diverse backgrounds including veterans, ensuring safety of your employees, supporting local community organizations, and more. If your company has a specific mission, vision, or set of values, be sure to mention these too.
- 3. Highlight a few examples of your impact such as key projects, training and safety programs, giving back to the community, good employer awards, or anything else of which you are proud.** These can be the same the examples or awards that you highlight in sections 2 and 3 of the document.

Note that your About section should be just an overview – further details of each item can be included later in your ESG Plan.

Please see below for examples of introductory sections from leading companies:

Example 1: Stanley Black & Decker - [About Us](#)

Building the trust of those who build and shape the world around us.

Headquartered in the USA, Stanley Black & Decker provides the tools and innovative solutions you can trust to get the job done – and we have since 1843.

You know us well for the tools we make that become household names – and jobsite essentials. Brands like DEWALT, BLACK+DECKER, CRAFTSMAN, STANLEY, Cub Cadet, Hustler and Troy-Bilt. But that's only the beginning.

As the first name in engineered fastening systems, we help keep your car secure and mobile phone intact. As a global leader in industrial solutions, we provide the infrastructure systems that reinforce the roads you drive on, build the bridges you cross and even deliver the energy that powers your life.

At the end of the day, what we really build is trust. The trust of our customers, our employees, our communities and our stakeholders.

No matter how much things change, our commitment to being part of building a better world will remain steadfast.

Serving those who make the world is a big job. One that calls for collaboration, empathy, expertise and the highest level of innovation.

That's why we join forces. By bringing together the best of the best, we're developing exceptional products and services that make life easier – and empower people to do better, safer, more significant work.

Across our businesses, we're investing in breakthrough innovation and digital excellence, striving for outperformance and increasing our focus on social responsibility.

Delivering value to our customers, colleagues and communities. That's how we define success. Our commitment to quality, safety and sustainability helps us on our path to being a people-centric global industrial company committed to helping make the world.

Example 2: Trane - [About Us](#)

We're innovating like the planet depends on it. Because it does.

Trane, by Trane Technologies – a global climate innovator, is the building technology and energy solutions company providing individualized, right-sized, and forward-looking solutions for commercial and industrial applications. Practicing at the height of digital and manufacturing excellence and quality, we're leading an ambitious movement to decarbonize the built environment for both the people and the planet.

We help customers succeed by providing innovative solutions that optimize indoor environments through a broad portfolio of indoor environment and climate solutions, energy and sustainability services, and building automation systems.

Trane empowers today's executives, engineers, contractors, facility managers and building owners in an array of markets including education, healthcare, government, data centers, retail, and commercial real estate. We offer global expertise and local execution to identify and implement the highest quality solutions.

As a part of Trane Technologies, the work we do each day progresses us towards our ambitious 2030 Sustainability Commitments and 2050 Net-Zero carbon target. More than being expert engineers, technicians, and business leaders, we are practical idealists pursuing purposeful, yet ambitious innovation focused on meeting the climate and sustainability needs of our customers and our planet.

A History of Impactful Innovation [which includes images and details from founding to present]

Right Now. Right Tomorrow.

We're focused on providing commercial and industrial indoor environment and climate solutions, energy and sustainability services, and building automation systems that enable you to reduce your total carbon footprint and meet your environmental sustainability goals. The Trane difference is we deploy a depth and breadth of expertise, backgrounds, and perspectives to both innovate new technologies and individualized solutions that get it right for both the customer today and the world tomorrow.

Section 2 of the ESG Plan: Recognition and select highlights

In the second section of your ESG Plan, you may highlight recognitions of your company and a few specific projects or examples of your impact. While this is optional, it does afford you an opportunity to highlight to potential external customers how your company is embracing the principles of ESG through its day-to-day operations.

Further details on what to include in this section:

- **Recognition and awards that your company has received.** This can be any award of which you are proud – nearly all such awards fit within the structure of ESG. For example, “Great employer” or safety awards demonstrate how you value your employees, a key section of the ‘S’ of ESG. Recognition for enhancing your community, creating jobs, and supporting local suppliers are also ‘S’ awards. You may also include relevant certifications and memberships.
- **Highlights of your impact.** This is an opportunity to go deep on any examples of impacting your community and/or the environment of which you are especially proud. This can include specific construction projects, community volunteer days, sponsoring local little league teams, and more.

For these highlights, feel free to write out a few sentences explaining the context, the approach that your company took (if relevant), and the resulting impact. Feel free to highlight environmental aspects of construction like LEED certified buildings or using WaterSense products. You may also include pictures of the project, such as the completed construction or a team photo.

Section 3 of the ESG Plan: Summary of ESG Initiatives and Impact

The purpose of this section is to provide your audience with a list of your company’s current ESG initiatives and impact. While Section 2 is intended for highlighting 2-3 specific programs or projects with details and photos, this section is for providing a broad overview of your ESG impact. Many companies find that they are already doing many things that align with the principles of ESG, such as:

- Employee health and safety programs
- Employee training and apprenticeship programs
- Job creation
- Giving back to the community through philanthropy or volunteering
- Adhering to relevant regulations
- Responsible material disposal
- Constructing safe, efficient structures for your community
- Examples of your company’s community impact programs such as volunteer days

Below is a list of common ways that MCAA companies create ESG impact in their communities. We encourage you to create a similarly structured list of environmental, social, and governance initiatives at your company. Your list does not need to be deeply detailed or exhaustive; just 1-2 sentences for a few of the following bullets

is fine. In aggregate, this section should inform your audience of the many ways in which you operate your company ethically and responsibly.

Finally, we encourage you to **quantify** wherever possible in this section, and also consult the accompanying **ESG Resource Guide** document for further information on any of the technical or specific terms below.

Social

- **Employee health and safety** programs, relevant regulations followed such as OSHA, and/or evidence of success such as TRIR, LTR, DART, and/or EMR (all optional)
- **Employee's union benefits** such as health insurance, pension plans, career advancement and apprenticeship programs, saving plans, established working hours and/or overtime rates, guaranteed safe working conditions enforced by OSHA, contractor-supplied tools, and more
- **Employee training programs** and/or total training hours
- **Employee diversity** such as percent of employees that are women, people of color, or veterans, and any programs to encourage employee diversity or hire from nontraditional sources
- **Job creation, especially for diverse populations and veterans**, including your approximate number of employees
- **Using union labor** and its related impacts such as higher productivity and overall cost savings for your customers relative to open shop labor¹
- **Mental health programs** provided to your employees
- **Any projects or collaborations with local education institutions** such as local schools, community colleges, training programs, placement agencies, etc.
- **Philanthropy and community engagement** such as local volunteering or sponsoring local institutions such as little league teams

Environmental

- **Responsible waste disposal** at construction sites
- **Recycling** programs for construction materials or in your offices
- **Any mandatory environmental requirements of local unions** such as recycling or waste disposal
- **Installing high energy efficiency or low emission solutions** such as LED lighting, high efficiency HVAC systems, energy management systems, high efficiency windows, or products with Energy Star certifications
- **Using electric alternatives to gas- or natural gas systems** such as heat pumps
- **Using electric vehicles** including electric cars/trucks, electrifying your fleet or electric construction machinery like electric forklifts
- **Policies that reduce unnecessary gasoline usage** such as employee carpooling, reducing vehicle idle time, efficient route planning, etc.
- **Installing water efficient products** such as those with WaterSense
- **Using or providing products with sustainable lifecycles** such as those with C2C (Cradle to Cradle) certification or Environmental Product Declarations (EPDs)

¹ Mechanical Industry Advancement Fund (MIAF) Independent Project Analysis (IPA), *Quantifying the Value of Union Labor in Construction Projects* (2022). [Link](#)

- **Constructing environmentally sustainable buildings** with certifications like LEED, onsite renewable energy such as solar panels on the roof or wind turbines, onsite energy storage such as batteries (both electric and thermal), etc.
- **Landscaping that supports conservation** e.g. utilizes local plant species, minimizes water runoff, etc.
- **Any projects or collaborations with environmental conservation or sustainability organizations** such as projects for city parks, state or national parks, environmental NGOs, etc.

Governance

Note: for small- and medium-sized private businesses, this section is typically used for highlighting the rules that your business operates by to ensure it is safe and secure. Several examples of this are below:

- **Adherence to relevant regulations** such as training, employee safety, environmental regulations, etc.
- **Providing a hotline for employee complaints** such as posting information about hotlines provided by the local union
- **Ethical business policies** such as employee code of conduct, employee policies and processes, your employee handbook, etc. You can highlight specific policies of which you are particularly proud, such as requiring employees to step away from a construction site when using their cellphone
- **ESG leadership** such as an ESG steering committee or team; these can be individuals who have other day-to-day responsibilities but come together on an occasional basis to work on ESG issues
- **Independent accounting** and auditing of your finances
- **Engaging your stakeholders including employees and customers** to understand their ESG needs and priorities; this can include employee feedback, customer engagement, reviewing customer's ESG reports and commitments, engaging local community leaders on job creation and/or environmental topics, etc.
- **Board of Directors** Establish or engage with board of directors or governing committee.

Section 4 of the ESG Plan: Key ESG Commitments and Goals

To conclude your ESG Plan, share your company's key ESG commitments and goals. Consider 3-5 key ESG commitments that your company has made and, if relevant, provide details on their progress.

Below are several examples of potential ESG commitments for your company to consider. As this is your first ESG Plan, it's ok to start with conservative commitments – or even none at all in some categories. Simply committing to gather data and set a baseline (for example, tracking utility bills and energy use) is a great goal for a first plan. We encourage you to start with goals that are achievable and explore additional commitments in the future.

You do not need to commit to all of the examples below. Most companies only set a handful of conservative commitments in their first plan, many of which are soft commitments such as prioritizing X or exploring Y. We suggest that you only set commitments which are achievable and align with your existing business strategy. **Please also consult the ESG Resource Guide for more information on these topics.**

Category	Examples of commitments
Employee safety and training	<ul style="list-style-type: none"> • Continue adherence to relevant safety and training regulations • Collect data on TRIR, LTR, DART, or EMR, and/or achieve certain targets • Support employee continuing education / provide CEU programs • Provide X hours of training per year per employee • Implement additional training or safety programs
Diversity	<ul style="list-style-type: none"> • Create employee diversity or resource groups • Increase the number of diverse employees, such as more veterans, women, disabled persons, or people of color • Support and/or join external diversity groups such as urban youth development organizations, veterans career programs, etc. • Track and report employee diversity data • Track and report supplier diversity data, such as the % of your suppliers that are local, women owned, etc.
Sustainable products or services	<ul style="list-style-type: none"> • Continue adherence to relevant waste disposal regulations • Track and report your company's energy and/or fuel usage • Reduce idling of construction equipment and vehicles • Introduce employee carpooling programs • Implement company recycling programs • Refurbish and/or donate old tools, appliances, etc. • Reduce use of single-use plastics (e.g., encourage employees to use reusable water bottles over plastic water bottles) • Prioritize the use of recycled and sustainable materials where possible • Train employees on installing sustainable building technologies such as solar systems, energy management systems, high efficiency water fixtures, heat pumps, etc. • Use electric construction equipment such as electric forklifts • Using electric vehicles for employee transportation • Engaging suppliers of sustainable building materials such as low carbon concrete suppliers • To the best of our ability, aligning with sustainable supplier requirements of our customers
Governance	<ul style="list-style-type: none"> • Continue adherence to all relevant regulations • Publish employee code of conduct • Publish supplier code of conduct • Publish employee handbook • Develop additional employee policies to promote safety and sustainability • Engage third party auditor and/or accounting service • Establish an ESG committee
General / other	<ul style="list-style-type: none"> • Establish or continue employee volunteer days • Regularly update website with relevant ESG metrics per other commitments

Optional template for creating your ESG Plan

Use the instructions in the previous sections to help you complete the template below. When finished, delete these instructions so that

[Company Name]

2024 Summary of ESG impact and commitments

I. About [Company Name]

Since our founding in 19XX, Company ABC has been focused on delivering XX for our customers...

We bring our values of XYZ to everything that we do... we live our mission of XYZ everyday...

Our most important responsibility is employee safety... We ensure safety in everything we do...

Our communities are key to our success... and so we give back...

Preserving the environment for the next generation is important to us...

II. Recognition and select case studies of impact

Our company is proud to have been recognized for our being a great employer and a trusted partner for our clients. Recent awards include...

We are proud to have certifications for...

One project that we are particularly proud of is... this project highlights our commitment to the environment, our community, etc...

We are proud to serve our community through programs such as our volunteer day / sponsoring local institutions / providing trainings / etc.

[include relevant logos in this section]

III. Summary of ESG initiatives and impact

Our company has significant impact across all three categories of ESG – the environment, social topics, and good governance. Below is a summary of our impact:

[create a list of ESG initiatives or examples of impact using the examples in the previous section]

IV. Key ESG commitments and goals

While we are proud of our impact thus far, we recognize that we can always improve and serve our community even better. As we continue growing, we also want to continue our role as an ethical and responsible business. To this end, we have made the following commitments:

[list a few goals or commitments from the list of examples in the previous section]