

Session 3: From ESG assessment to strategy and communication

Deep Dive 1 – Sustainability and storytelling as differentiators in international business



FORWARD-INC
NEWCOMERSFORWARD.COM

Globally Cool

A close-up photograph of a person's hand holding a small, spherical globe covered in vibrant green moss. The hand is positioned in the lower-left quadrant, with fingers gently cradling the moss ball. The background is a soft-focus, bright green field of grass, suggesting an outdoor, natural setting. The overall tone is fresh and eco-friendly.

Identify your ESG gaps

How does it work? (1)

ESG suite landing page

The complete toolkit for your sustainability journey.

Assess, strategize, report, and communicate your ESG performance seamlessly. Built on International ESG standards and industry best practices, our ESG Suite makes sustainability management simple, credible, and effective.




ESG gap identification
Identify your ESG gaps in 15 min.



Watch video
Go to the checker

ESG strategy formulation
From Gap analysis to strategy.



Watch video
Open GPT

ESG performance data sheet
Create your ESG performance data sheet with KPIs.



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Report generation
Get your sustainability reporting template based on your ESG strategy.



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Develop your social media sustainability carousels.

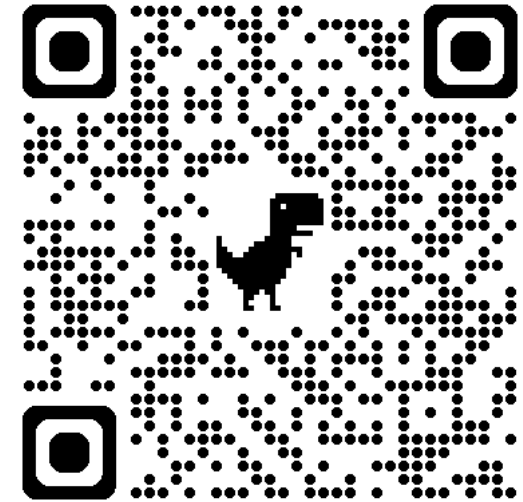


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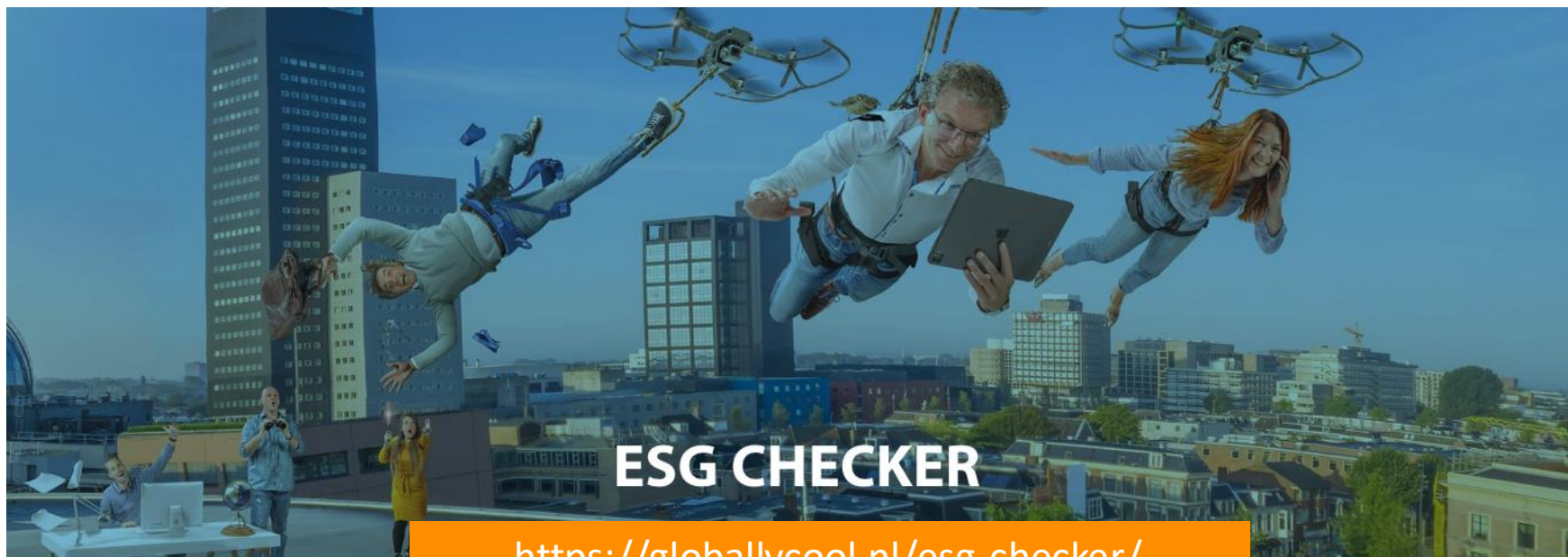


Watch video
Open GPT



<https://globallycool.nl/esg-suite/>

ESG Checker: identify your gaps



<https://globallycool.nl/esg-checker/>

Unlock Your ESG Potential with Our ESG Checker

Sustainability and responsible business practices are no longer optional—they are essential. **ESG (Environmental, Social, and Governance)** criteria help organizations assess their impact on the planet, society, and corporate ethics. But where does your company stand?

Our **ESG Checker** is a simple yet powerful tool designed to help you evaluate your ESG performance.

By answering **24 yes-or-no questions**, you'll receive:

- ✓ A personalized overview of your responses
- ✓ Insights into key ESG topics
- ✓ Practical recommendations for improvement
- ✓ Sector-specific priority areas
- ✓ A suggested KPI to track your progress

Start your ESG journey today and take the first step toward a more sustainable future!

Based on GRI and European Sustainability Reporting Standards

Areas covered

General info

Emissions

GRI 102, 305
ESRS E1, E2, E3

Biodiversity

GRI 304
ESRS E4

Deforestation

GRI 304
ESRS E4

Energy consumption

GRI 103, 302
ESRS E1

Water consumption

GRI 303
ESRS E3

Waste management

GRI 306
ESRS E5

Circularity

GRI 301, 306
ESRS E5

environment

Wages

GRI 401
ESRS S1

Forced labour

GRI 409
ESRS S1

Child labour

GRI 408
ESRS S1

DEI / Non-discrimination

GRI 405, 406
ESRS S1

Local communities

GRI 411, 413
ESRS S3

Due diligence

GRI 308, 414
ESRS S2

Workers participation

GRI 407
ESRS S1

Health and safety

GRI 403, 416
ESRS S1, S4

social

Anti-corruption

GRI 205
ESRS G1

Ethical sourcing

GRI 204, 308, 414
ESRS G1

Complaint mechanism

GRI 2-25
ESRS G1

Board composition

GRI 2-9
ESRS G1

ESG Governance

GRI 2-12, 13, 14
ESRS G1

Lobbying

GRI 415
ESRS G1

governance

GENERAL

1. In which country does your company operate?

- What is your main production country?
- Please add if you have any operations near protected areas, indigenous/ community lands, or basins facing water scarcity

Please type your answer over here...

2. What is the size of your company?

Micro (0-9 employees) Small (10-49 employees) Medium (50-249 employees) Large (> 250 employees)

3. What is your company's primary sector/product?


- List the top 3 products/services

Please type your answer over here...

4. What are your current and targeted buyer markets?

- List the top 3 geographical markets

Please type your answer over here...



Answer the questions for general information



Indicate export markets!

5. Does your company have one or more sustainability certifications or codes of conduct?

- Certifications like Fairtrade, Rainforest Alliance, B Corp
- Codes of conduct like Amfori BSCI or ETI base code

Yes

No

6. Has your company conducted supply chain mapping to identify potential and actual sustainability impact across the supply chain?

- Have you identified negative social and environmental impact upstream?
- Have you risk rated suppliers?

Yes

No

7. Has your company conducted a risk and impact assessment with stakeholders to identify sustainability issues and determine priorities for your strategy?

- Have you consulted internal stakeholders (employees, management, owners) and external stakeholders (customers, suppliers, communities, regulators, NGOs, investors)?
- Did you use these insights to create a prioritized list of ESG issues most relevant to your operations and sector?

Yes

No

Next

Be completely honest in your answer!

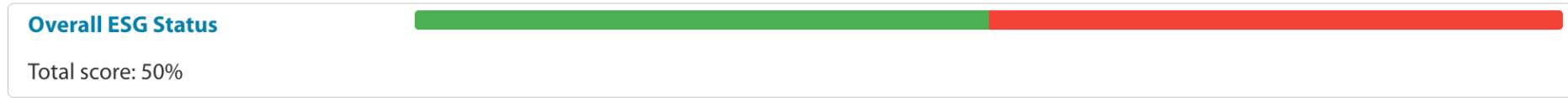
You must answer NO if the effort was only partial or the coverage incomplete.

Answer YES only if the task was fully covered or completed.

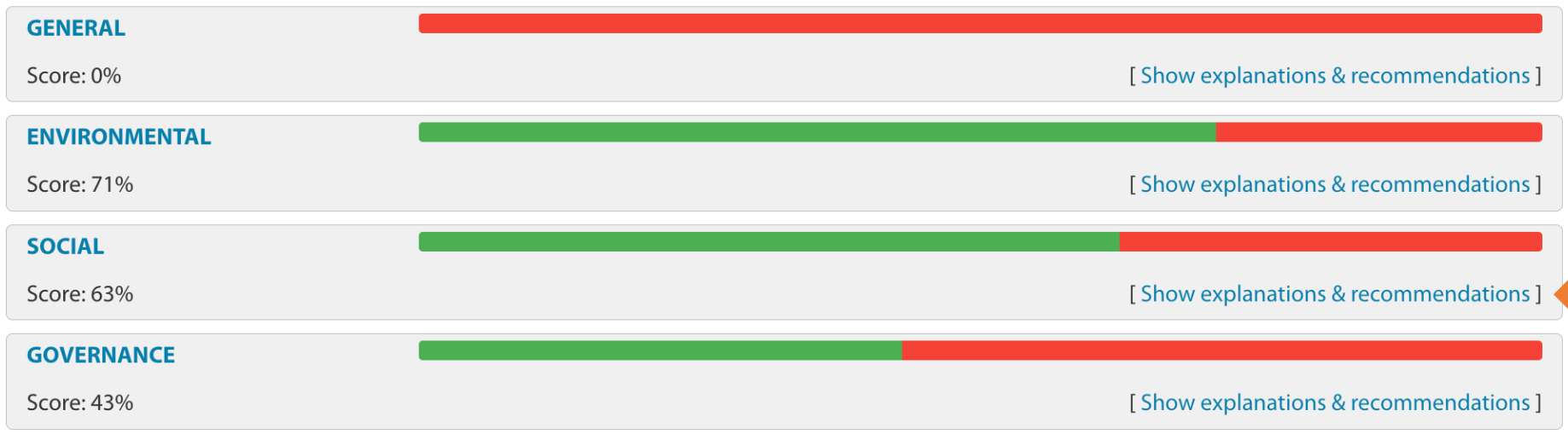
Score sheet

Summary of your Environmental, Social and Governance score

Download your results (PDF)



Results per topic



Download your results (PDF)



Score sheet

19. Do you ensure human rights and labour rights due diligence across your supply chain?

Your answer: **No**

Why is it important:

International buyers increasingly require suppliers to demonstrate robust due diligence, including alignment with the ETI Base Code and other sector-specific codes. That is especially the case in agriculture, textiles, mining, electronics where risks of forced labour, child labour, excessive working hours, and unsafe conditions are concentrated. Companies therefore need to look beyond their own operations and apply due diligence upstream and demonstrate responsible supply chain management.

It is a key issue in particular in the European market where the EU Corporate Sustainability Due Diligence Directive (CSDDD) and the Corporate Sustainability Reporting Directive (CSRD) require companies to identify, prevent, and mitigate adverse human rights and labour rights impacts in their value chains.

Recommendation:

- Map your suppliers and identify high risk suppliers by sector, operations and geography. A free online tool designed specifically for SMEs to check CSR risks per country and product is the [CSR risk check by MVO](#). You select a country and a product category, and the tool gives you an overview of the main CSR risks to consider. This tool is particularly SME-friendly and used widely in Europe for due diligence.
- Ask your suppliers about their labor practices, human rights and labour rights policy, and social certification if applicable. Conduct regular checks, and support those who want to improve to close compliance gaps.
- You may want to develop your own suppliers code of conduct to specify to your suppliers what are your rules of engagement when it comes to human rights and labor rights. Make it part of your contracts and request your suppliers to sign and commit to it.
- The [Ethical Trade Initiative Base Code](#) provides a simple guideline and is freely downloadable. The ETI base code is an important reference for many international buyers.
- You can also learn from the suppliers codes of conduct of leading international companies in your line of business.

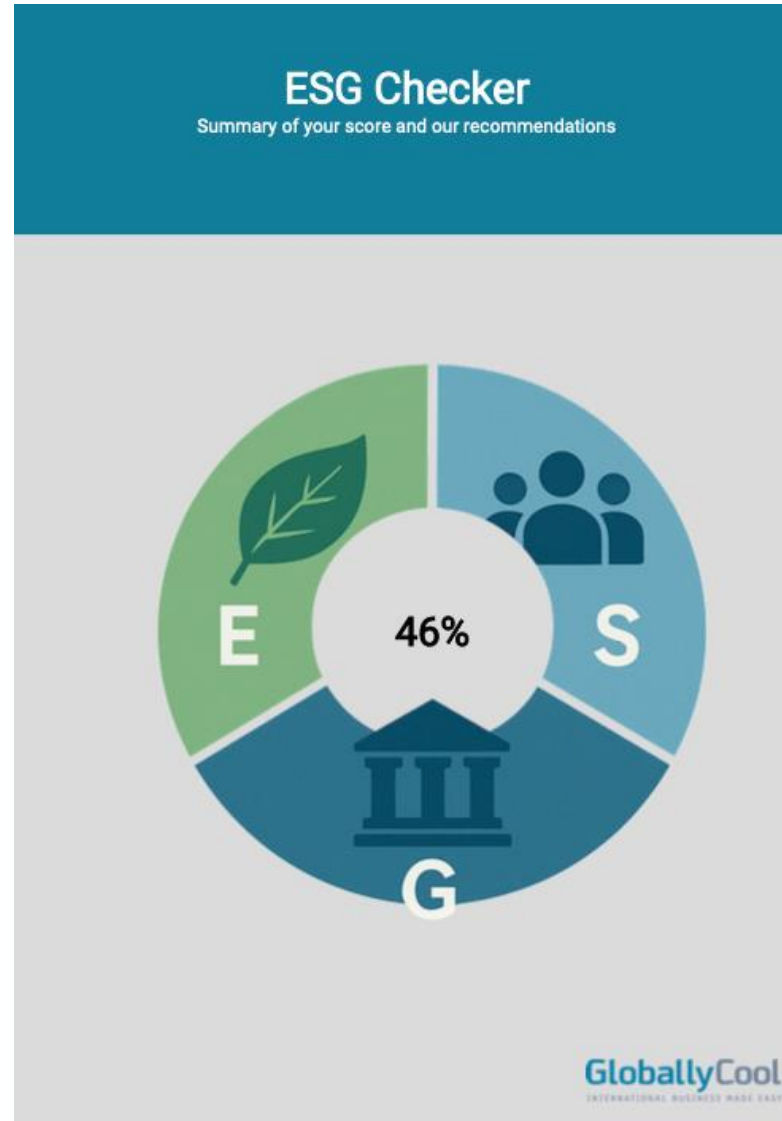
Priority (sector specific):

High for all sectors, especially consumer goods, apparel/textiles, agriculture, mining, electronics

KPI:

- % of suppliers who signed the Supplier Code of Conduct.
- % of suppliers audited for human rights compliance
- % of suppliers with corrective action plans in place

PDF report



CONTENT

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GENERAL	4
ENVIRONMENTAL	8
SOCIAL	15
GOVERNANCE	23

Sharing of findings

- ▶ Gaps and attention areas
- ▶ Align with expectations?
- ▶ Other observations

These questions and results have truly raised our attention to important details...
(Ibrahim Hag-Ali)



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**Define your sustainability
strategy optimizing AI**

How does it work? (1)

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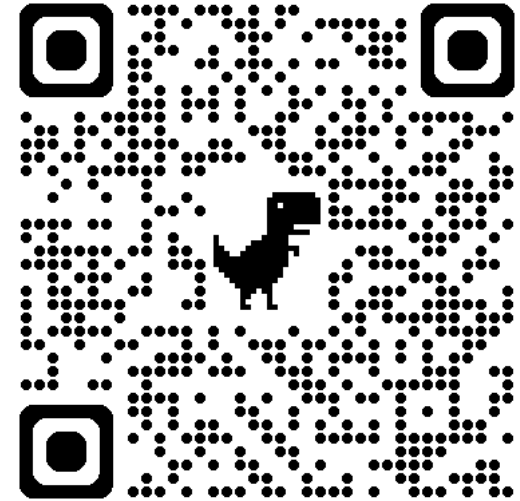


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<https://globallycool.nl/esg-suite/>

How does it work? (2)



ESG strategy creator

By Globally Cool &

✓ Using the creator's recommended model: GPT-5

Turns ESG checker outcomes into opportunities, risks, priorities, and actionable strategies linked to SDGs

Create my ESG strategy based on my ESG checker...



+ |Ask anything



How does it work? (3)

The GPT

- ▶ will ask you to **upload** the **PDF** of your **ESG checker results**
- ▶ understands your **profile** and your **ESG gaps**
- ▶ has multiple **instructions** to generate the outcome
- ▶ is inspired by the **Nespresso strategy format**





The Good Practice

DECARBONISE THE VALUE CHAIN

CONVICTION

WE BELIEVE THAT A LOW-CARBON ECONOMY IS THE ONLY FUTURE

AMBITION

So we will aim to reduce and remove emissions throughout our value chain even as our business evolves

GOAL

Net zero GHG emissions

IN ACCORDANCE WITH



GOAL TIMING

By 2050¹

OUR LEVERS

Decarbonisation of the Nespresso green coffee supply chain and regenerative agriculture practices

Innovation and redesign in products, systems and markets

Optimisation of energy and logistics

¹ We are committed to achieving Net zero GHG emissions by 2050 in accordance with SBTi standards, and are now accelerating towards our SBTi 2030 near-term targets, approved in May 2024.



REGENERATE LANDSCAPES

CONVICTION

WE BELIEVE THAT NATURE IS OUR GREATEST ALLY IN SECURING THE FUTURE OF COFFEE

AMBITION

So we will scale up regenerative agricultural practices to help restore landscapes and enhance farmers' livelihoods

GOAL

Source 95% of AAA coffee from farms practising regenerative agriculture²

IN COLLABORATION WITH



GOAL TIMING

By 2030

OUR LEVERS

Delivery of nature-based and renovation actions

Practising agroforestry in and around coffee farms

Landscape actions and protecting biodiversity

² By 2030, we aim that 95% of our green coffee volume will be rated Bronze on the Rainforest Alliance 'Regenerative Coffee Scorecard', out of which 70% will be rated Gold.



EMPOWER COMMUNITIES

CONVICTION

WE BELIEVE THAT EVERY FARM AND FARMER IS UNIQUE AND NO ONE SHOULD BE LEFT BEHIND

AMBITION

So we will expand proven solutions that build resilient communities and transform livelihoods

GOAL

All AAA smallholder farmers in Colombia, Guatemala, Indonesia, Mexico and Peru receive the Living Income Reference Price³

IN COLLABORATION WITH



GOAL TIMING

By 2030

OUR LEVERS

Human rights due diligence

Improved access to social services

Living income and risk protection

³ On volumes sold to Nespresso, and in origins where the LIRP has been established by Fairtrade International and the majority of AAA coffee farmers are smallholders.



ADVANCE CIRCULARITY

CONVICTION

WE BELIEVE THAT NO RESOURCE SHOULD BE THROWN AWAY

AMBITION

So we will do everything we can to avoid waste

GOAL

60% global aluminium capsule recycling rate

AS MEASURED BY



GOAL TIMING

By 2030

OUR LEVERS

Infrastructure at scale

Innovate for circular design

Inspiration for consumers



INSPIRE COLLECTIVE ACTION

CONVICTION

WE BELIEVE THAT COFFEE CAN BE A FORCE FOR GOOD

AMBITION

So we will harness the strength of our brand, people and partnerships for positive impact

GOAL

Renew B CorpTM certification with a B Impact score ≥ 90

AS MEASURED BY



GOAL TIMING

By 2025

OUR LEVERS OF ACTION

Lead with purpose

Respect and empower our people

Inspire coffee lovers



How does it work? (4)

The GPT

- ▶ Will provide a **summary** of your company info and **checker** results
- ▶ List **financial materiality** (risks and opportunities) and **impact materiality** (social and environmental)
- ▶ Give strategy **priorities**
- ▶ Provide a one-page **strategy matrix**



Attention

- ▶ The strategy output is a **recommendation**
- ▶ Is **NOT** a must follow
- ▶ Can be edited, adjusted, **finetuned**
- ▶ Recommended to be validated with internal and external **stakeholders**

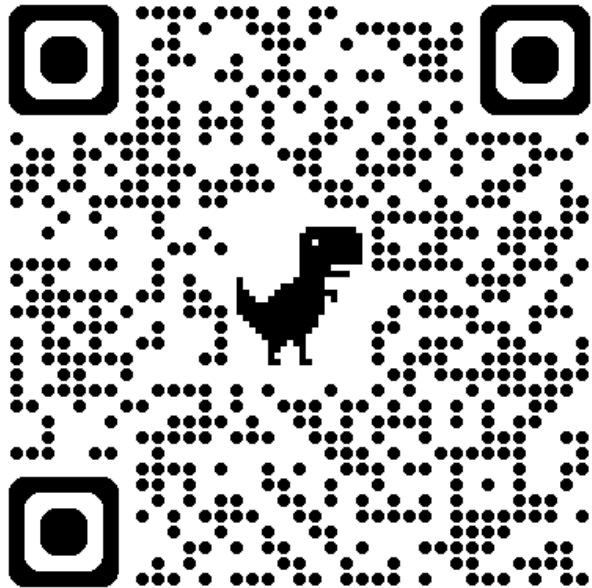


LET'S DEMO



Assignment!

→ Generate your ESG strategy



<https://globallycool.nl/esg-suite/>



15 min

Sharing of findings

- ▶ How's your experience using the Custom GPT for your ESG strategy creation?
- ▶ What are the priorities?
- ▶ What are the elements you would like to adjust in the strategy and why?

Save the Strategy as a Word doc!!





From Sustainability Strategy & Reporting → to AI-Powered Content Creation

Why is it important to communicate your sustainability-focused content?



- Customers care about sustainability and want to know what you're doing about it.
- Sustainability-focused content helps build credibility, trust, transparency.
- Enables continuous storytelling, not just annual reporting.
- Moving forward from **“we report what we do”** to **“we actively engage audiences and stakeholders via content”**

Sustainability becomes powerful when data turns into stories that move people

GREENWASHING

The practice of exaggerating or falsifying environmental efforts



- Misleading environmental claims
- False impressions of sustainability
- Lack of transparency

GREENHUSHING

The practice of downplaying or underreport sustainability achievements



- Unreported positive impact
- Reluctance to disclose information
- Avoidance of scrutiny

green*wash

[grēn - wāsh]

to make misleading
sustainability claims.

The sweet
spot

=

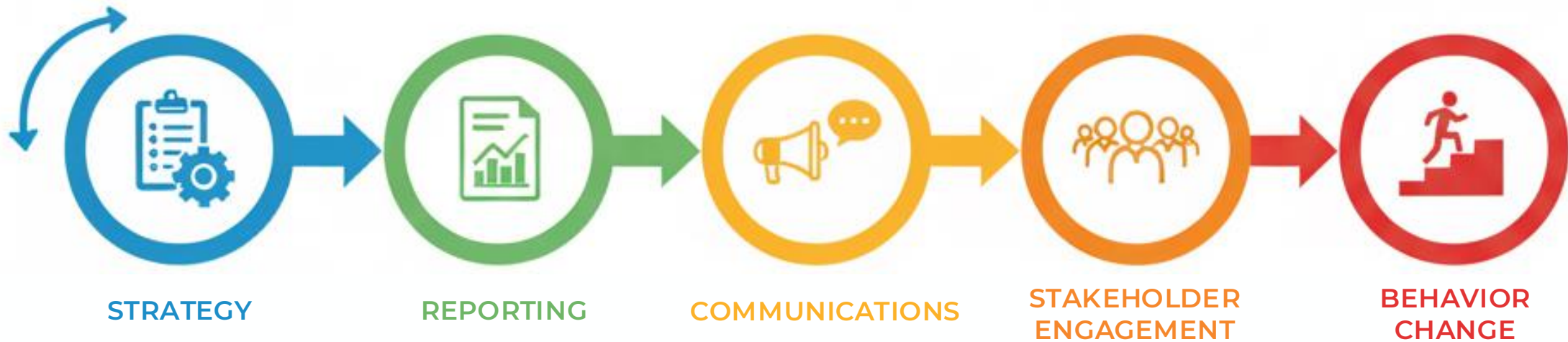
Balanced
honest
claims

green*hush

[grēn - hēsh]

to downplay sustainability
goals and practices.

Internally, content creation becomes a key part of the sustainability value chain:



Transitioning to AI-Driven Sustainability Content

problem vs opportunity

Problem 1:

Reports are long, technical, and low engagement.

Opportunity 1:

AI turns data into accessible, audience-specific stories.

Problem 2:

Manual content creation is often slow/starts from scratch.

Opportunity 2:

AI boosts content output by up to 70% (Gitnux, 2025).

Problem 3:

Sustainability messages often fail to connect emotionally.

Opportunity 3:

Generative AI can personalize narratives for different audiences.

4 CustomGPTs for sustainability-theme content creation



15-day Content Calendar for Instagram and LinkedIn

- Help you with brainstorming ideas for sustainability-theme content creation
- Help turn your ESG strategy and/or sustainability report to content calendar for your social media
- Able to merge with your non-sustainability content calendar



Blog writer

- Help you write blogs with sustainability-theme from your ESG strategy and/or sustainability report
- Able to customize the blog writing with your company/brand identity (tone of voice, style, language)



Short videos storyboard creator

- Help you create storyboard for your sustainability-theme 1-minute video (Instagram Reels, TikTok) from your ESG strategy and/or sustainability report, blog.



Carousel type post for Instagram and LinkedIn

- Help you create storyboard 10 slides of Carousel type post for Instagram and LinkedIn from your ESG strategy and/or sustainability report, blog.
- Able to give you recommendations for caption, relevant hashtags, and visual mock-up based on your brand identity.

Checklist when using Custom GPTs for content creation



- ✓ Always use **your ESG strategy** document or Sustainability Report or sustainability-theme blog as the main source
- ✓ Prepare your **Brand Guidelines** or company profile to have the result that match with your brand/company's personality:
 - Your mission and vision
 - Your tone of voice
 - Your brand personality
 - Your official colors code (with HEX code or CMYK)
 - Your target audience
- ✓ Re-check the results! AI can still make mistakes, so always validate the results.

Don't have a brand guidelines yet?

Utilize ChatGPT to create a simple brand guidelines from your website

What can I help with?

Analyze my brand's website and create a complete Brand Guidelines document. Include brand mission, vision, tone of voice, target audience, color palette (with HEX codes), typography recommendations, visual style, imagery guidelines, and logo usage rules. Use the website content and visuals as the primary source for defining the brand's identity. Ask any clarifying questions if needed.

My website address is: [add link]



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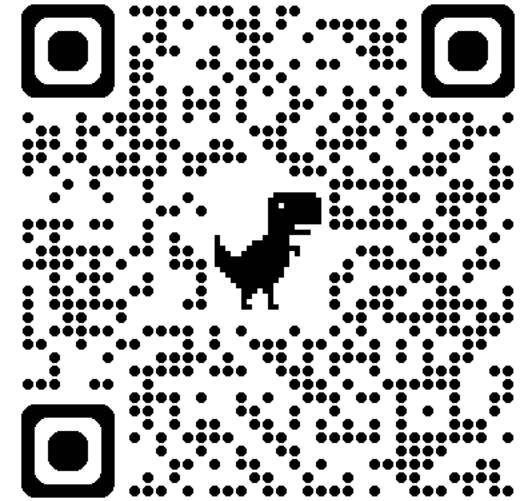


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ChatGPT

**Custom GPT for content calendar
demo**





ESG Indonesia social media calendar creator

By Globally Cool 👤

Turns ESG Sustainability reports into a 15-day content calendar linked to SDGs tailored for Instagram and LinkedIn

I want to create
a 15-day content
ideas calendar usi...

+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Globally Cool workspace data to train its models.

and LinkedIn.

Before we begin, I'll need a few key items from you first to make sure the calendar reflects your brand accurately and aligns with your sustainability goals.

Step 1: Please upload:

1. 📄 **Your Sustainability Report and/or ESG Strategy** (PDF, Word, Excel, or PowerPoint).
2. 🧠 *(Optional but recommended)* **Any brand guideline or tone of voice document** — this helps ensure the captions and visuals match your brand identity (e.g., formal vs. friendly, minimalist vs. vibrant).

Once you upload those, I'll:

- Quickly review the documents,
- Summarize key ESG and SDG highlights, and
- Then move on to Step 2 — crafting your **15-day Instagram and LinkedIn content calendar** with captions, visuals, hashtags, and engagement hooks.

Please upload your Sustainability Report and any supporting brand materials now. ❤️



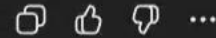
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- Quickly review the documents,
- Summarize key ESG and SDG highlights, and
- Then move on to Step 2 — crafting your 15-day Instagram and LinkedIn content calendar with captions, visuals, hashtags, and engagement hooks.

Please upload your Sustainability Report and any supporting brand materials now. ❤️



Perfect 🌱 Thank you for uploading both files — your Nespresso Sustainability Report (“The Positive Cup 2024 Progress Status”) and Brand Guidelines.

Here’s a quick summary of what I found from each before we move to crafting your content calendar:

■ Sustainability Report – Key Highlights

Nespresso’s sustainability vision is structured around “The Positive Cup” framework — five key impact pillars, each linked to SDGs:

Pillar	Focus	2024 Achievements
Decarbonise the Value Chain	Climate action, carbon reduction, renewable energy	SBTi-approved net-zero targets; 286,000 tonnes CO ₂ e reduced; 100% renewable electricity at 3 production centers
Regenerate Landscapes	Regenerative agriculture, biodiversity	83% of coffee from regenerative farms; 10 million trees planted since 2014

+ Ask anything



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Focus entirely on ESG themes





Perfect — we'll focus entirely on **ESG and SDG-linked storytelling** that aligns with Nespresso's "The Positive Cup" framework and the brand's **premium, elegant, and sustainable** tone.

Below is your tailored **15-day ESG content calendar** for **Instagram and LinkedIn**, designed to reflect the sophistication of Nespresso's voice while showcasing authentic impact stories across the five pillars: **Decarbonise, Regenerate, Empower, Circularity, and Inspire.**

NESPRESSO ESG CONTENT CALENDAR (15 DAYS)

Theme: "The Positive Cup – Coffee as a Force for Good"

Tone: Elegant • Premium • Purposeful • Optimistic

Day	Theme & SDG Link	Instagram	LinkedIn
Day 1	 <i>Our Net Zero Journey</i> SDG 13 – Climate Action	<p>Caption: Every cup of Nespresso coffee carries a promise — a journey toward net zero. From bean to capsule, our emissions are being reduced and removed through regenerative agriculture and renewable energy. Because coffee can be a force for good.  🌱</p> <p>Hashtags: #NespressoSustainability #ClimateAction #NetZeroCoffee #ThePositiveCup</p> <p>Visual: Drone shot of coffee landscapes with overlay text "Journey to Net Zero"</p> <p>Format:  </p> <p>Hook: What does a "carbon-neutral" cup mean to you?</p>	<p>Caption: At Nespresso, our net zero strategy is validated by Science Based Targets initiative (SBTi) — aligning with the F Agreement's 1.5°C target. Through regenerative farming and renewable energy, we're reducing emissions by 286,000 tons for 2024 alone.</p> <p>Hashtags: #ESGLeadership #NetZero #SBTi #ClimateAction #ResponsibleBusiness</p> <p>Visual: Infographic showing CO₂ reduction timeline.</p> <p>Format: Carousel</p> <p>Hook: How can business align ambition with science-based</p>

+ Ask anything



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

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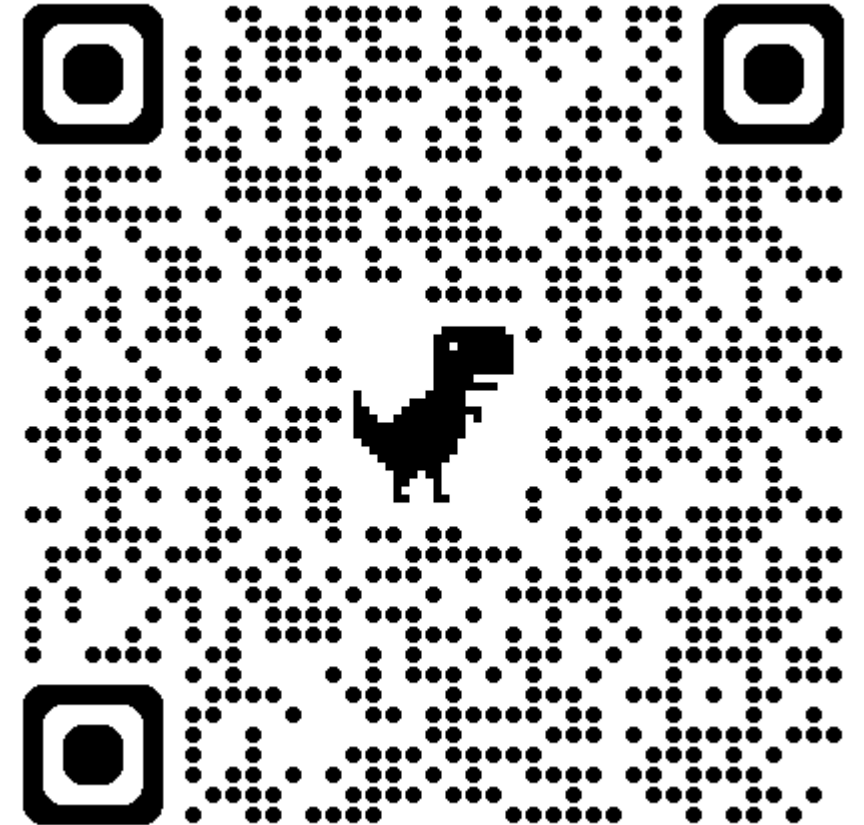
Day	Theme & SDG Link	Instagram	LinkedIn
Day 1	 <i>Our Net Zero Journey</i> SDG 13 – Climate Action	<p>Caption: Every cup of Nespresso coffee carries a promise — a journey toward net zero. From bean to capsule, our emissions are being reduced and removed through regenerative agriculture and renewable energy. Because coffee can be a force for good. 🌱☕ Hashtags: #NespressoSustainability #ClimateAction #NetZeroCoffee #ThePositiveCup Visual: Drone shot of coffee landscapes with overlay text “Journey to Net Zero” Format: Reel Hook: What does a “carbon-neutral” cup mean to you?</p>	<p>Caption: Our net zero strategy is validated by the Science Based Targets initiative (SBTi) — aligning with the Paris Agreement’s 1.5°C target. Through regenerative farming and renewable energy, we’ve reduced 286,000 tonnes CO₂e in 2024 alone. Hashtags: #ESGLeadership #NetZero #SBTi #ClimateAction #ResponsibleBusiness Visual: Infographic showing CO₂ reduction timeline. Format: Carousel Hook: How can businesses align ambition with science-based impact?</p>
Day 2	 <i>Regenerative Agriculture in Action</i> SDG 15 – Life on Land	<p>Caption: From the roots up — 83% of our green coffee now comes from regenerative farms that protect soil and biodiversity. Because healthy soil means a healthy future for coffee and communities. 🌱 Hashtags: #RegenerativeAgriculture #LifeOnLand #NespressoAAA #SustainableFarming Visual: Farmer close-up nurturing soil, natural light tones. Format: Carousel Hook: Could your morning coffee restore nature?</p>	<p>Caption: Over 80% of Nespresso’s green coffee is sourced from AAA farms practising regenerative agriculture. With 10 million trees planted since 2014, we’re redefining how coffee can revive landscapes and livelihoods. Hashtags: #Regeneration #SDG15 #Biodiversity #ClimateResilience #Agroforestry Visual: Map of origins showing tree-planting impact. Format: Post Hook: How can regenerative agriculture become the new business norm?</p>
Day 3	 <i>Honey Meets Coffee – Nature’s Collaboration</i> SDG 8, 15	<p>Caption: What happens when coffee meets honey? 🍯☕ Our partnership with UBEES brings smart beehives to farms, supporting pollination and new income streams for farmers. Sweet for nature, sweet for coffee. Hashtags: #CoffeeForChange #Pollinators #UBEEPPartnership #ThePositiveCup Visual: Macro shot of bee on coffee</p>	<p>Caption: With UBEES and IFC, Nespresso is scaling 200,000 connected beehives in Colombia — improving pollination, farmer income, and biodiversity. Technology and nature, working hand in hand. Hashtags: #RegenerativeFarming #CircularEconomy #SDG8 #SustainabilityInnovation Visual: Beekeeper using digital</p>



Assignment!

Draft your sustainability focused content calendar using CustomGPT:

<https://chatgpt.com/g/g-68db7a0903c08191a875d5ac848c3af9-esg-content-calendar-creator>



Sharing of findings

- ✓ How's your experience using the CustomGPT for content calendar creation?
- ✓ What can be improved?
- ✓ What should YOU improve?



ChatGPT

Custom GPT for Carousel script
creator demo

I want to create a Carousel post using my ESG Strategy and/or Sustainability report, and/or Blog, can you help me?

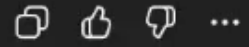


+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Globally Cool workspace data to train its models.

Just send the documents when you're ready!



Great — I have you

+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Globally Cool workspace data to train its models.

A, combine both — elegant yet human



+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Globally Cool workspace data to train its models.

✓ Next Step

If everything looks good, say:

“Generate the collage”

...and I will create your full 10-slide mood-board collage in the next message using your brand guidelines.

Everything is ready on my side — just let me know when you want to move forward.

If you're happy with the 10-slide Carousel draft, simply say:

👉 **“Generate the collage”**

and I'll create the full visual mood-board (Slide 1–10) in the next message based on your brand guidelines.

If you'd like revisions before that, feel free to tell me what you'd like changed.



+ Generate the collage



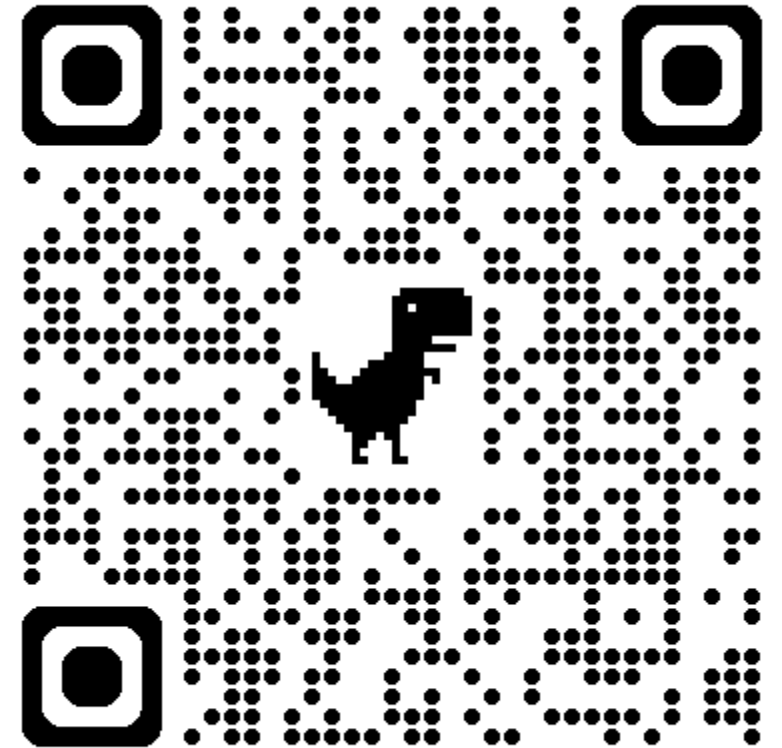
ChatGPT can make mistakes. OpenAI doesn't use Globally Cool workspace data to train its models.



Assignment!

Draft your sustainability focused Carousel using CustomGPT:

<https://chatgpt.com/g/g-68ecbbe7098881919df0e49bc93ed200-esg-carousel-content-creator>



★ Bonus: Tools to turn your text content into visuals!



- ChatGPT for image creation
- Gemini for image creation
- Canva for social media post designs, templates, short video

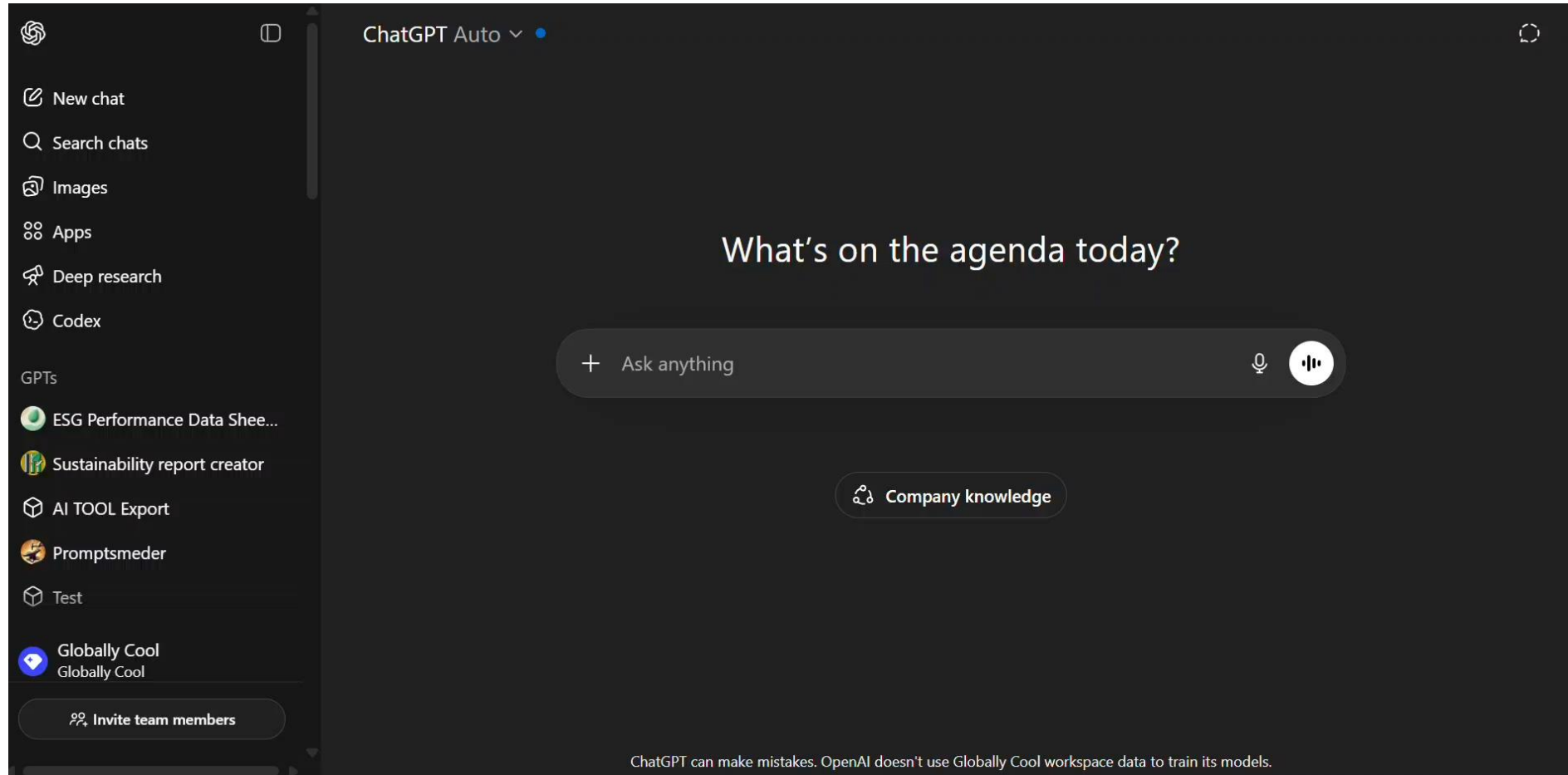
Beta version!:

- Canva plugin in chatgpt for visual design
- Video AI by Invideo plugin in chatgpt

Worth to try!:

- NotebookLM Google

Utilize Canva App in ChatGPT



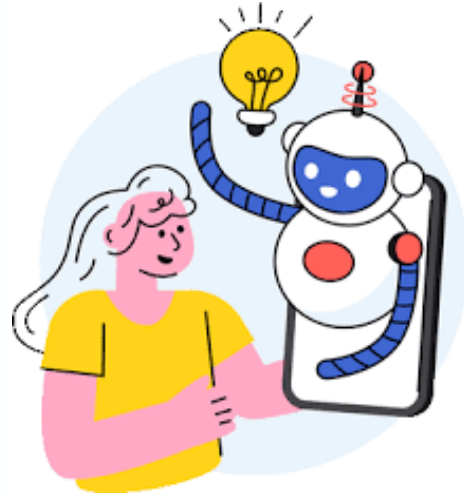
Let's talk about operational cost...

- ▶ Free ChatGPT account has limitations for uploading documents

ChatGPT Plus (\$20/month): Necessary to use the Canva plugin within ChatGPT to generate designs, social media posts, and layouts via chat commands.

- ▶ **Canva Subscription:** You do not need Canva Pro to use the plugin, but a Pro account offers more design options. Canva Pro typically costs \$14.99 per month

Do you think investing 35 USD per month is worth it? 



**“AI isn’t replacing human creativity,
it’s helping amplify your sustainable
storytelling.”**



THANK YOU

Image created by ChatGPT 🤖

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