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Industry Insights

# Your ESG Score Matters

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**What is an ESG score?**

An organization's Environmental, Social and Governance (ESG) score is a measurement of their sustainability and societal impact. In 2015, the United Nations established the 17 Sustainable Development Goals (SDGs) as a framework to help organizations set and measure their ESG goals.

**Why does your ESG matter?**

Organizations of all sizes are challenged – no, expected – to contribute to sustainability. Investors, customers, and other stakeholders are holding companies accountable for affecting positive change locally and globally. "Climatization" is playing out in every corner of society.

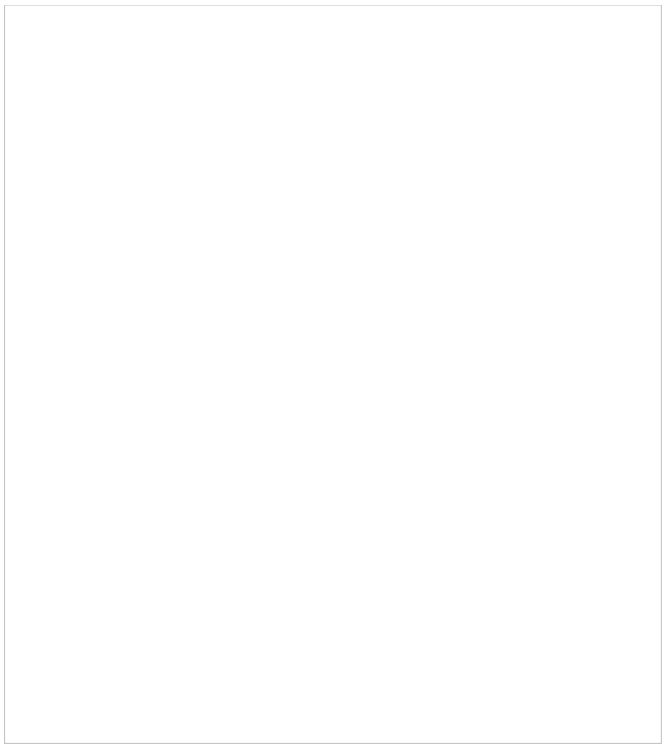
**Where do bees fit in?**

Environmentally conscious citizens are mostly aware of the plight of pollinators and want to do something about it. Bees are responsible for the fertilization of many flowering plants, including 75% of food crops. As biologists know from the last 15 years of scrutiny, bees are dying at an unprecedented rate due to disease, pesticides, loss of habitat, and climate change.

As a result, more and more organizations are embracing the idea of bringing honeybee hives to their properties as part of a broader sustainability program (bees prove to generate a lot of buzz among stakeholders). But it's important to tie such an effort to strategic objectives to ensure it adds empirical value.

**What about greenwashing?**

To be effective, a sustainability team must avoid "greenwashing" or exaggerating the environmental benefit of a given effort, which can lead to an eco-friendly reputation being undermined. Fortunately, there is one surprisingly efficient way to make an outsized impact on bee health and the environment at large.



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