



# Step 1 | Example health check questions

Illustrative

Category	Sample questions
Strategic direction and activities	<ul style="list-style-type: none"> <li>Does your company have a clear ESG vision and ambition?</li> <li>Does your company have strong ESG advocates in the supervisory board?</li> <li>Does your company have well-defined incentive structures for the board related to ESG?</li> </ul>
KPIs & communication	<ul style="list-style-type: none"> <li>Does your company have clear metrics and impact measurement for ESG goals?</li> <li>Has your company issued public statements about its ESG vision and goals?</li> <li>Has your company engaged with investors on its ESG vision and goals?</li> </ul>
Governance	<ul style="list-style-type: none"> <li>Does your company have clearly defined responsibilities for people who oversee ESG efforts?</li> <li>Does your organization model support cross-department collaboration on ESG efforts?</li> <li>Does your company have well-defined incentive structures around ESG?</li> </ul>
Business value	<ul style="list-style-type: none"> <li>Has your company introduced new products related to its ESG efforts?</li> <li>Has your company expanded its customer base through its ESG efforts?</li> <li>Has your company been able to realize reduced supply chain cost related to its ESG efforts?</li> </ul>
Strategic benefits	<ul style="list-style-type: none"> <li>Has your company been able to realize premium pricing on its responsibly sourced products?</li> <li>Has your company been able to improve employee retention after introducing ESG initiatives?</li> <li>Are your customers aware of your company's ESG actions?</li> </ul>
Additional focus topics (e.g., climate change / carbon)	<ul style="list-style-type: none"> <li>Does your company have a clear strategy for carbon reduction?</li> <li>Does your company have carbon footprint reduction targets with tracking mechanisms in place?</li> <li>Has your company instituted its own internal price on carbon?</li> </ul>