

HOW ADOPTING ESG CAN HELP ELEVATE SMES

AUGUST 2024 | EDITION



According to the CBI, two-thirds of investors consider ESG performance when deciding whether to invest in a business. This highlights the growing importance of ESG, and if you haven't already embarked on your ESG journey, it's time to do so. Explore how VKT can help you to embark on your ESG journey. Let's dive right in!

VIDEO



Practical Steps For SMEs To Start Their ESG Journey

A recent survey by the Singapore Business Federation revealed that 41% of SMEs are uncertain about how to embark on their sustainability journey. As the focus on sustainable supply chains intensifies, companies are facing pressure to ensure their suppliers adhere to specific sustainability standards. This requirement could pose challenges for SMEs supporting corporate clients. Watch our video on the 3-Step ESG Journey for SMEs!

[Watch Now](#)



SOCIAL MEDIA POSTS



How Paris 2024 Is Redefining Environmental Standards For The Olympics

Large-scale events like the Olympics can lead to significant environmental harm due to energy use, waste generation, and habitat destruction. Despite this, the Paris Olympics has made significant strides in reducing its environmental impact and is considered the greenest in Olympic history, having halved its carbon footprint compared to previous summer Olympics. Read on to learn how they achieved this!

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How Adopting ESG Practices Can Improve Market Positioning

According to IBM almost half (44%) of all consumers now identify as "value-driven," prioritising brands that reflect their social and environmental values, making them the most dominant force in the marketplace. Read on to learn how adopting ESG practices can help your business improve its market positioning!

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Case Study: An SME Which Effectively Implemented ESG Principles

According to a survey done by the Singapore Business Federation, 75% of businesses in Singapore have implemented efforts in at least one Environmental, Social, and Governance (ESG) area. Read on to learn from Tru-Marine, a Singapore-based SME, and how they have successfully integrated ESG principles into their company and their takeaway and results.

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READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Digital Marketing but also a variety of other services ranging from Branding to ESG and Sustainability initiatives.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

✉ info@vktransformation.com
☎ [+65 6816 5301](tel:+6568165301)


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