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ESG Academy

Guide to ESG for Influencers & Freelancers

Free Resource from ESG Academy



Influence with Impact:

The ESG Starter Guide for Freelancers, Creators & Changemakers



**1. What Is ESG & Why It Matters for
Creators**



**2. 5 Ways to Integrate ESG in Your
Brand Today**



3. ESG Red Flags to Avoid



Ready to turn
your brand
into a force
for Good?



4. Quick Self-Assessment: Is Your Brand ESG-Ready?



5. Resource Toolkit



What's Inside our course

1. What Is ESG & Why It Matters for Creators

Break down ESG in simple terms and explain why it matters for personal brands, partnerships, and long-term growth.

2. 5 Ways to Integrate ESG in Your Brand Today

- Be transparent: Talk openly about your values, sources, and mistakes.
- Go local: Work with ethical suppliers and local brands.
- Partner consciously: Choose collabs aligned with your ethics.
- Educate: Use your platform to raise awareness about climate, equity, or governance.
- Offset smartly: Use verified carbon credits or support biodiversity causes.

What's Inside our course

3. ESG Red Flags to Avoid

- Greenwashing: Don't exaggerate your sustainability impact.
- Tokenism: Avoid diversity "box-checking."
- Ethics-washing: No vague claims; back it up with action.

4. Quick Self-Assessment: Is Your Brand ESG-Ready?

A 10-question checklist to evaluate your current impact.

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What's Inside our course

5. Resource Toolkit

- ESG Academy Starter Pack
- Ethical partnership contract template
- Top 10 sustainability hashtags for reach and resonance

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Ready to turn your brand into a force for good?

Our Great Rating

