



Corporate Sustainability Specialists

Introduction

Executive Counsel Limited is a sustainability-focused management and communication consultancy, which delivers specialist advice on sustainability, environmental communication, stakeholder engagement, green branding/marketing, and environmental research directly to senior executives and company boards.

At Executive Counsel Limited, we understand that sustainability represents both risks and opportunities for every business today. While most corporates now recognise the importance of a coherent sustainability strategy, they may not understand how to craft a response that balances the needs of shareholders, clients and the wider stakeholder community, or provides commercial value beyond its environmental benefits. Our support can ensure that your corporate contribution to a more environmentally sustainable future is informed, balanced and tailored to your unique brand identity, vision and values.

Setting Executive Counsel Limited apart from its competitors is its profound technical expertise, delivered through Managing Director Timothy J. Peirson-Smith's environmental scientist background, with over 20 years' experience advising public and private sector clients.

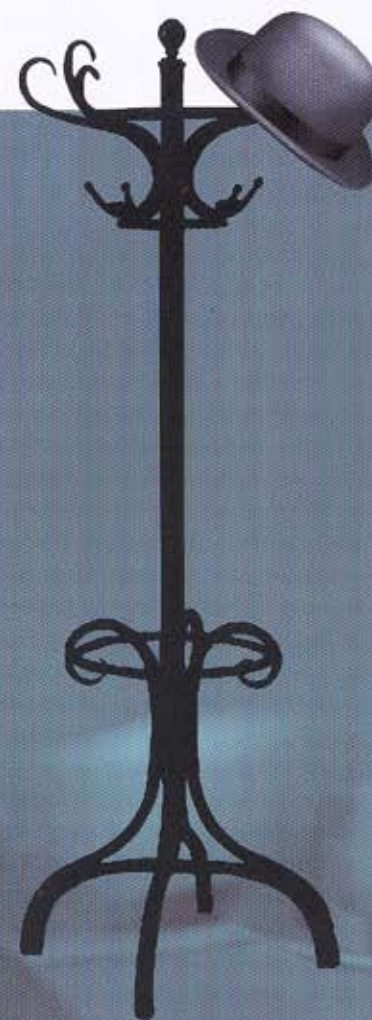
Contact Us

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Sustainability Support

Building on over 20 years of environmentally-focused support to public and private sector clients, Executive Counsel Limited is uniquely equipped to provide effective sustainability support. Our strategic support assists businesses to meet the challenge of crafting a mature, informed and balanced response, and to make a contribution to a more sustainable future. Executive Counsel Limited can provide the following support:

- Align your business' sustainability with corporate vision, mission and values
- Attract and retain the best talent amongst today's graduates
- Avoid the negative impact of unrealistic targets and the perils of 'greenwash'
- Balance sustainability risks and opportunities
- Balance shareholders' and stakeholders' needs
- Communicate your sustainability strategy to key targets
- Create professional collaterals to convey your sustainability message
- Develop benchmarks for sustainability performance
- Explore ways to improve your business performance through sustainable practices
- Improve staff morale through effective sustainability programmes
- Manage and protect your reputation
- Nurture stakeholder and community support
- Understand the opportunities and threats that sustainability brings to your business
- Dovetail with Corporate Social Responsibility (CSR) programmes

Environment



Services

Executive Counsel Limited provides sustainability:

- Audits
- Awards support
- Benchmarking and peer/industry review
- Brand building, protection and development
- Green positioning
- Key messaging / green messaging
- Perception analysis
- Presentations
- Newsletters
- Research
- Speechwriting
- Strategy drafting
- Stakeholder analysis and prioritisation
- Workshop facilitation

Other services:

- Copywriting (Multilingual)
- Conference/seminar moderation and facilitation
- Corporate risk management
- Crisis management, media and presentation training
- Environmental and technical reporting
- Government 'green' liaison and political positioning
- Green marketing
- Internal communications support
- Lobbying
- Media relations
- Third-party competitor analysis

Economy

Responsibility

Balance

Corporate

Society

Natural Resources



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