

Student Activity Choices

ESG Creativity

Choose at least 15 words from the vocabulary provided on the PDF worksheets with each Humanizing ESG video segment to create a poem, chant, rap, short story, video, or digital or visual artwork. What message do you want to convey about how ESG is shedding a light on the business world's connection with people? Choose one theme or many. Be creative! Perform (or present) your final creation for the class.

Digging into the Data

Dr. Witold Henisz has dedicated more than a decade to researching the financial value of corporate ESG initiatives. He says data is really important to convincing businesspeople about the necessity of ESG activities. Now it's your turn. Visit [Wharton's ESG Analytics Lab](#) and choose a recent study as the basis for shaping a persuasive argument in favor of ESG policies. Create a 2-minute video or a 5-slide deck presenting the data and findings. What stories do the numbers tell?

It's a People Thing

You are a skilled consultant who has been asked to speak to a small group of executives at a local business on "Humanizing ESG." These men and women are driven by the financial success of their company and are not very tuned into the value of the people they employ, serve, and see in their neighborhood. Create 3-5 slides that communicate the power of the "S" in ESG. Who are the people they impact in different ways and why do they matter? Add more dimension to your project by choosing an ACTUAL company in your town and building your presentation with true-to-life examples of humanizing ESG.

The Voices of a Generation

Following the social unrest in 2020, Bank of America led more than 350 "Courageous Conversations" with employees to hear what was on their hearts and minds. Craft a 2-page manifesto detailing your version of "Courageous Conversations" at your school. Think deeply about how you might effectively bring people together to discuss issues. What is your initiative's name and mission? Will it be totally student-focused? How often will you meet and what themes do you hope to address? Will you include community activists and partners to help facilitate the discussion? With your teacher's help, make it a reality, in your classroom or more broadly!

First Person Research

The best way to understand the social factor of ESG is to talk and listen to the people impacted by business. What do they like? Dislike? Hope might change? Identify a business in your community -- small, medium or large -- and conduct a 10-question interview with someone from one of the key social groups identified in Humanizing ESG, either an employee, customer or community member living nearby. What issues do they care about? Are they satisfied with how the company operates? Do they have any grievances? Report back to your class on your findings and post some of your intel on the company's social media page.

Investor Activism

You are a socially responsible investor with a growing commitment to Environmental, Social and Governance practices. You've been reading through the annual report of one of your biggest investments and are not impressed with the company's ESG policies, particularly regarding the "S" factor. Use your stake in the company to effect change. Write a 450-word letter to the chairman of the board (choose a real company if you like) expressing your concerns. Will you focus on one issue or several? DEI, Wage Inequality, Racial Equity, Environmental Justice? Tap into your inner activist! Be persuasive and purposeful!