

EXPLORE BUSINESS: Environmental, Social & Governance: **Humanizing ESG**

Teacher Guide



Wharton
UNIVERSITY of PENNSYLVANIA

GLOBAL YOUTH PROGRAM

Explore Business with Wharton

The Wharton Global Youth Program's *Explore Business* mini-sites are gateways to conversations, readings, and activities that help high school students think about trends transforming the world of business. The *Explore Business* content, meant to engage students whenever and wherever they are prepared to learn, is drawn directly from the Wharton School of the University of Pennsylvania, a world leader in business education.

CONTINUING WITH WHARTON'S NEWEST SERIES ON ESG!

Our latest series of mini-sites explores ESG, which stands for **Environmental, Social and Governance**. These materials are drawn from [Wharton's 2021 Tarnopol Lecture](#) addressing critical issues facing the business world.

ESG is the lens through which people are evaluating companies' efforts to do more than just make a financial profit. Why is this important? ESG is a powerful business trend! **Through ESG, companies are exploring and demonstrating their responsibility to the planet, the community and the next generation. As future business leaders and contributors to the workplace and the economy, today's youth must understand how ESG is transforming the global landscape.**

OUR LATEST TOPIC IS HUMANIZING ESG

Erika James, Dean of the Wharton School, hosted the 2021 discussion "Humanizing ESG" in December 2021. James joins a panel of experts to address the "S" or social piece of ESG and how companies can be a positive force in addressing social challenges. Dean James is joined by Witold Henisz, a professor of management at Wharton; Andrew Plepler, global head of ESG at Bank of America; and John Streur, president and CEO of Calvert Research and Management, a leader in responsible investing.

WHO WE ARE

The [Wharton Global Youth Program](#) mobilizes the extensive opportunities of the Wharton academic community to educate, inform and inspire pre-college students to *Explore Business* practices, analyze the world's complex challenges, and take the needed steps to become leaders who will transform the global economy.

WHY IS THIS USEFUL FOR MY STUDENTS?

Our Explore Business mini-sites give high school students a front-row seat to conversations that tackle the most current and critical business topics. Accompanying materials allow them to think and read critically and reflect on how they fit into these important conversations.

HOW STUDENTS CAN EXPLORE HUMANIZING ESG

The activities on this mini-site all connect to the “Humanizing ESG” discussion and provide opportunities for high school students to *Explore Business* in different ways. They include:

- The complete hour-long “Humanizing ESG” video conversation, involving Erika James, Witold Henisz, Andrew Plepler and John Streur (Be sure to introduce the cast to your students!).
- A link to a published written summary of this discussion.
- Portions of the main video discussion divided into seven themed video segments, typically under 10 minutes each.
- Guided questions for each video segment in PDF format.
- Links to Wharton Global Youth Video Glossary terms and online business journal articles related to each video segment, included in the guided-question PDFs.
- A PDF Choice Board that allows students to choose different projects to further explore concepts introduced in the “Humanizing ESG” discussion.

EXPLORING ESG WITH YOUR STUDENTS

High school educators are encouraged to review all the materials related to “Humanizing ESG” and incorporate individual or collective activities into your classroom discussions and assignments, both in person and online. *Explore Business* is meant to be a complement to your curriculum, built with expertise and insights from the world-class Wharton School community. Wharton is a leader in business education. You should fit all or parts of our ongoing discussions into your daily, weekly or monthly lessons however it works best for your schedule.

For insight on how another high school business educator has used our Explore Business mini-sites with his students, visit our [Essential Educator blog](#).

ADDITIONAL ESG LEARNING FOR STUDENTS

Our first ESG mini-site provides teaching tools around the “E” or the Environmental aspect of ESG with a [“Tackling the Climate Crisis”](#) theme. The second mini-site in the series looks at the “G” in ESG, [“Redefining Corporate Governance.”](#) Discover all these great resources to help you delve into important business trends that are changing the world.

LEARNING OBJECTIVES

After engaging with the *Explore Business* “Humanizing ESG” discussion, students should be able to:

- Broadly define the “S” factor (Social) in ESG.
- Identify social issues facing business and society, including diversity, equity and inclusion, unequal pay, educational equity, and public health.
- Understand how both executives and investors are addressing social issues within the context of their industries.
- See the value of academic research and data to build a business case and support the adoption of ESG practices.
- Recognize themselves as active contributors now and in the future to the social side of ESG.
- Become familiar with key concepts discussed in practical academic and business contexts.
- Think about ways to apply these new ideas and discussions to their own experiences and lives.

MORE MINI-SITES

Be sure to discover all our great resources in our first Explore Business series examining the [Business of Race!](#)

