

ESG strategy definition for a major car rental company



CUSTOMER BENEFITS

21

ESG topics documented in the ESG Framework

15

ESG objectives defined to achieve key HQ targets by 2030

60+

projects identified as part of the ESG roadmap

CHALLENGES

A major car rental company is in need to define and implement robust ESG (Environmental, Social, and Governance) strategy at the Pacific level for two main reasons:

- The acceleration of the shift in the customers' priorities towards ESG topics
- The headquarters (HQ) has established a 10-year ESG plan to achieve key targets by 2030

SOLUTIONS

To understand the ESG climate of the program, 3 areas were explored:

- **Assessment of the ESG maturity and main stakeholders** concerns and/or engagement in order to define a tailored and effective ESG strategy.
- **Definition of ESG Objectives (15) at Pacific level** to support the defined prioritised topics and contribute to HQ commitment.
- Creation and management of a **comprehensive platform of 60+ projects** across all ESG stream including enablers.
- Implementation of an appropriate **change management plan**.

KEY DELIVERABLES



ESG maturity assessment



ESG priorities



Project management platform



Change management platform