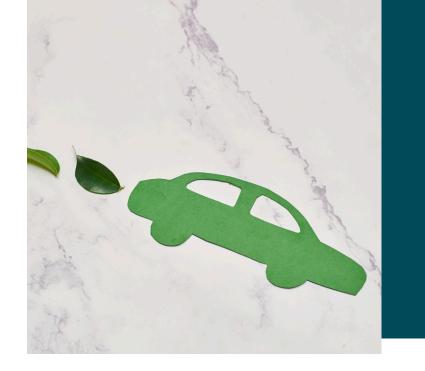
CYLAD

SUCCESS STORY

ESG strategy definition for a major car rental company



CUSTOMER BENEFITS

ESG topics documented in the **ESG Framework**

ESG objectives defined to achieve key HQ targets by 2030

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



priorities



platform



Change management management platform





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