

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 needed to define and implement a robust ESG (Environmental, Social, and Governance) strategy at the Pacific level for three main reasons:

- Acceleration of the shift in the customers' priorities towards ESG topics
- Compliance with carbon footprint emissions reporting regulations
- The headquarters (HQ) has established a 10-year ESG plan to achieve key targets by 2030

SOLUTIONS

A 3-phase plan to assess ESG maturity, define objectives and an implementation roadmap has been put in place:

- Assessment of the ESG maturity and main stakeholders' concerns and/or engagement in order to define a tailored and effective ESG strategy.
- Definition of key ESG goals (15+) and aligned projects (60+) through workshops and strategic planning, ensuring effective data management and communication strategies.
- Implementation of the ESG roadmap, hands-on support for prioritised projects, and facilitated cross-functional collaboration and appropriate change management plan.

KEY DELIVERABLES



ESG maturity assessment



ESG priorities



Project management platform



Change management platform