



Destination Better™

Creating a better world,
one responsible company at a time.

Environmental, Social and Governance (ESG), Sustainability and Corporate Responsibility Strategies and Communications



Founding Partners Janet Craig & Barbra Anderson

DUNS: 024984068

NAICS: 541611 Administrative

Management and General Management
Consulting

Business Certifications

WBENC Women Business Enterprise
State of Florida Woman Business
Women Owned Small Business

Team Credentials

SASB FSA Level II Candidate
Masters in Global Sustainability
BC Advanced Corp. Citizenship Cert.
Global Reporting Initiative (GRI)
CDP, GHG Protocol, EcoVad

Awards

Multiple US and global awards for report
content and design

Podcast

Creating Responsible Companies

Capabilities Statement

We help companies meet changing stakeholder expectations with innovative, sustainable strategies and work with them to tell the world about the good work they're doing. Why? Reputation, brand value, profitability, and the ability to meet those expectations are key to attracting customers, investors, employees, and supporting the communities in which companies operate.

As a national leader in ESG and related communications, Destination Better provides product, services and best practice expertise through research, guidance and implementation to meet industry-specific demands for positive social and environmental impact.

The Destination Better Advantage

- 40 combined years of ESG and Corporate Responsibility leadership and consultation with Fortune 500 companies
- Unique can-do coaching to empower leaders to implement and extract maximum business value
- Award-winning sustainability report content, design and brand strategies
- Ability to distill complex communications into clear, compelling messages for specific stakeholder groups including investors, customers and employees
- Proven modern market communications, telling ESG stories through multiple channels, including social media

Company	Services We Provided
Fortune 8 Global Pharmaceutical Logistics & Distribution	Executive ESG Workshop; multiyear ESG strategy; CDP disclosure with major score increase, ESG & Sustainability Reports, Board & Investor Relations updates, Communications, Community Impact & DEI Strategies; Investor disclosure database
Forbes 40 Mid-Cap Company: Global Electronics, Hydraulics Manufacturing and Technology	Executive engagement; alignment of industry-specific ESG topics to long-term business strategy; drafted ESG portion of proxy; created outline and content for ESG website; drafted summary ESG report and fact sheet
National supplier of handcrafted foods for global foodservice chains	Coached ESG committee through goal setting; created strategic internal and external communication strategy; drafted first-ever ESG report (aligned with GRI)
Business process outsourcing leader serving Global 2000 companies	Coached senior management through prioritization exercises to make progress on items with highest ROI. Drafted CDP report that advanced score from D to B- in one year

Expertise

- Executive ESG Workshops
- ESG Strategies and Communications
- Reporting: CDP, GRI, SASB, UN SDG, TCFD
- Supply Chain Sustainability Disclosures
- ESG Report Creative Direction, Content Development
- Community Outreach Strategies
- Corporate Foundation Strategies
- ESG Professional Coaching

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WBENC Certified Women's Business Enterprise



A rare commodity sets us apart - and provides the glue that binds our long-term customer relationships.

As seasoned professionals in ESG strategy, reporting and disclosures, corporate communications, branding and creative direction, report and publications management, data analysis and visualization, tools and processes that effectively manage ESG inquiries, stakeholder engagement, corporate foundations, and global employee giving and volunteer program building, we bring a rare commodity to our approach to ESG communications: **corporate ESG experience.**

We have worked inside household-name companies and provided strategies and guidance for ESG directors, C-suites and companies as large as Fortune 8 across multiple industries. **This experience is what binds our long-term client relationships.** We aren't just report writers. We are ESG professionals and communicators, always looking out for our clients' best interests and ahead of what's next for ESG. This allows us to effectively tell a client's story, seamlessly integrating it with their mission, values, long-term business goals and the CEO's legacy.

Our work spans multiple industries including:

Agriculture; Business Process Outsourcing; Cattle, Citrus; Commercial Printing; Corporate Foundations; Dairy Products and Coops; Electronics Manufacturing; Food Assembly and Processing; Hydraulics; Information Technology Services and Software; Legal Process Outsourcing; Logistics and Distribution; Marine Services and Port Operations; Nonprofits; Pharmaceutical Wholesale; Property Management; Public Sector; Real Estate Development; Real Estate Finance; Real Estate Investment Trusts (REIT); Retail; Robotics; Strategic Branding & Communications

Standards and Frameworks that guide our approach:

Global Reporting Initiative (GRI); Greenhouse Gas Protocol Corporate Standard; International Integrated Reporting Council (IIRC); Science Based Targets initiative (SBTi); Sustainability Accounting Standards Board (SASB); Task Force on Climate Related Financial Disclosures (TCFD); UN Global Compact; UN Principles for Responsible Investing; UN Sustainable Development Goals; World Economic Forum (WEF) Stakeholder Capitalism Metrics

Raters, Rankers, and Awards experience:

Bloomberg Gender Equality Index; CDP; Corporate Knights ESG KPIs and Clean Economy; Dow Jones Sustainability Index (DJSI); Ecovadis; Fitch ESG Ratings; Fortune Best Places To Work; FTSE 4 Good; Great Place To Work; Human Rights Campaign Corporate Equality Index; ICE Data Services; Institutional Shareholder Services (ISS); JUST Capital; McKinsey Women in the Workplace; Vigeo Eiris; Morningstar Sustainalytics; MSCI; Refinitiv; Reuters Responsible Business Awards; S&P Global Corporate Sustainability Index; UK Modern Slavery Act; US Chamber of Commerce Foundation Citizens Awards