

**INTERNATIONAL CONFERENCE ICCB 2025 BY LSPR**

**The Amani Palladium Theatre, LSPR Transpark | 30 Juli 2025**

# Strategic Communication in the ESG Era: Driving Sustainability Through Digital Innovation

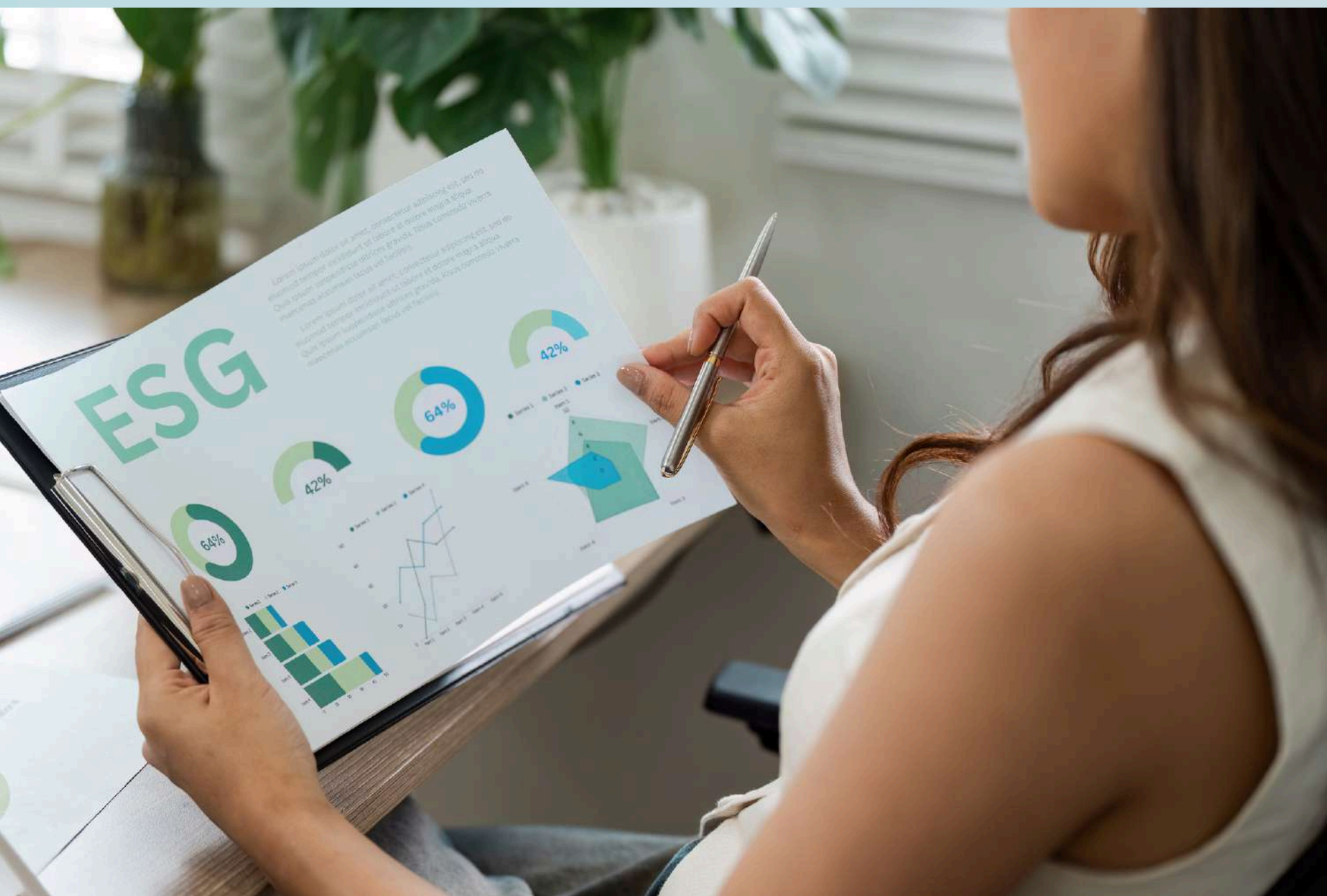
Presented by  
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# Why ESG is More Than Just a Trend?



ESG communication builds accountability, credibility, and trust in a data-driven world.

94% of Gen Z expect companies to solve critical social issues.

ESG = essential for investment decisions, not just image.



# Higher Education for Sustainability: A Global Perspective

- ✓ Universities play a critical role in addressing global sustainability challenges.
- ✓ Higher education must embed sustainability across teaching, research, and community engagement.
- ✓ Alignment with the UN Sustainable Development Goals (SDGs) is essential.
- ✓ Calls for interdisciplinary curricula and sustainability literacy.
- ✓ Emphasizes social inclusion and equity in sustainable education.

Source: Žalėnienė, I., & Pereira, P. (2021)

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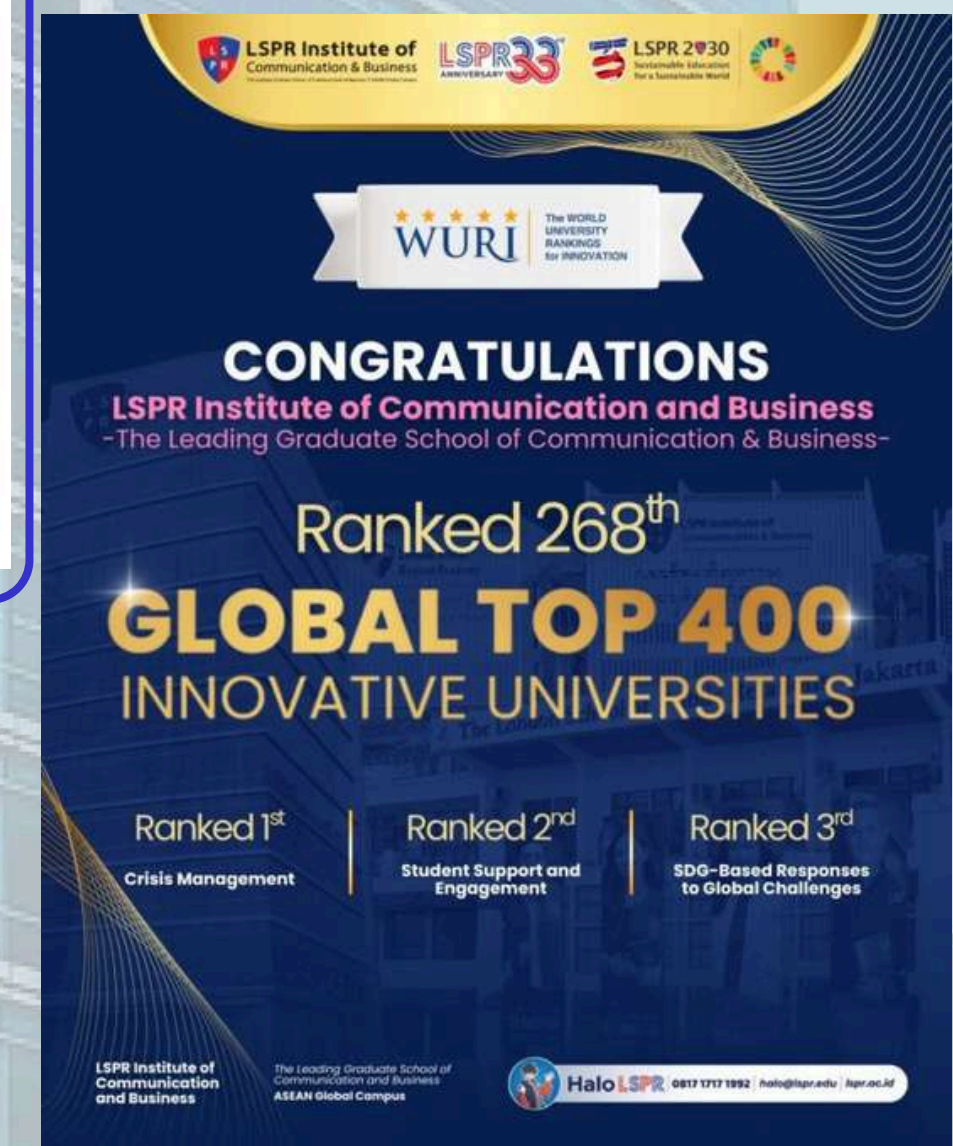
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### Kampus Indonesia raih peringkat satu dunia kategori manajemen krisis

Kamis, 17 Juli 2025 19:58 WIB waktu baca 3 menit



Pendiri dan CEO LSPR Institute Dr (HC) Prita Kemal Gani (ketiga dari kanan) bersama dengan jajaran





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# Answering the Call: Developing Future Leaders Through a Sustainability Curriculum



### From Teaching to Learning

Shift to student-centered, reflective, and participatory learning.



### Embedding Across Disciplines

Sustainability should not be limited to isolated courses but integrated across all faculties, encouraging cross-disciplinary collaboration and relevance to real-world issues.



### Learning for Action

Equip students to solve real-world sustainability challenges.



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# Effective ESG Communications



### Establish clear ESG goals

- ✓ Communicate the "why" and "how" behind your ESG goals.
- ✓ Set specific and measurable targets.
- ✓ Make ESG values visible in every action and message.



### Tell your brand's ESG story

- ✓ Share the origin, progress, and future of your ESG journey.
- ✓ Use simple, relatable language for all audiences.
- ✓ Highlight stories that connect values with impact.



### Provide timely and ongoing updates

- ✓ Communicate ESG progress consistently throughout the year.
- ✓ Use multi-channel communication: email, social media, websites.
- ✓ Be transparent to build trust and avoid greenwashing.



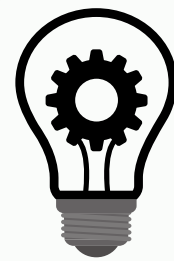
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# Where Do We Go From Here?

### ESG is Not Just a Metric, But a Mindset

Strategic Communication gives it voice and meaning



### Technology Enables, People Drive it

Strategic Communication gives it voice and meaning



### We are the Bridge

Between sustainability metrics and stakeholder belief, action, and advocacy



***“Let’s not just talk about sustainability.  
Let’s make it heard, felt, and lived.”***



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# THANK YOU

**Let's stay in touch!**



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