

ESG Reporting Starter Guide

A practical step-by-step framework for small businesses and freelancers

Prepared by Greefin | www.greefin.net

What is ESG Reporting?

ESG stands for Environmental, Social, and Governance — three pillars that define how a business measures its impact beyond profits. ESG reporting means sharing how your company manages environmental responsibility, relationships with people and communities, and ethical governance.

Why ESG reporting matters:

- Builds trust with customers and investors
- Shows your commitment to sustainability
- Prepares your business for future funding and compliance opportunities

Today, more investors and clients expect companies to disclose sustainability performance transparently. Even for small businesses, starting ESG reporting early helps build credibility, attract new opportunities, and align everyday actions with long-term responsibility.

5 Easy Steps to Start

1 — Identify What Matters

List the most relevant ESG topics for your business. Common areas include energy consumption, recycling, employee wellbeing, fair pay, local community engagement, and transparency.

2 — Set Clear Goals

Decide what you want to improve this year. Keep goals realistic and measurable. Example: Reduce electricity use by 10% or increase recycling rate by 20%.

3 — Gather Simple Data

Collect supporting data for your chosen topics. Start with utility bills, waste/recycling amounts, workplace policies, or community donations. A simple Excel sheet works well.

4 — Organize in a Clear Table

Arrange your findings in a simple table with columns for ESG Area, What You Track, Current Status, and Your Goal.

5 — Share and Update Regularly

Turn your table and notes into a 1-page ESG summary. Publish it on your website, include it in pitch decks, or share with stakeholders. Update at least once a year to show progress.

Example ESG Summary Table

ESG Area	What We Track	Current Status	Goal
Energy Use	Monthly kWh	5000 kWh	Reduce by 10%
Recycling	% waste recycled	30%	Reach 50%
Employee Wellbeing	Policies & benefits	Flexible hours, training	Improve training hours

Tips for Small Businesses

- ✓ Start small, focus on a few key metrics you can measure accurately.
- ✓ Keep data simple, you don't need fancy tools at the beginning.
- ✓ Involve your team, employees often have practical ideas for sustainable improvements.
- ✓ Stay transparent, share your progress honestly, including challenges and next steps.
- ✓ Use free resources, check Greefin's Resources page for more templates and guides.

Next Steps & Get in Touch

Congratulations — you now have a clear starting point for ESG reporting! Keep building on it, stay consistent, and communicate your sustainability efforts proudly.

Explore more toolkits and downloads at www.greefin.net/resources

Have questions? Email us anytime at greefin.info@gmail.com