

Why ESG Matters for SMEs



1 | Win Trust, Win Business

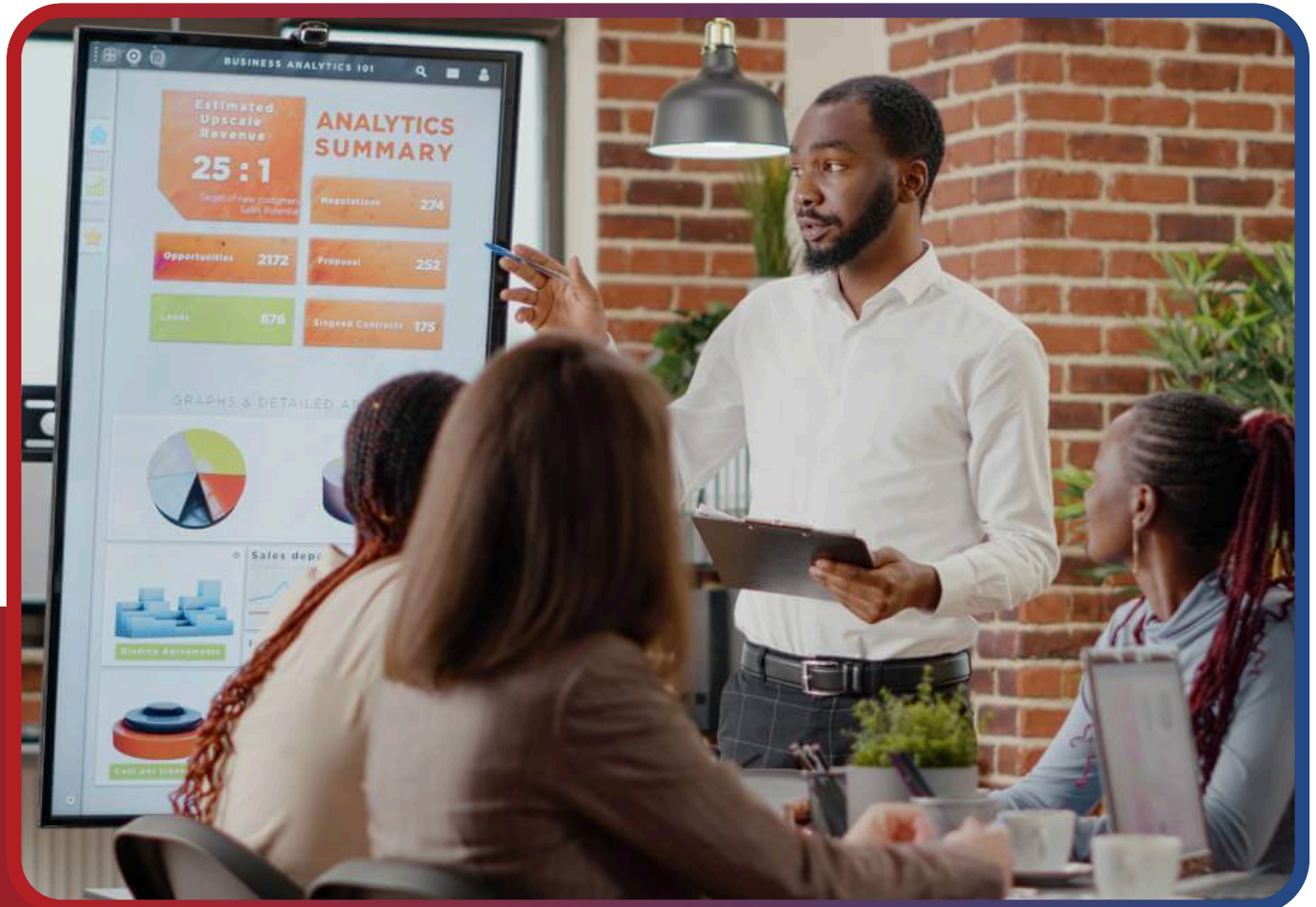


ESG helps SMEs access new business opportunities —e.g. preferred in supply chains, tenders, partnerships. Sustainability reporting improves reputation and transparency, which boosts investor confidence and stakeholder trust.



*A study by Business Development Bank of Canada (BDC) in 2023 found that 50% of SME suppliers say **ESG adoption** “led to new business opportunities,” with 31% reporting improved access to finance*

2 | Save Money, Increase Efficiency



Simple changes — like reducing energy use or improving waste management — cut costs and carbon. It's sustainable for the planet and your bottom line.



ICAEW (2022) notes that even a 20% reduction in energy costs has the same financial impact as a 5% rise in sales. The IFAC (2022) summary indicates SMEs could save 10-30% of energy demand costs by accelerating energy efficiency measures.

3

Attract & Retain Talent



Today's workforce wants purpose, not just a paycheck. **ESG-aligned businesses report higher employee engagement and retention.** Purpose-driven businesses engage employees more effectively and reduce turnover.



A Wiley (2024) study showed ESG leads to enhanced corporate image, increased employee motivation, and reduced turnover in SMEs. Greenomy (2023) notes that ESG reporting helps SMEs retain and attract talent by improving social credibility and employer branding.

4 | Prepare for the Future

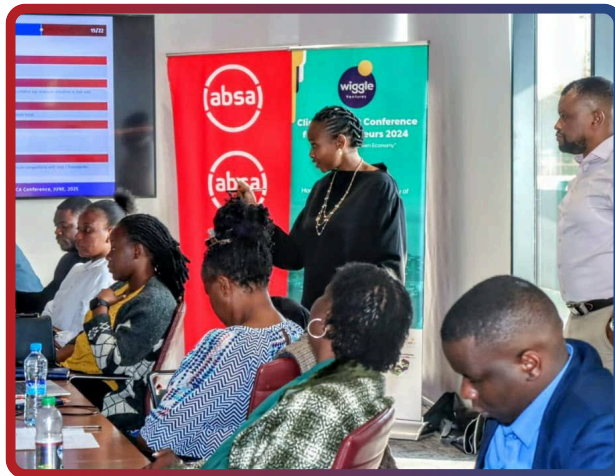


ESG readiness builds resilience—regulatory, reputational, market-driven. Regulations are tightening. From climate disclosures to social accountability, being proactive today avoids penalties tomorrow.



Center for Sustainability & Excellence (2024) reports that firms and businesses communicating ESG effectively enjoy better performance and greater investor support—including SMEs ready to comply with tightening regulations.

Are you an SME looking to *make sense* of ESG or *integrate* it practically into your operations?



PRS 365 is here to help.

From **ESG training** to **tailored support for SMEs**, we work with businesses to build capacity, improve ESG compliance, and unlock opportunities.

Reach out today via prsadmin@prs.org.zm or **+26097449357** or send us a DM.