

Introducing Environmental, Social, and Governance (ESG)

1. Give definitions of ESG to students.
 - What is ESG?
 - ESG investing relies on independent ratings that help you assess a company's behavior and policies when it comes to environmental performance, social impact, and governance issues.
 - The ESG strategy means investing in companies that score highly on environmental and societal responsibility scales as determined by third-party independent companies and research groups such as S&P Global, MSCI(Morgan Stanley Capital International), RobecoSAM, and Sustainalytics.
2. Watch the "Stella McCartney x Greenpeace" video:
<https://www.youtube.com/watch?v=d-hP-g5oTjI>
3. Distribute links of articles and videos addressing some examples of the ESG practice in fashion & retail.
 - <https://www.morganstanley.com/ideas/sustainable-investing-fashion>
 - <https://www.voguebusiness.com/sustainability/vogue-business-index-fashions-top-esg-priorities>
 - <https://www.cnn.com/cnn-underscored/fashion/best-sustainable-clothing-brands>
 - https://www.youtube.com/watch?v=AAyy8v_5Ox8
 - Watch the "Prada Re-Nylon - Episode 1 - What We Carry" video:
: https://www.youtube.com/watch?v=P_iAApRUtzc
4. After reading those articles, students will have a group discussion (Group Discussion #2).
 - Q1. Explain the definition of ESG in your words (At least 50 words).
 - Q2. Choose one fashion company mapping out the ESG strategy currently and explain how they apply ESG strategy in their business (At least 150 words).
 - Q3. Explain the challenges of applying ESG strategy in fashion/retail (At least 100 words).

It is suggested to give one week to the groups to complete their group assignment and give presentation after that.

If the instructor planned to finish this within one class time period, it is recommended to remove the PPT development part of the activity, and each team should share their answers with the class.

- Divide the class into small groups. Each group needs to have four members (If there are not enough students to make a group of 4, at least 2 members are required, and one student can have more than one role).
- Students will decide their roles through group discussion.
- Give a presentation to the class.

Group Presentation is suggested for the instructor but if you do not have enough students for group presentation or if you are teaching in an online class environment, please use the method below.

[Individual Activity Option]

1. Utilize the discussion board in BlackBoard.
2. Ask them the same questions.
3. Here is the Black Board Discussion instructions:

You must respond to at least 2 other students after you write your initial post.

- Initial Post: Based on the discussion questions, make One post on Blackboard answering the three questions. A minimum of 100 words per answer is expected in order to receive any credit.
- Responds to other students: Read the postings submitted by other classmates and respond to TWO posts from classmates.
- Your responses to classmates must be substantive and add value to the conversation.

[Group Activity Option]

1. Each group needs to answer all the questions.
2. The presenter creates a video of the answers and uploads it to YouTube. (PowerPoint slide is optional)
3. Post the video link in the BlackBoard discussion board.

All the members in the group need to watch other group's videos. Choose TWO videos from other groups and leave at least TWO comments (one for each).

Competencies: Critical thinking, Collaboration and teamwork, Creative problem solving