1) What is SESG, and why has this concept gained so much relevance?

SESG stands for Sustainability, Environmental, Social, and Governance, the frameworkfor investors and others to assess the impact of a business's operations on various stakeholders. SESG investing—a term that connotes sustainable, socially responsible investing or mission-related investing and screening—has become a standard for top-tier institutional and public investors, financial institutions, private lenders and other stakeholders.

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2) How do we put SESG into practice?

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3) What is happening abroad?

Regulators around the globe are turning their focus to SESG. In early 2005, Kofi Annan, then United Nations Secretary-General, invited a group of the world's largest institutional investors to take part in developing the Principles for Responsible Investment (PRI). The PRI launched at the New York Stock Exchange that same year with 100 signatories.

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4) What is happening in Brazil around SESG?

A recent publication by DLA Piper brought to light the current "departure from the Frieman Doctrine of maximizing shareholder value" to "SESG strategies showing how they are addressing SESG risk and distinguish themselves from the pack as well." This is based on a growing understanding that companies' responsibility to serve all stakeholders is increasigly becoming a norm in international business. Of course, major geopolitical and social issues undergird this change. But businesses are already moving to the fore of this discussion, with many seeing SESG as a way to disrupt "business as usual" and obtain competitive economic advantages along the way. is definitely following this trend.

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