



#ESGT Impact

Andrea's Quick Take On All Things...

ESG & TECHNOLOGY

July 13, 2021

"The Tsunami that is ESG"



Dear Friends,

In this issue of ESGT Impact you will find literally a mini "Tsunami" of ESG / ESGT resources:

- Beginning with my interview by that name - ["The Tsunami that is ESG"](#) - with Christopher Clark, publisher of NACD Directorship Magazine
- On a related ESG note, [here you can view the NACD Webinar on "ESG Stakeholder Communication Strategy"](#) we did in June
- An article for Ethical Boardroom on a bleeding edge technology (surface, deep and dark web) issue - ["Digital Chatter: What Boards Need to Know"](#) coauthored with Vikram Sharma, CEO of Crisp (on whose Board of Advisors I serve)

- ["Forensic Investigations" a short piece for Howden's Cyber Insurance: A Hard Reset Report](#) I coauthored with Tomer Saban, CEO & Founder of WireX Systems (on whose Board of Advisors I recently started serving)
- ["Waking up to Diversity Risk"](#) - a piece I coauthored with Laura McGee, CEO and Founder of Diversio, for Duke University's Dialogue Magazine
- My latest piece in Spanish for my Think Tank partners in Spain and Latin America [Corporate Excellence - Centre for Reputation Leadership](#) on ["Un Plan para Navegar el Riesgo y la Oportunidad en Tiempos Tectonicos"](#)

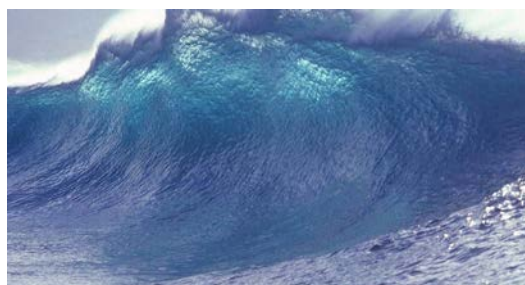
Until the next time, stay healthy, stay well and stay connected!

All the best,

[Andrea](#)

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NACD PRIVATE COMPANY DIRECTORSHIP MAGAZINE -
Interview on "The Tsunami that is ESG"



The Tsunami that is ESG

June 20, 2021

Chris Clark conducts interviews with leading corporate directors and subject matter experts for *NACD Private Company Directorship*, a bi-weekly e-publication about private company board leadership and governance best practices, on critical issues from ESG and cyber-resiliency to succession planning and board composition.

According to **Andrea Bonime-Blanc**, JD/PhD and Founder & CEO of GEC Risk Advisory, a focused ESG strategy has an enormous upside for both public and private company businesses in terms of value creation and competitive advantage.

ESG STAKEHOLDER COMMUNICATION STRATEGY - View June 2021 NACD Webinar



ESG Stakeholder Communication Strategy

ETHICAL BOARDROOM MAGAZINE - Article on "Digital Chatter: What Boards Need to Know"

ETHICAL boardroom

RISK MANAGEMENT

Digital chatter: What boards need to know

Adverse commentary should be high on the risk register for many companies already managing multiple threats during a period of rapid transformation: is your boardroom prepared?

Dr. Andrea Bonime-Blanc, CEO & Founder, GEC Risk Advisory, and Vikram Sharma, President, Crisp

Corporate directors have been risk-challenged in the past year like never before. Besides the unrelenting cascade and convergence of serious events, triggered by the global pandemic, boards have had to deal with accelerated risks and expanded risk oversight. They and management have had to broaden their stakeholder horizon beyond just worrying about shareholders to worrying about employees, communities and customers, let alone the deliberate actions of agenda-driven groups who exploit digital chatter to coordinate and execute new ways of undermining corporate reputation, operations or market value.

Add to this mix the ever-present, fast-changing and explosively-growing layers of digital and technological change that are intensifying the depth and expanding the breadth of the traditional pre-pandemic risk landscape.

One of the least understood and potentially most damaging types of risk that have emerged forcefully in recent times, especially this past year, are the 'unknown unknowns' lurking within digital chatter on open social media channels and the Deep Web (see Table 1 below).



TABLE 1: RISKS AND CRISES MATERIALISING FROM DIGITAL CHATTER

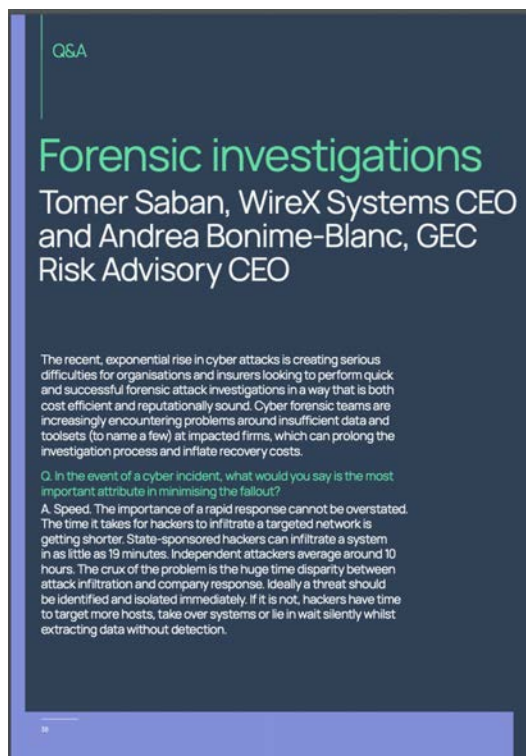
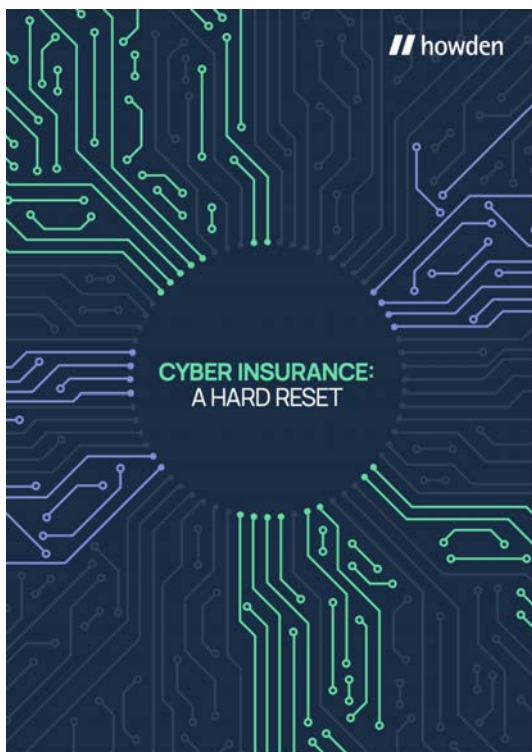
- Disinformation, misinformation, fake news, misrepresentation, misleading content
- Content that creates an illusion of association between extremist views and a brand or individual associated with the brand
- Missed adverse events and compliance failures
- Misinterpreted, inauthentic or polarising statements by a brand regarding social issues
- Violence and threats against employees, leaders, brand VIPs, brand ambassadors, customers or physical sites and assets
- Coordinated physical or digital events and campaigns
- Claims of systematic organisational issues
- Scandals or hate speech involving employees, leaders, brand ambassadors and beyond
- Political and social polarisation, activism, and campaigns
- Negative customer experiences, product complaints and questions
- Leaks, breaches and other cybersecurity incidents
- Large, repetitive volumes of undesirable, hurtful or irrelevant content
- Antagonistic, harmful, illegal or otherwise unpleasant content, posted by users, that does not align with brand values or terms of use

TABLE 2: INTENTIONAL & UNINTENTIONAL AMPLIFIERS OF HARMFUL DIGITAL CHATTER

- Dissatisfied customers or employees
- Celebrities, influencers
- Competitor brands
- Social media users who've done poor research
- Bad actors with malicious intent, trolls who intentionally antagonise
- Conspiracy theorists
- Individual activists, ideological objectors, politicians, activist or political organisations
- Sensationalist, partisan, activist or biased media
- Nation states and hostile government organisations
- Bot networks
- Spammers, hackers or others with financial, political, competitive or social ill-intent

Source: Forrester 2021 Study

HOWDEN "CYBER INSURANCE: A HARD RESET" - Article on "Forensic Investigations"



**DUKE UNIVERSITY FUQUA SCHOOL OF BUSINESS
DIALOGUE MAGAZINE "Waking up to Diversity Risk"**



FOCUS A RISK-BASED APPROACH

Waking up to diversity risk

It's time boards paid attention. Diversity, equity and inclusion issues could be material risks to your business

Writing Andrea Bonime-Blanc & Laura McGee

those relating to diversity, equity and inclusion (DEI). If they are to exercise more effective oversight on these crucial issues, boards need to rethink their approach to the two trends that are driving DEI risk, and put in place targeted metrics and oversight to give clear visibility of the risks their businesses face.

The Black Lives Matter and Me Too movements have made clear that consumers expect companies to take action for inclusion. According to a 2020 Edelman survey conducted in the wake of the George Floyd killing, 60% of consumers expect brands to take a stand for racial justice; 60%

CORPORATE EXCELLENCE - CENTRE FOR REPUTATION
LEADERSHIP - Artículo en Español

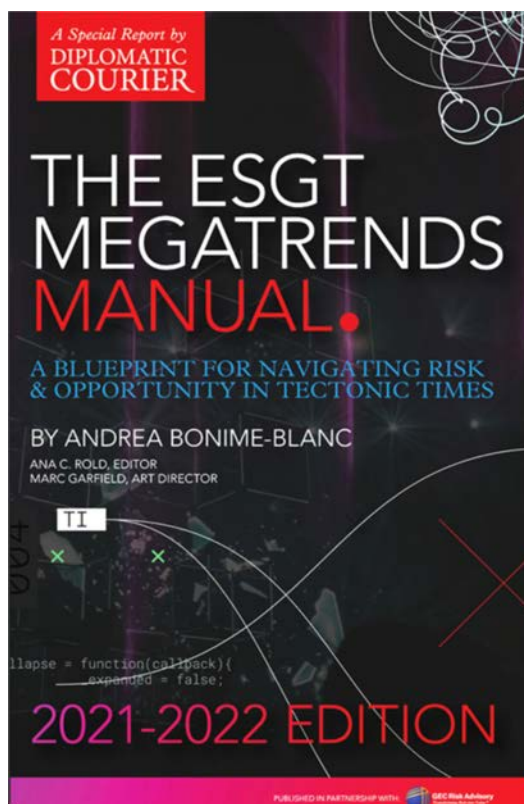


COLABORACIONES

Un plan para navegar el riesgo y la oportunidad en tiempos tectónicos

16 de junio de 2021

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MEGATREND #1

TECH DISRUPTION AT
THE SPEED OF LIGHT

MEGATREND #2

LEADERSHIP AND
INSTITUTIONAL
TRUST PLUMMETING

MEGATREND #3

COMPLEX
INTERCONNECTED
RISK INTENSIFYING

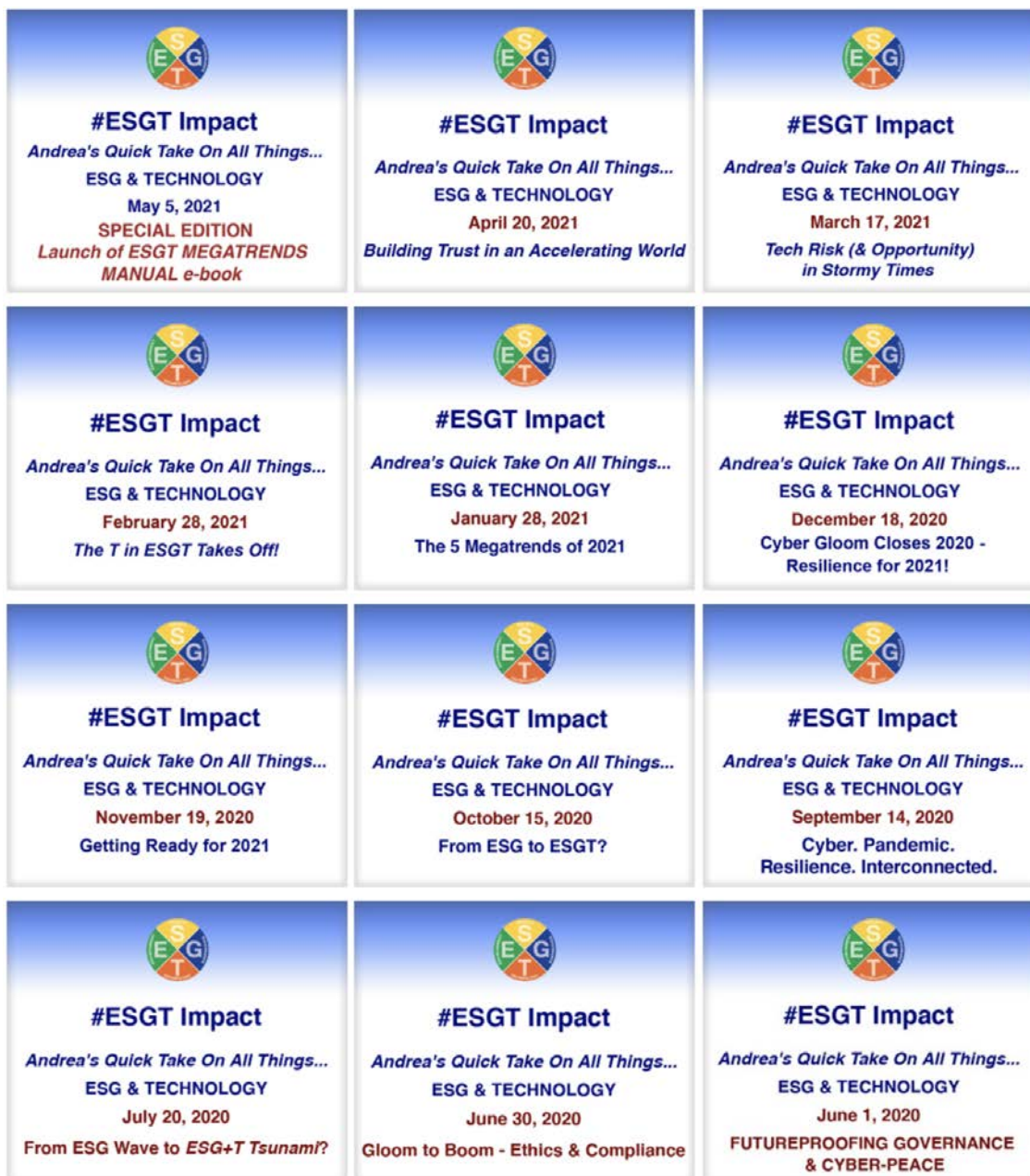
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GLOBAL
GEOPOLITICAL
TECTONICS SHIFTING

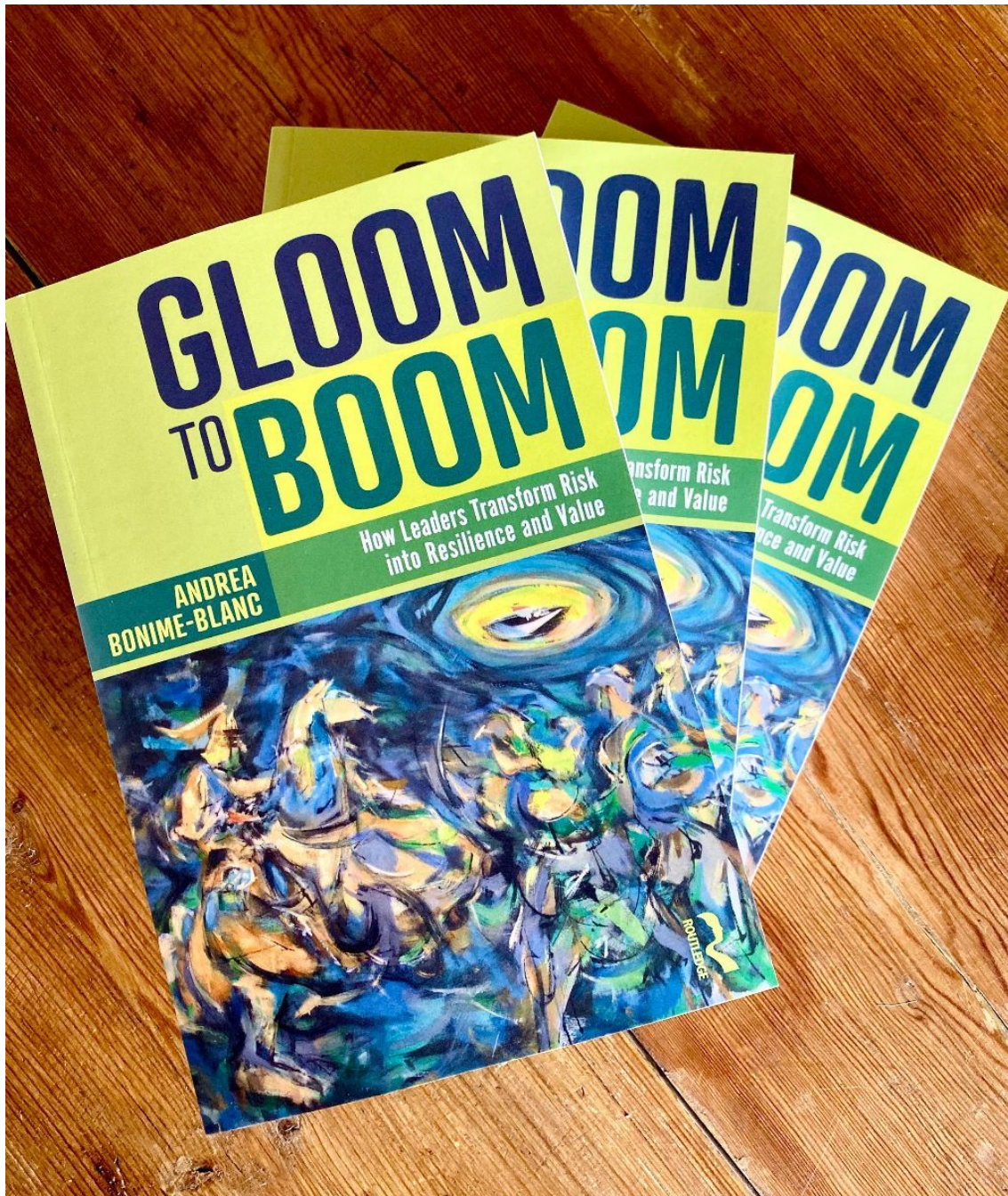
MEGATREND #5

STAKEHOLDER
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7/14/2021

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