

In collaboration with the University of Nottingham

# ESG and sustainability report: Rethinking communication and credibility

10 June 2025

## Insights from our 2024-2025 national research report.

Sustainability and ESG (environmental, social and governance) remain high on the agenda for businesses and organisations. However, navigating the complex and sometimes competing demands of regulation, stakeholder expectations, and internal priorities continues to present significant challenges.

In collaboration with the University of Nottingham as part of our [Knowledge Transfer Partnership](#), this report brings together findings from a national research project conducted by Professor Louise Mullany and Dr Victoria Howard with support from Browne Jacobson. Drawing on responses from c.250 participants, it examines how businesses and organisations across key sectors from financial services to logistics, are responding to the evolving ESG landscape and the communication strategies they are adopting to embed sustainability and good governance into their operations.

As regulatory landscapes shift and stakeholder expectations evolve, organisations need evidence-based insights to inform their ESG strategies. This report offers practical insight into how ESG communication is evolving across industries, highlighting common challenges as well as emerging approaches that are helping organisations meet rising expectations.

## Key themes explored in the report

- **Strategic communication:** how language and messaging shape perceptions and drive progress towards sustainability and ESG goals.
- **Governance and operating models:** approaches being used to improve transparency, inclusion, and accountability.
- **Sector-wide comparisons:** how organisations are aligning with their peers, customers, and regulators.
- **Future priorities:** emerging challenges and opportunities in light of upcoming regulatory frameworks and shifting political and cultural contexts.
- **Information sharing and collaboration:** where organisations are going for advice, and how they're building networks to strengthen their ESG performance.

Download the full report below to explore the findings and discover how your organisation compares.

Download the report [↓](#)

</BrowneJacobson/media/Media/FSI/esg-sustainability-communication-credibility-report.pdf>

## Contact

Jeremy Irving  
Partner



[jeremy.irving@brownejacobson.com](mailto:jeremy.irving@brownejacobson.com)

+44 (0)20 7337 1010

**Oliver Holmes**

Head of Diversity, Equity and Inclusion

[oliver.holmes@brownejacobson.com](mailto:oliver.holmes@brownejacobson.com)

+44 (0)330 045 2414

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