

ESG & Sustainability



Transmission Private is the leading global strategic communications advisor to entrepreneurs, executives, high-net-worth individuals. We provide strategic communications advice on ESG & sustainability to some of the world's most successful individuals, and their businesses. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful individuals and businesses need to quickly adapt to changing value systems, as well as leverage their commitment to enhance their reputations and cement relationships with important stakeholders.

We have partnered with some of the world's most successful individuals to devise ESG plans that make good on their personal and corporate mission, as well as enhance their executive and corporate profile.

Our ESG & Sustainability team are astute, financially technical, and tuned into fast-changing trends. We have years of experience supporting individuals with the development of their ESG and impact programmes, as well as communicating them in subtle and selective ways. They are creative, strategic, and dynamic.

Our service

Our ESG & Sustainability team acts for investors and companies who have existing impact plans in place, as well as those who are only taking their first step.

Our key services include:

- Strategic communications advice on communicating your commitment to ESG & sustainability;
- Analysing existing ESG & sustainability programmes and credentials;
- Collating evidence and evaluating impact data on ESG & sustainability for outward communication;
- Coordinating media and communications campaigns around ESG;
- Creating collateral that communicates ESG & sustainability credentials;
- Giving visibility to ESG & sustainability credentials on existing internal and external communications channels;
- Feeding ESG & sustainability activity into executive leadership communications, such as newsletters, interviews, and speeches;
- Mapping stakeholders, internally and externally, who could be moved by ESG activity;

- Auditing existing ESG & sustainability credentials to identify reputational risks;
- Provision of 24/7 crisis communications support.

Every investor and company requires a bespoke solution, and our experienced team will devise highly personalised plans of action that meet the needs of the stakeholders you need to engage.

Our experience

Our team has supported a wide variety of clients who want to communicate their ESG activity.

Our recent highlights include:

- Coordinating a media and PR campaign for a family office (£550 million AUM) to highlight their ESG credentials amongst financial stakeholders, including in the international financial press.
- Running a communications campaign for a family-owned property developer, leveraging media, online, and social channels, to showcase their environmental credentials to local stakeholders, including planning decisionmakers.
- Creation of an ESG impact report for an individual investor (£800 million), demonstrating their economic impact across the year for distribution amongst important stakeholders, including peers, partners, and regulators.
- Acting for a family office that was subject to an activist-driven campaign to persuade them to drop their investment in a specific company, acting as the primary point of contact for all media enquiries.
- Devising the ESG messaging for a family-owned business that was rolled out across all leadership communications channels, including internal and external newsletters, press, and employee townhalls..

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S500²⁰¹⁹

For more information

Jordan Greenaway
Managing Director

+44 207 556 1041
jordan.greenaway@transmission-private.com

Luke Thompson
Head of Client Services

+44 207 556 1043
luke.thompson@transmission-private.com