

CONTEMPORARY TRENDS IN MANAGING ESG ACTIVITIES OF ENTERPRISES – PATHWAY TO ENSURING SUSTAINABLE DEVELOPMENT

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Abstract. *The article provides a theoretical justification for the directions of managing ESG activities of enterprises and their importance in achieving sustainable development goals. The author's recommendations are highlighted in the areas of defining and implementing key goals and directions, organizing the process of managing an enterprise's ESG activities, integrating ESG approaches into the business management system, as well as monitoring and evaluating enterprise activities in the ESG domain.*

Keywords: *ESG activity, ESG reporting, company (enterprise), sustainable development, management, sustainable development goals.*

When companies formulate their own development strategies and business models, they adjust their priorities towards ensuring sustainable business development, which is based on responsible environmental practices (E-environment), high social responsibility (S-social), and high-quality corporate governance (G-governance). Therefore, the issue of managing ESG activities of enterprises requires appropriate research. The purpose of this article is to highlight modern directions in managing ESG activities and to substantiate

recommendations for their improvement in order to ensure the competitiveness of enterprises and sustainable development.

ESG activity of an enterprise should be considered from the perspective of management decision-making processes aimed at achieving sustainable development goals, as well as their implementation in the course of the enterprise's interaction with external and internal stakeholders, manifested through simultaneous environmental, social, and corporate actions. The components of managing an

enterprise's ESG activities have been identified: awareness of sustainable development goals and key areas of ESG activity; integration of ESG approaches into the enterprise's management system; implementation of ESG activities and formation of an ESG project portfolio; organization and monitoring of the management of the enterprise's ESG activities

The criteria for selecting priorities among sustainable development goals and the features of integrating ESG approaches into the enterprise's activities are disclosed. The directions of ESG activity and the principles of forming an ESG

project portfolio are highlighted. A list of competencies for specialists in the field of enterprise sustainable development has been formed. Recommendations for the informational content of enterprise sustainability reports and a list of indicators for assessing enterprise activities in terms of ESG aspects and management directions are provided. The advantages for enterprises in compiling and publishing ESG reports are highlighted. The importance of combining different forms and types of monitoring ESG activities of enterprises is emphasized: ESG audit, ESG compliance, comprehensive ESG verification, ESG certification.

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