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## **SIFA Strategy and India's SustainPlus sign global agreement to provide a broad range of sustainability services to clients**

SIFA Strategy and SustainPlus have joined forces to provide holistic environmental, social and governance (ESG) support to listed businesses, private companies and public sector organisations based in UK, India and internationally.

The combined advisory, insight and technical services include helping organisations to embed ESG within their strategies; understand related risks and opportunities to inform decision-making; improve resilience; drive change; and engage and communicate better with stakeholders.

The services include ESG workshops, scenario planning, ESG risk assessment, stakeholder audits, Net Zero strategies including carbon accounting and target setting, implementation of TCFD, supply chain sustainability strategies, culture assessment and change programmes, narrative development, reporting and communications.

Commenting on this, Anj Chadha, Director at SIFA Strategy, said:

“Before the outbreak of this tragic pandemic, ESG, accelerated by climate change concerns, was moving up the corporate and political agenda. This is set to continue with an increasing additional focus on risk, resilience and a reduction in costs. Our partnership with SustainPlus means that we are well positioned to provide solutions to many of the ESG challenges and opportunities facing organisations.”

Anu Chaudhary, CEO of SustainPlus, added:

“2019 was an important year when the Indian Government raised governance standards, ESG-dedicated investment funds were launched and ESG continued to outperform on the stock market. We are seeing increasing demand for ESG services and our tie-up with SIFA Strategy means we can offer a broader range of services to clients in India and overseas.”

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## **About SIFA Strategy:**

SIFA Strategy is a specialist ESG and communications consultancy. We facilitate the embedding of ESG principles within a business. We provide tailored insight and advice to better manage risks, exploit opportunities and maximise the impact of the corporate narrative.

## **About SustainPlus:**

SustainPlus provides organisations with the tools and expertise they need to actively manage their social and environmental impacts. When it comes to ESG and sustainability, it believes that the normal rules of business apply. That is, to be successful, organisations must embed sustainable principles in the core of their strategy, operations and culture.

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