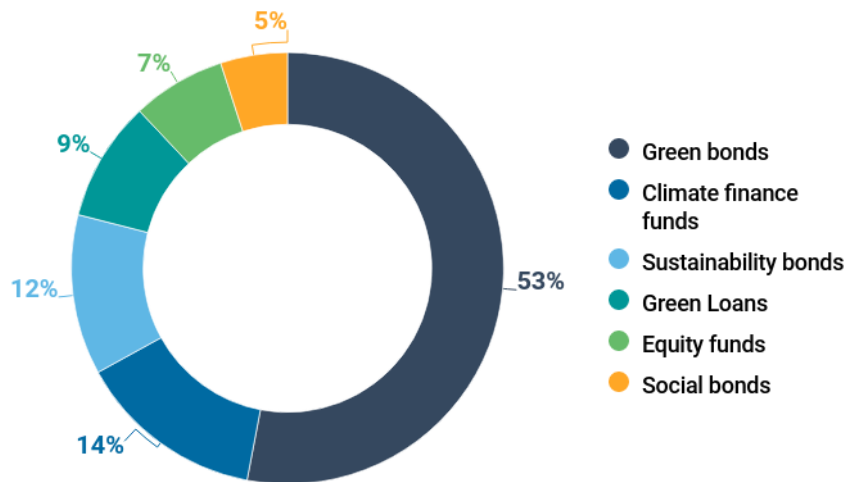


# Sustainable Finance: What is PR's Role in ESG Investing?

Media Analysis Summary



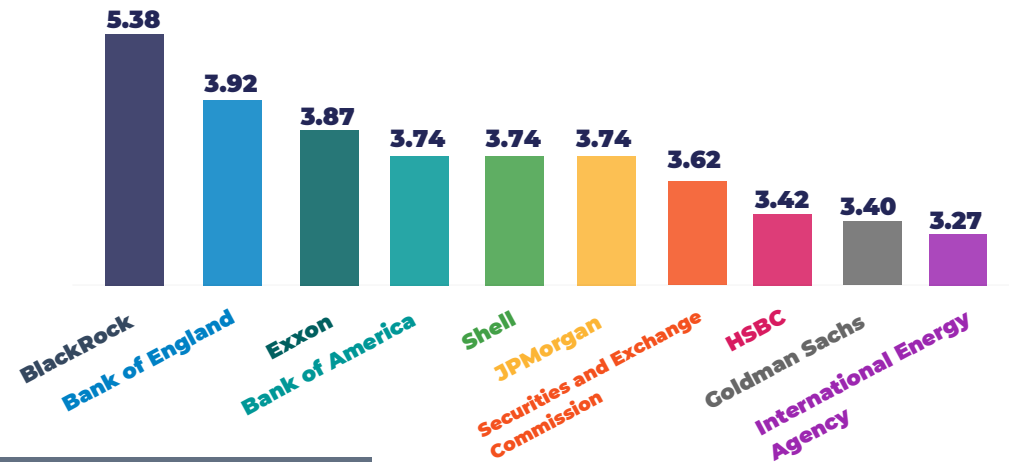
## Financial instruments in the sustainable finance debate by share of voice



Many media reports remarked that green bonds are soaring in popularity as the world aims to recover from COVID-19, with their growth beating even the most optimistic expectations.

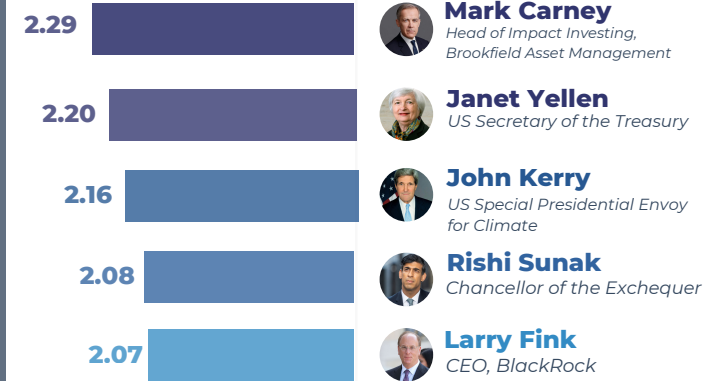
## Top 10 organisations in the sustainable finance debate by media impact score

We found that BlackRock, one of the early adopters of the ESG trend, was the most influential company in the debate.



## Top 5 spokespeople in the sustainable finance debate by influence score

We also found that Mark Carney, an economist and banker who served as the governor of the Bank of Canada from 2008 to 2013 and the governor of the Bank of England from 2013 to 2020, emerged as the most influential spokesperson in the debate.



## 3 tips on how PR can advance the sustainable finance agenda

- Add some S and G to the E
- Stay ahead of regulations and focus on actionable ESG insights
- Be ready for the emerging accusations of ESG-washing

Read the whole analysis here:

<https://commetric.com/2022/04/15/sustainable-finance-what-is-prs-role-in-esg-investing/>

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