

Integrating Community Well-Being into ESG projects



ESG initiatives often prioritize outcomes like carbon reduction but neglect local communities' well-being, leading to mistrust, resistance, and unsustainable practices. Traditional approaches often overlook cultural values, limit participation, and fail to track perceptions, causing dissatisfaction and misaligned goals.

OneNature's Wild Happiness Certification addresses these gaps by integrating community well-being into ESG strategies. Through three levels—**Silver, Gold, and Platinum**—it provides tools to build trust, ensure accountability, and deliver sustainable, community-driven solutions that benefit both people and the planet.

The Role of Community Involvement

The Wild Happiness approach emphasizes a five-step process to integrate community well-being into ESG initiatives:

- 1. Deep Listening:** Engage with communities to understand their values, aspirations, and needs.
- 2. Baseline Measurement:** Adapt the Wild Happiness Index to assess holistic well-being.
- 3. Community Feedback:** Share results with the community for co-analysis.
- 4. Co-Creation:** Collaboratively design conservation strategies with clear success metrics.
- 5. Monitoring and Adaptation:** Continuously track well-being and adapt interventions as needed.



The Wild Happiness Certification Model

To bring the five-step approach to Organisations, OneNature offers the Wild Happiness Certification Model, a scalable framework which operates across **three progressive levels**:

Silver Level: Building the Foundation

Establishes a well-being baseline through staff training, community surveys, and tailored recommendations, creating strong foundations by aligning with local priorities and reducing resistance.

Gold Level: Deepening Engagement

Strengthens engagement with community-supported solutions via deep listening, co-designed surveys, and stakeholder integration, fostering trust and enabling continuous well-being monitoring.

Platinum Level: Transformational Co-Creation

Drives co-creation of adaptive, community-driven ESG strategies through participatory workshops and adaptive practices, delivering scalable, long-term benefits and trust-based leadership.

Benefits for ESG Partners

- Environmental Sustainability:** Support ecosystem preservation and community-led conservation.
- Social Impact:** Empower communities to lead, fostering shared ownership and improved livelihoods.
- Governance:** Ensure transparent, ethical frameworks aligned with ESG standards.

Partner with **OneNature** to integrate the **Wild Happiness Certification Model** into your ESG projects and drive lasting impact across environmental, social, and governance domains.