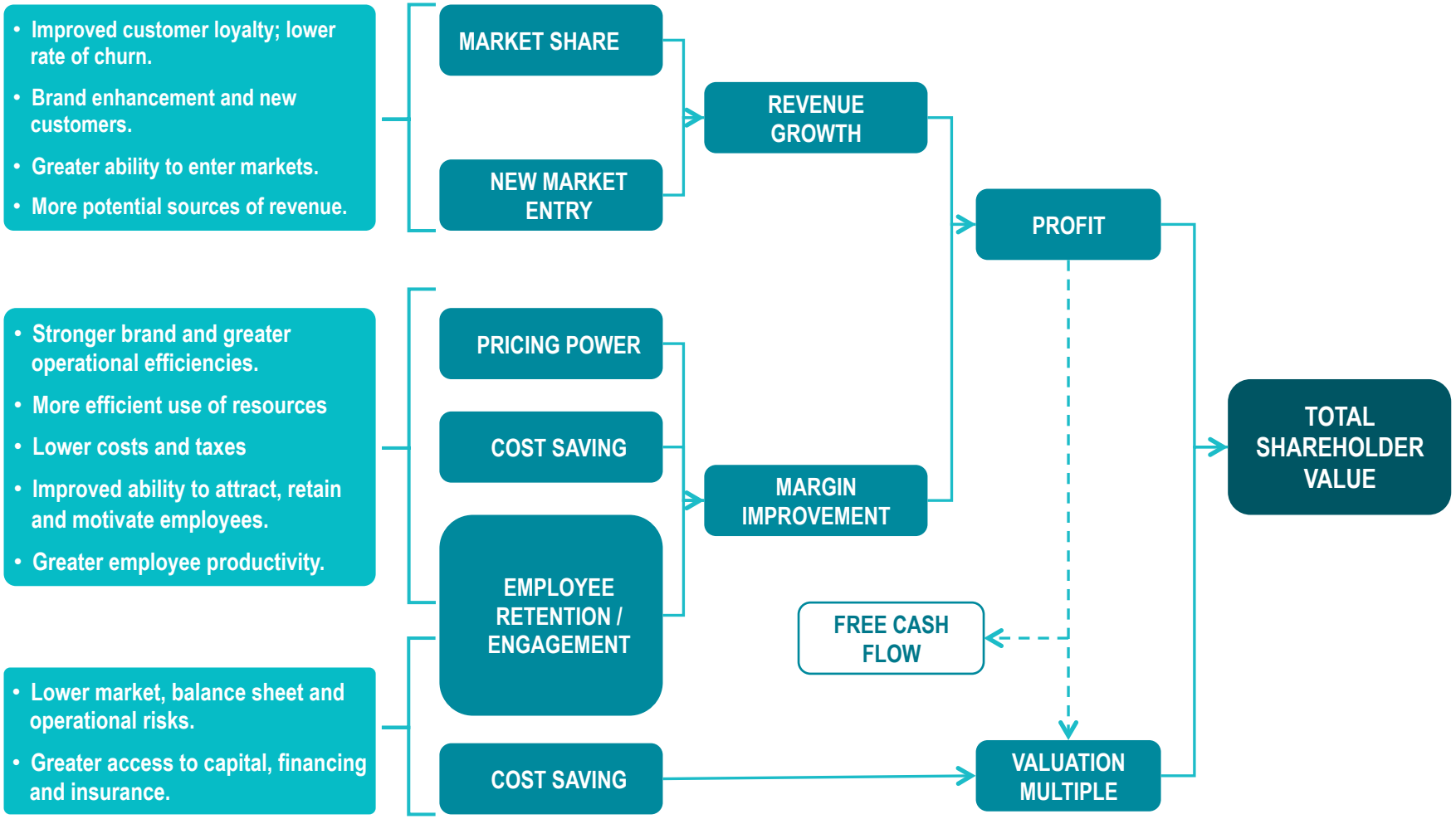THE BUSINESS CASE: ADDING VALUE THROUGH ESG IMPROVEMENTS