



ESG: Strategies for Success in Mexico

Achieving Sustainability and Success through ESG



Today, every business is deeply entrenched with environmental, social, and governance concerns. Global sustainable investments now top \$20+ trillion, so ESG is much more than a fad. It is a business imperative for achieving sustained growth. Therefore, it's important to take proactive steps to properly assess your ESG status and develop and implement the necessary strategies to protect and create long-term value for your business.

If you need a customized plan to ensure top line growth, cost reductions, regulatory and legal compliance, and asset optimization, the Acclaim Energy and Cornerstone alliance can deliver the value you need in a timely and cost-effective manner.

Resolving the CEO's Dilemma

ESG is being viewed by shareholders as a testimony of a socially responsible organization. As a result, a clear hierarchy is emerging when it comes to investing criteria in best-in-class companies. Therefore, investing in an ESG program is imperative to mitigate risks while capitalizing on opportunities to position your organization for the future.

Engaging the Right ESG Team



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- Founded in 2003
- Leading provider of energy advisory services to nearly 20% of the Mexico C&I market in private supply contracts
- \$2.5 billion spend under management
- 500+ Clients
- \$700 million accumulated client savings
- Supported 50% of companies that have issued sustainability or green bonds to meet ESG goals in Mexico

- Founded in 2002
- Professional services consulting firm with more than 400 clients
- Extensive experience in advising on ESG and sustainability programs and decarbonization
- Members are certified by the Sustainability Accounting Standards Board (SASB) and Task Force on Climate Related Financial Disclosures (TCFD)

■ The mission of Acclaim and Cornerstone is to help businesses get to the right ESG solutions, strategies, and systems in a cost-effective manner. Our team has the proven experience and commitment to create sustainable value for you and your stakeholders ■

Maria José Treviño, Country Manager Acclaim Energy México

Building a Sustainable Future for your Company

Our ESG offering combines a proven process that includes analytics, strategy, and reporting implementation to help effectively position and insulate your business from compliance and market risk factors.

Our process places minimal impact on your operations while delivering continuous updates to measure key milestones that achieve maximum results for your shareholders, consumers, and employees. We pride ourselves on being measurable, transparent, and accountable.

“Getting your ESG proposition right leads to higher value creation.”

ESG Service Offerings



Alignment with leading ESG



Materiality assessments



Board, C-Suite, and investor relations counsel



Peer benchmarking



Climate strategy development



Program implementation and project management



Communications and marketing



Social investment spend strategy



Education and training



Stakeholder engagement



Federal and state ESG regulatory advice and strategy



Mitigate carbon footprint through renewable procurement strategies



Sustainability reporting guidance

Our Proven Process

Investors, activists, and regulators want to ensure businesses take a disciplined approach to address their ESG goals. Our process incorporates collaboration, transparency, and accountability, so you can promote your business practices and impact.



Business Case 1



Cornerstone's ESG work with an O&G exploration and production company was noted as a key factor in their acquisition by an American multinational energy corporation in October 2020.

We provided sustainability and ESG advisory services to the company for more than two years. Our work included: developing strategies that aligned ESG priorities with the company's overarching corporate strategy, vision, mission, and values, performing a benchmarking analysis of their O&G peers, advising on how to navigate key ESG frameworks and market expectations, assessing their internal performance against ESG metrics for compliant disclosures, developing Board and C-suite materials, progress reports, and program milestones, managing ESG rating agency strategy and scorecard alignment, supporting the strategic integration between enterprise risk management (ERM), ESG, and social investment strategies.

Business Case 2

Cornerstone is currently helping to manage the implementation of an ESG program for a joint venture between Qatar Energy and ExxonMobil. Cornerstone is providing end-to-end ESG services, including a current state assessment, peer benchmarking, materiality assessment, creation of an ESG statement, and ESG disclosure.

Cornerstone has advised the client on every step of the process and has helped the company develop education and communications materials. Our firm is also advising the company on its communications plan for ESG disclosure and its interface with key stakeholders.



Business Case 3



In 2021, Cornerstone partnered with a land trust and oil field services company to help it develop and implement an ESG program. The company sought to implement an ESG program prior to its conversion to a C-corporation.

Cornerstone provided ESG 101 training, performed a deep dive on the current state of its operations, helped it manage a materiality assessment, guided its disclosure of ESG metrics, and provided the company with a set of recommendations for maintaining and enhancing its ESG performance.

Maria José Treviño



Maria Jose is Acclaim Energy Mexico's Country Manager. Before Acclaim, she previously founded Mexico Green Energy, a consulting company focused on assisting international firms acquire, sell and develop renewable energy projects in Mexico. María José is a market leader in Mexico and has been recognized this year as one of the 100 most powerful women in business in Mexico by Expansión, one of the top 100 of the energy industry by Petroleo&Energia magazine, Top 10 women in the industry by Energía Hoy and a TopVoice on Sustainability by LinkedIn.

In 2020, she was awarded the honorary medal for the energy industry by the International Council of Entrepreneurs (COINE). She holds two degrees, in Business Administration and Mandarin Chinese from Trinity University, as well as an MBA from IPADE Business School.

Jack Belcher



Jack Belcher is a Cornerstone principal with more than 25 years of experience in energy, energy policy and sustainable development. Jack provides strategic and tactical advice to energy and transportation companies and financial institutions, focusing on government relations, regulatory affairs, public policy, strategic communications, situational risk management, and Environmental, Social, Governance.

Jack previously served as executive vice president of HBW Resources, LLC, regulatory affairs and policy manager for Shell North America's Exploration & Production Division, and staff director for the U.S. House of Representatives Subcommittee on Energy and Mineral Resources. Jack also previously worked for the Independent Petroleum Association of America, Hart Energy Publications, and Texaco Gas Marketing Inc. He is certified by the Sustainability Accounting Standards Board (SASB) and the Climate Disclosure Standards Board (CDSB). Jack holds a B.A. in Government from The University of Texas at Austin.

Alberto Rios



Prior to working in Acclaim Energy in 2021, Alberto was Corporate PPA Origination VP for Latin America at Macquarie Group, responsible for developing and overseeing the implementation of commercial strategies and market intelligence initiatives. These projects lead to revenue optimization, negotiation and execution of Power Purchase Agreements for uncontracted and development power projects.

Alberto has 21 years of commercial experience in power and natural gas wholesale and retail markets positively impacting profitability by tailoring energy commodity structured products, negotiating complex contracts and developing advanced risk management strategies. Prior to Macquarie, he was the VP & CCO Mexico, Central America and Caribbean at the AES Corporation where he successfully led a team of 38 individuals across multiple functional areas, exceeded budgeted variable margin, effectively contributed to strategy planning, managed commodity risk, reduced portfolio volatility, and optimized fuel (LNG, Coal, and FO6) logistics. Prior to AES he held several senior positions at an energy consulting firm, Sempra Energy, and Williams Energy Marketing and Trading, where he started his career in the energy sector.

Alberto holds a BSc. in Industrial Engineering from Universidad Iberoamericana and an MBA from The University of Texas at Austin, McCombs School of Business.

Brent Greenfield



Brent Greenfield joined Cornerstone as vice president and counsel in 2019. He provides clients with research, analysis, strategic policy and management guidance, and communications support across all segments of the energy industry, and assists clients with ESG program implementation, including through current state assessments, peer benchmarking analysis, and materiality determinations.

In addition, Brent serves as executive director of the National Ocean Policy Coalition, an organization comprised of members representing sectors including energy, fishing, marine transportation, construction, agriculture, and critical infrastructure. Brent's many years of experience in the energy sector, regulatory policy, the federal executive branch, and national political campaigns includes positions with HBW Resources, LLC, the Office of Federal Communications Commission Chairman Kevin J. Martin, White House Office of Counsel to the President, and Bush for President 2000 campaign. Brent is a licensed member of the State Bar of Texas and received his Doctor of Jurisprudence from South Texas College of Law and a B.A. in Government from The University of Texas at Austin.

Idally Pedroza



Idally Pedroza joined Acclaim Energy as a Commercial Executive in 2021. For the past 10 years she has provided energy advisory services to commercial and industrial clients in Mexico, such as Johnson Controls, Sherwin Williams, Peñoles, Fester, Textiles Mont Blanc, among others.

Idally brings deep expertise when it comes to providing insights on electric and natural gas procurement, contract negotiations, regulatory matters, and risk mitigation. She has a degree in Commerce and International Business from the Banking and Business School in Mexico City, she is in pursuit of her master's degree in Project Management and Operations at Southern New Hampshire University, has a certification in MEM from CENACE and is certified as a SCRUM (used for good agile planning practices) Master. Idally speaks both English and Spanish and will work out of the Mexico City office.

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