



Most effective integration of sustainability into corporate communications - 2017

Award Description

For this award, we are looking for evidence of continued and successful communications of a sustainability strategy and how it is integrated into the core corporate strategy. A company's sustainability strategy should be aligned with a company's core objectives, should embrace the company's role as a responsible corporate citizen, support the investment proposition by addressing company-specific sustainability issues and demonstrate the integral nature of sustainability. Particular attention will be paid to how companies evidence that they understand their investors and wider stakeholders (employees, customers, suppliers and society...) and the issues that matter to them and have considered them in their operations and strategy across their communications including: reports, websites, presentations, video, social media and any other relevant communications.

The entry should demonstrate the successes but also the challenges faced by the company in communicating their sustainability strategy. Evidence of how these challenges have been identified, understood and proactively managed through the organisation's actions should be included together with key performance and achievements.

Categories: FTSE100, FTSE250, Small Cap & AIM, and International

Entry statement

Qualitative assessment 50%

In 500 words or less write a statement to tell us about your work referring to the recommended sections below (i.e. background, strategy and approach and results). Ensure that your entry focuses on how you have successfully addressed the following IR principles:

- Having an equity strategy and investment case that is clearly communicated.
- Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares.
- Meeting or exceeding all regulatory requirements around disclosure.

Background

Describe the market or industry context in which your company operates and where you fit into that environment, including reference to your relationships with investors and other key stakeholders and their demands.

Strategy and approach

Explain the strategy behind your approach to sustainability communications. These could include: your objectives for this year; the target audience and the delivery channels used, emphasising the different approach taken in relation to key internal and external stakeholders. We are looking for a demonstration of how sustainability risks and opportunities impact upon value creation and how these are effectively communicated.

Results

Evidence how the communication has met your objectives and supported your equity and investment story. How did your sustainability communications strategy influence shareholders and investor views on your company? This could be supported by quantifiable or anecdotal results or unexpected outcomes. Results should be relevant to your initial objectives and the context of your business and industry.

Quantitative assessment 50%

What we look for

1. Strategy – 25%

- Clear communication of the company's sustainability strategy and how it supports the business strategy and wider value creation
- Clear communication of targets and key performance indicators to measure the progress in pursuing the sustainability strategy.

2. Governance – 25%

- Tone at the top – clearly showing senior managers' attitude towards sustainability.
- How Board of directors' supervises the delivery and communications of the sustainability strategy
- Clear communications of management team's responsibilities for delivery of the sustainability strategy and evidence of how that is being articulated in a consistent and coherent manner

3. Approach to sustainability communications and reporting – 25%

- Demonstrate an effective creative and engaging approach to communications with investors and wider stakeholders in line with overall strategy.
- Approach to defining material issues based on feedback from key stakeholders.
- Evidence that the sustainability strategy and report address the material issues.

4. Ongoing development and effectiveness – 25%

- Evidence that sustainability communications has been effective at strengthening investor relations and the company's equity/investment story.
- Evidence that sustainability communications has had a positive effect on the company's relations with other stakeholders.
- Evidence that the sustainability strategy is communicated to wider audiences through different channels (in addition to corporate reporting).
- Other outcomes, (perception changes, new products or services...)