

# IMPACT EVALUATION

An SRI-CONNECT product for listed companies

**Understand your strengths and areas for improvement:**  
*Evaluate your sustainability and SRI communications strategies*

## OBJECTIVE

- To establish as a baseline how investor stakeholders (portfolio managers and investment analysts) perceive your company's sustainability exposures and performance.
- To evaluate the impact of your current SRI communications practices – and determine whether these are having the desired effect with the maximum efficiency.
- To benchmark your practices against peers and best market practice to identify areas of potential improvement

## PRODUCT

A report comprising:

- An evaluation of how your firm's sustainability exposures and performance are regarded by high-priority sustainable investors and opinion-forming analysts
- Analysis of how these stakeholders rate your communications and the impact that these are having on their perception of your firm's strategy and actions
- Where possible, quantitative measures of improvement / decline over a specified time period (typically 12 – 18 months)
- Identified areas of strength and areas for further attention in respect of (a) your corporate sustainability strategy and (b) your SRI communications

## PROCESS

YOU PROVIDE:

- A list of your top 40 investors and the sell-side analysts who cover your stock
- Access to IR and CSR managers for an initial conference call
- An outline of the objectives of your SRI communications programme and any plans already made
- Rough notes on last year's SRI communications activity

## SRI-CONNECT:

- Gather information from key SRI investors, sell-side analysts, and rating agencies (using emails, phone calls and possibly short questionnaires) to determine your firm's position within the market on corporate sustainability and SRI communications
- Produce a report and formulate a strategy to optimise SRI message and communications for the year ahead

## PRICE

- £4,500 + VAT