

SRIConnect

Our reach, your opportunity

SRI-CONNECT activity report



For period to end of Q4 2024

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SRI-CONNECT

- SRI-CONNECT is the global research network for sustainable investment & corporate governance research
- ... and it's where sustainable companies meet responsible investors
- The site now has [6,067 professional users](#) – including the majority of the [industry's leaders & opinion formers](#)
- This transparency report details the site's growth and usage levels...
- ...and describes how asset managers, owners, research providers can use it to...
- ... meet their research & communications needs and ...
- ... build their own profile within this fast-growing, professional community

Activity on SRI-CONNECT

Solid growth in usage

- SRI-CONNECT now has 6,067 registered users
- Registration rate has been rock solid since launch

Engagement is broadening & deepening in all areas

- Active: Buzz posts, blogposts, discussion groups etc.
- Passive: Buzz views, blogpost views, profile views, page hits etc.

Use our reach to your advantage

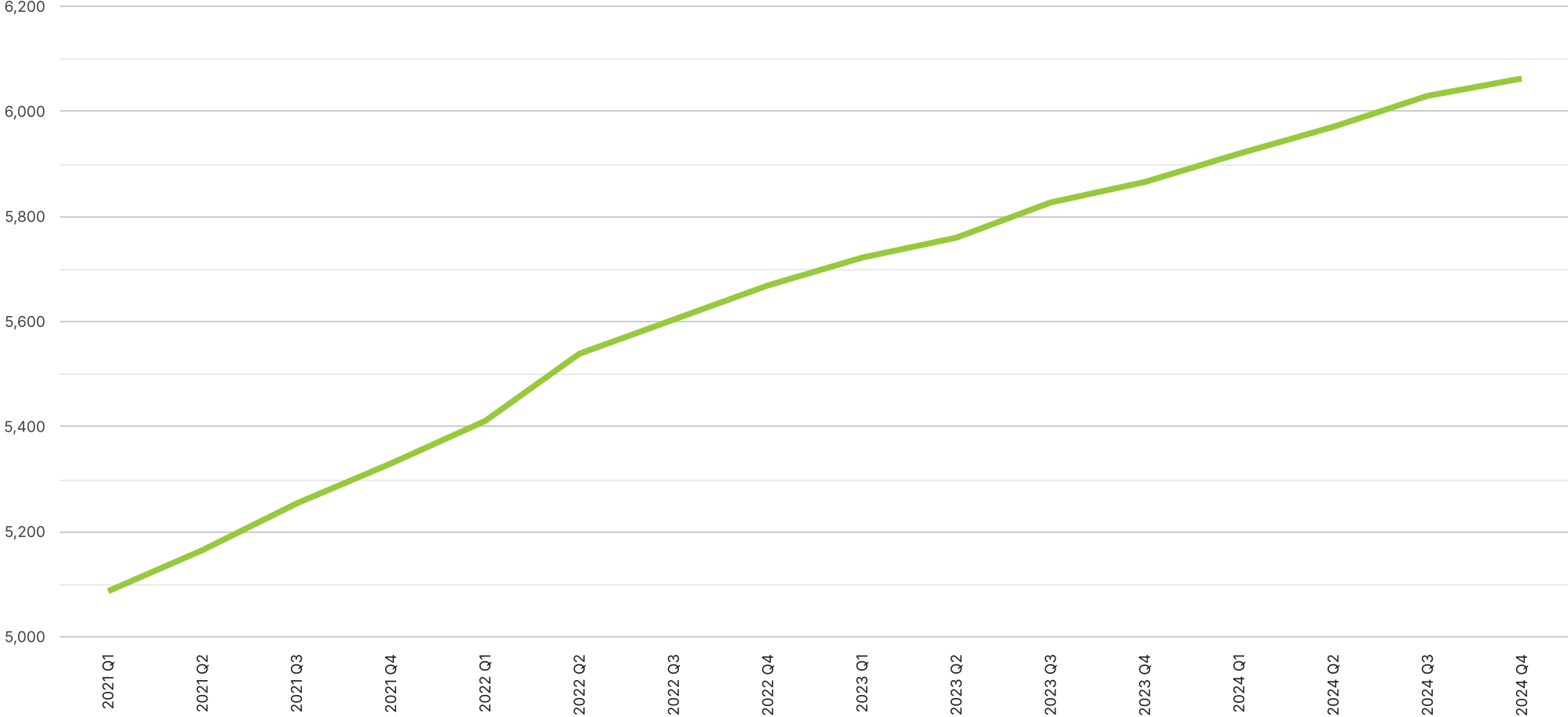
- Build your personal profile; build your company's profile
- Access analysts, investors, research and companies
- Distribute your research and ideas (research providers)

Support our work; build your profile

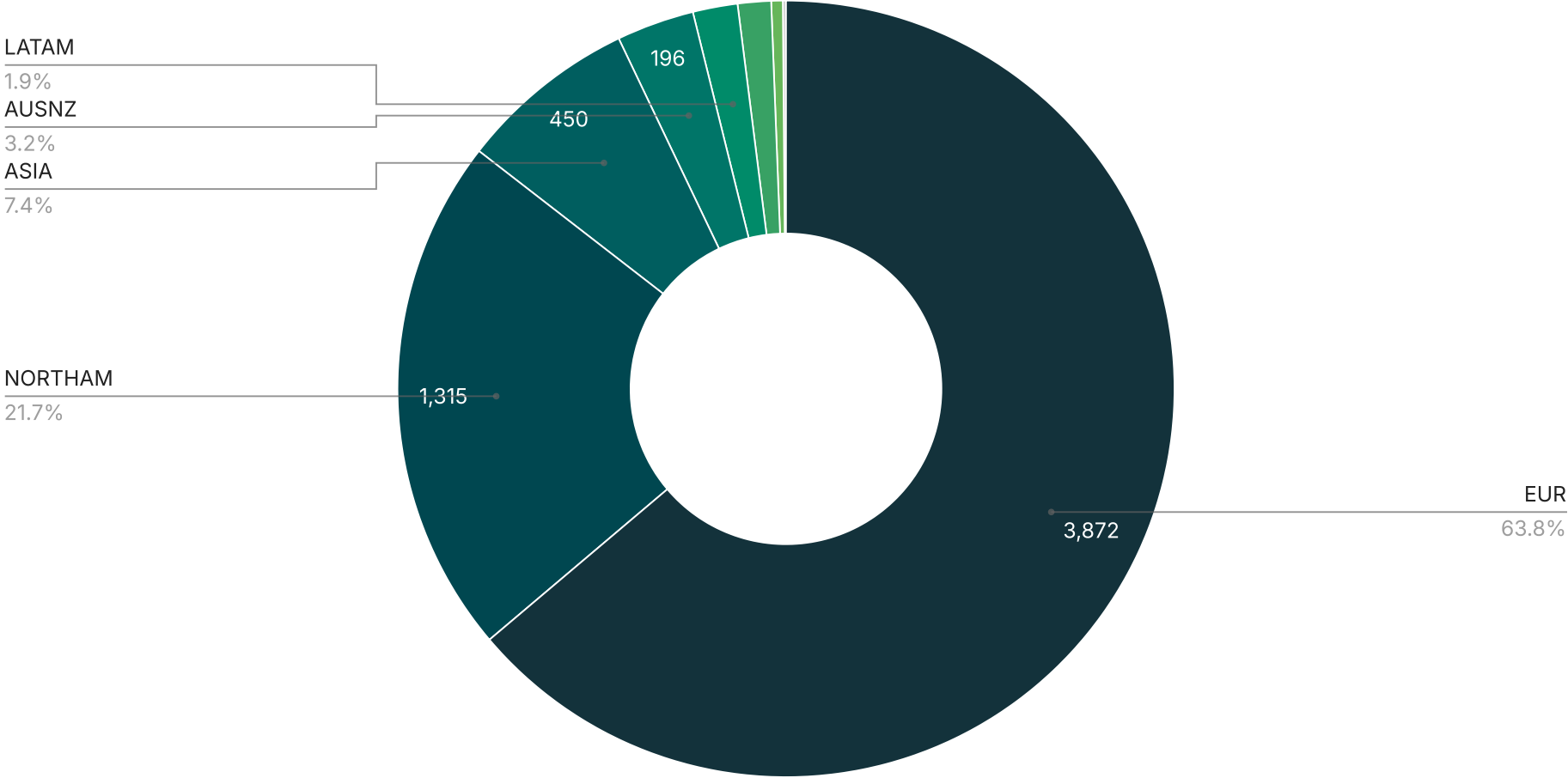
- [Become a supporter to build your firm's profile.](#)

Rock solid growth in registered users

Total Registered Users

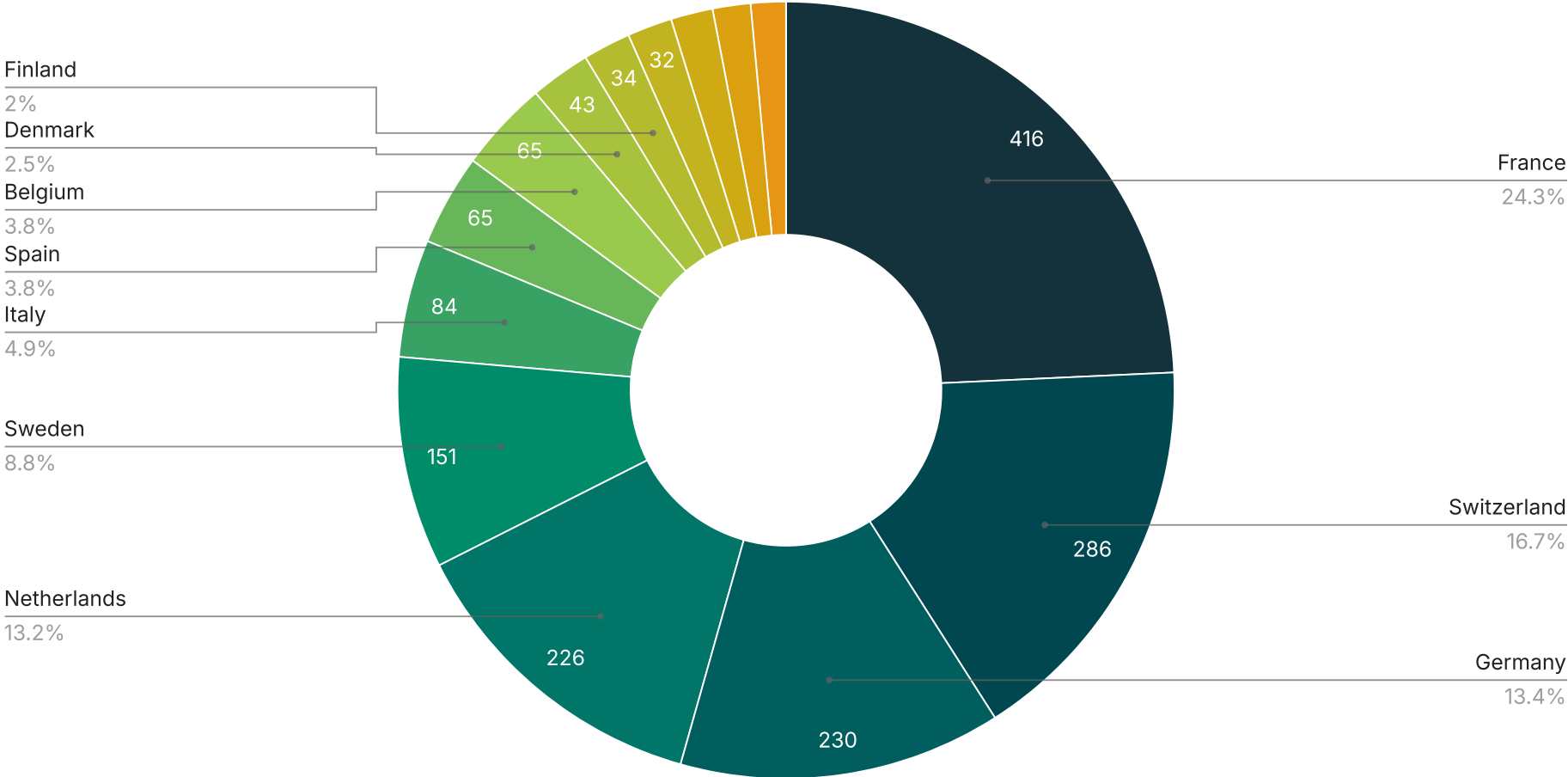


Users - by geography (Global)

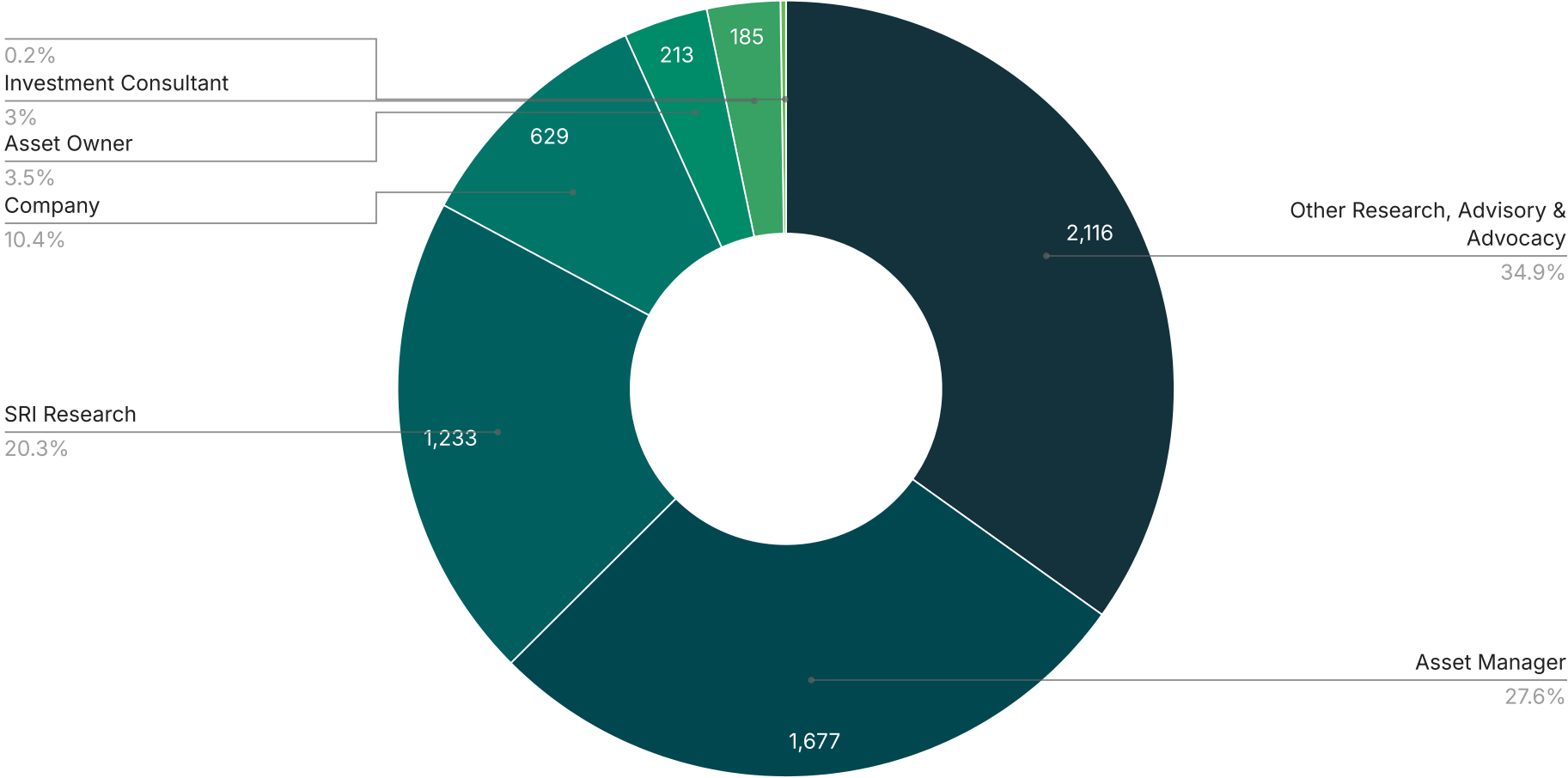


Users - by geography (Europe)

55% of European users are based in the UK. The rest are divided as follows:



Users - by type



Engagement - all

SRI-CONNECT's Consolidated Engagement Metric (CEM)

CEM = Weighted measure of SRI-CONNECT engagement by users.



Engagement - data

- **# of Connections:**

Conns 2024/Q1: **24** | Conns 2024/Q2: **38** | Conns 2024/Q3: **24** | Conns 2024/Q4: **52** | Since 2011: Conns **15,618**

- **# of Buzzes (mainly reports):**

Buzzes 2024/Q1: **306** | Buzzes 2024/Q2: **339** | Buzzes 2024/Q3: **270** | Buzzes 2024/Q4: **289** | Since 2011: Buzzes **13,190**

- **# of Discussion Group joiners:**

Joiners 2024/Q1: **86** | Joiners 2024/Q2: **36** | Joiners 2024/Q3: **15** | Joiners 2024/Q4: **12** | Since 2011: Joiners **7,069**

- **Individual profile completion**

of users with sector interests declared: **1,744**

of users with sustainability interests declared: **1,007**

of users with SRI issue interests declared: **1,062**

of users with photo loaded: **1,600**

- **Company profile completion**

of company profiles controlled by users: **207**

Page hits by quarter



Most hit buzzes (Q4 2024)

- **Stewart Investors: 5 RFPs Issued**

— Posted by: SRI Connect Editor

- **Research RFP: Stewart Investors - Universal Design**

— Posted by: SRI Connect Editor

- **Research RFP: Stewart Investors - Smoking, vaping and convenience stores**

— Posted by: SRI Connect Editor

- **Research RFP: Heating, Ventilation, and Air Conditioning (HVAC)**

— Posted by: SRI Connect Editor

- **Ceres: Ahead or Behind? The State of Climate Finance in the Banking Sector**

— Posted by: SRI Connect Editor

- **NA100: Company Benchmark 2024**

— Posted by: SRI Connect Editor

- **Research RFP: Stewart Investors - Hospitals**

— Posted by: SRI Connect Editor

- **Vontobel: Modern mining: Digging deep to find winners on the brink of a technological revolution**

— Posted by: SRI Connect Editor

- **Research RFP: Stewart Investors - Clothing Companies**

— Posted by: SRI Connect Editor

- **Federated Hermes: COP16 to challenge governments to deliver on Biodiversity Plan (Blog)**

— Posted by: SRI Connect Editor

Email open/click-through rate (Q4 2024)

Averages for:	Campaigns sent #	Sent #	Opened #	Opened %	Clicked #	Clicked % (from opens)	Click % (from total)
'Most hit' sustainable investment research (Month'Yr)	3	5,835	1,561	27	186	12	3
Research marketplace (Oct'24) - Stewart Investors 5 RFPs Issued	1	376	116	31	16	14	4
Research marketplace (Oct'24) - Sustainable batteries	1	377	110	29	5	5	1
SRI research highlights - tailored to your interests	13	5,541	1,450	26	239	17	4

Date	Email type	Sent #	Opened #	Opened %	Clicked #	Clicked % (from opens)	Click % (from total)
04/10/2024	SRI research highlights - tailored to your interests	5,666	1,534	27	257	17	5
08/10/2024	'Most hit' sustainable investment research (Month'Yr)	5,944	1,579	27	247	16	4
08/10/2024	Research marketplace (Oct'24) - Sustainable batteries	377	110	29	5	5	1
09/10/2024	Research marketplace (Oct'24) - Stewart Investors 5 RFPs Issued	376	116	31	16	14	4

Date	Email type	Sent #	Opened #	Opened %	Clicked #	Clicked % (from opens)	Click % (from total)
11/10/2024	SRI research highlights - tailored to your interests	5,675	1,500	26	297	20	5
18/10/2024	SRI research highlights - tailored to your interests	5,563	1,570	28	256	16	5
25/10/2024	SRI research highlights - tailored to your interests	5,530	1,416	26	249	18	5
01/11/2024	SRI research highlights - tailored to your interests	5,510	1,409	26	236	17	4
05/11/2024	'Most hit' sustainable investment research (Month'Yr)	5,782	1,464	25	144	10	2
08/11/2024	SRI research highlights - tailored to your interests	5,516	1,477	27	313	21	6
15/11/2024	SRI research highlights - tailored to your interests	5,509	1,512	27	219	14	4
22/11/2024	SRI research highlights - tailored to your interests	5,517	1,531	28	211	14	4
29/11/2024	SRI research highlights - tailored to your interests	5,510	1,439	26	231	16	4
06/12/2024	SRI research highlights - tailored to your interests	5,506	1,468	27	205	14	4
09/12/2024	'Most hit' sustainable investment research (Month'Yr)	5,778	1,639	28	168	10	3
13/12/2024	SRI research highlights - tailored to your interests	5,513	1,363	25	219	16	4

Date	Email type	Sent #	Opened #	Opened %	Clicked #	Clicked % (from opens)	Click % (from total)
20/12/2024	SRI research highlights - tailored to your interests	5,514	1,217	22	190	16	3
27/12/2024	SRI research highlights - tailored to your interests	5,508	1,411	26	228	16	4

Most active users (grouped by organisation)

Most active asset managers (Q4 2024)

1	Robeco
2	abrdn
3	WHEB Asset Management
4	Carbonless Asia
5	Oddo BHF Asset Management
6	Schroders Asset Management
7	PIMCO
8	Rothschild & Co [Wealth Management]
9	Vanguard Group (Investor)
10	Capital Group

Most active asset managers (last year)

1	Robeco
2	abrdn
3	WHEB Asset Management
4	Carbonless Asia
5	Rothschild & Co [Wealth Management]
6	PIMCO
7	M&G Investments [M&G]
8	HSBC Global Asset Management
9	Regnan
10	Allianz Global Investors

Most active research providers (Q4 2024)

1	ESG Data & Solutions
2	Sustainalytics
3	Sustainable Fitch
4	Ethifinance
5	ISS ESG
6	Creative Investment Research
7	Principles for Responsible Investment
8	Ceres
9	MSCI ESG Research
10	Planet Tracker

Most active research providers (last year)

1	Planet Tracker
2	ESG Data & Solutions
3	Sustainable Fitch
4	Sustainalytics
5	ISS Governance
6	ISS ESG
7	MSCI ESG Research
8	Environmental Defense Fund
9	Principles for Responsible Investment
10	RFI Foundation

Our reach, your opportunity

Easy steps to use SRI-Connect's reach to enhance your research and engagement and to build your industry profile

Profile through research

At SRI-Connect, we believe that great investment is built on great research.

So, we have built a platform that rewards the most active participants in the sustainable investment research debate with profile in the global industry.

To take advantage of this, simply:

Listen → Transmit → Engage → Support our work

Step 1: Listen

- **Encourage all members of your team to [register here](#)**
 - Is free, takes 2 minutes
- **[Update your profile](#)**
 - ([Register here](#), if you haven't already done so)
- **Make a few connections**
 - (To find interesting people, use the [Directory](#), or the search box on the top LHS of the page)
- **Join a few [discussion groups](#)**
 - (Use the category filter to find groups on sectors, markets and issues that are relevant to you)

Step 2: Transmit

For asset managers

- [Update your firm's profile](#)
- [Search the buzz](#) – to find research on subjects and stocks that you cover
- [Post research, opinions or reports](#) that you want to distribute to the global SRI community
- Use the [Research Marketplace](#) to commission bespoke research from a global provider base
- See [Value for asset managers](#) for more ideas

For companies

- Follow the steps in this easy 10 step guide to [Take Control of SRI communications](#) to double the impact of your SRI communications and halve the time that these take

For research providers

- [Update your firm's profile](#)
- [Search the buzz](#) – to find research on subjects and stocks that you cover
- [Post research, opinions or reports](#) that you want to sell to or share with asset managers worldwide
- Respond to tenders placed in the [Research Marketplace](#)
- See [Value for Research Providers](#) for more ideas and [User guide for SRI agencies, SIFs & the PRI](#)

Step 3: Engage

- Use Discussion Groups to participate in:
 - analytical investment debate around stocks, sectors & issues
 - discussion about the strategic direction of SRI & corporate governance
- **...and to be seen to do so by clients, potential clients, peers and counterparties**

Step 4: Support our work

SRI-C's supporters enable our mission to deliver high-quality sustainable investment research & efficient company-investor communications. You can use the platform - for free - to build your profile within the industry. Or, if you have a little money to spend, and want to build your firm's profile further while contributing to our work, consider becoming an SRI-Connect supporter. [Details here](#). As a supporter, you will receive:

- Your logo on the side of SRI-Connect for four weeks
- Distribution of your logo in the weekly research highlights email for four weeks
- A 'Coverage Report' & 'Industry Profile Report' – to show you the visibility of your firm and team over time
- Pro-active support from our research editors to ensure that any research or analytical op-ed that you produce is promptly found, assessed and distributed

Total transparency

Total transparency

- We believe absolutely in transparency and will be happy to report any data that would be useful to our users...
- ...subject, of course, to respecting the privacy of individuals
- So, please, let us know if you would be interested in:

Any data...

...on a global, regional, national, organisational ... or even personal level ...

... on any of the following

- Organisational profiles updated | Org profiles viewed | Orgs followed
- User profiles updated | User profiles viewed | Connections made
- Discussion topics raised | Groups joined | Blogs posted | Blogs viewed

... or anything else

Here to help

- In the last few years, we've travelled up a steep learning curve on social media and its application to investment research We started sceptical We're now convinced that it has a lot to offer our industry ...and we're still learning
- We're always happy to help anyone who has any questions at all about how best to use SRI-CONNECT or other social media to improve their research or raise their professional profile
- Please get in touch with any questions or comments...

Mike Tyrrell

SRI-CONNECT

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Appendix: Most active user rankings

Most active asset managers (full year to end of Q4 2024)

Rank (Total engagement)	Organisation	Site usage (CEM total)	Rank (User - relative)	Activity (% of peer group)	Activity (% of all site users)
1	Robeco	1813	16	12%	4.36%
2	abrdn	1097	25	7%	2.64%
3	WHEB Asset Management	847	5	5%	2.04%
4	Carbonless Asia	403	1	3%	0.97%
5	Rothschild & Co [Wealth Management]	304	6	2%	0.73%
6	PIMCO	260	56	2%	0.63%
7	M&G Investments [M&G]	259	75	2%	0.62%
8	HSBC Global Asset Management	234	90	1%	0.56%
9	Regnan	224	19	1%	0.54%
10	Allianz Global Investors	215	110	1%	0.52%
11	BNP Paribas Asset Management	195	76	1%	0.47%
12	Schroders Asset Management	193	137	1%	0.46%
13	Capital Group	189	111	1%	0.45%
14	Lazard Asset Management	188	103	1%	0.45%
15	BlackRock (Investment Management)	181	142	1%	0.44%
16	UBS Asset Management	180	114	1%	0.43%
17	Oddo BHF Asset Management	177	28	1%	0.43%
18	Redwheel	174	40	1%	0.42%
19	Saturna Capital	171	4	1%	0.41%
20	Stewart Investors	171	116	1%	0.41%
21	Calvert Research & Management	170	74	1%	0.41%
22	Liontrust	159	72	1%	0.38%

Rank (Total engagement)	Organisation	Site usage (CEM total)	Rank (User - relative)	Activity (% of peer group)	Activity (% of all site users)
23	Vanguard Group (Investor)	147	98	1%	0.35%
24	Muzinich & Co	144	2	1%	0.35%
25	UBP Asset Management	141	41	1%	0.34%
26	Aviva Investors	126	163	1%	0.30%
27	Alternative Bank Schweiz	120	20	1%	0.29%
28	Skandia [Asset Manager]	120	70	1%	0.29%
29	Zurcher Kantonalbank	120	77	1%	0.29%
30	Federated Hermes	115	147	1%	0.28%
31	Boston Trust Walden	110	95	1%	0.26%
32	Mirova	110	158	1%	0.26%
33	Goldman Sachs Asset Management	107	141	1%	0.26%
34	Swedbank Robur	107	42	1%	0.26%
35	Korea Investment Corporation	106	3	1%	0.25%
36	Manulife Investment Management	105	144	1%	0.25%
37	Aegon Asset Management	103	46	1%	0.25%
38	Lombard Odier Investment Management	101	79	1%	0.24%
39	Allspring Global Investments	100	47	1%	0.24%
40	Baillie Gifford & Co	100	80	1%	0.24%
41	Nordea Asset Management	90	143	1%	0.22%
42	Erste Asset Management	82	96	1%	0.20%
43	CCLA Investment Management	81	59	1%	0.19%
44	Columbia Threadneedle Investments	80	182	1%	0.19%
45	Pictet Asset Management	78	136	0%	0.19%
46	Alecta Investment Management	75	26	0%	0.18%
47	BlueBay Asset Management	70	29	0%	0.17%

Rank (Total engagement)	Organisation	Site usage (CEM total)	Rank (User - relative)	Activity (% of peer group)	Activity (% of all site users)
48	Danske Bank Asset Management	70	53	0%	0.17%
49	Gårdskapital Agricultural Impact Fund	70	7	0%	0.17%
50	GEF Capital	70	30	0%	0.17%

Most active research provider (full year to end of Q4 2024)

Rank (Total engagement)	Organisation	Site usage (CEM total)	Rank (User - relative)	Activity (% of peer group)	Activity (% of all site users)
1	Planet Tracker	1024	4	7%	2.46%
2	ESG Data & Solutions	956	3	7%	2.30%
3	Sustainable Fitch	797	5	6%	1.92%
4	Sustainalytics	749	93	5%	1.80%
5	ISS Governance	646	52	5%	1.55%
6	ISS ESG	637	81	5%	1.53%
7	MSCI ESG Research	608	94	4%	1.46%
8	Environmental Defense Fund	456	14	3%	1.10%
9	Principles for Responsible Investment	447	70	3%	1.07%
10	RFI Foundation	406	1	3%	0.98%
11	Ethifinance	370	37	3%	0.89%
12	Moody's Analytics	366	84	3%	0.88%
13	Minerva Analytics Ltd	315	15	2%	0.76%
14	Ethical Screening	288	18	2%	0.69%
15	Ceres	268	53	2%	0.64%
16	Verisk Maplecroft	252	21	2%	0.61%
17	Swiss Sustainable Finance	202	6	1%	0.49%
18	Impact Cubed	193	42	1%	0.46%
19	S&P Global Sustainable1	192	71	1%	0.46%
20	Ethos Services	191	50	1%	0.46%
21	Creative Investment Research	190	2	1%	0.46%
22	FTSE Russell (An LSEG business)	174	49	1%	0.42%

Rank (Total engagement)	Organisation	Site usage (CEM total)	Rank (User - relative)	Activity (% of peer group)	Activity (% of all site users)
23	Sustainometric	173	33	1%	0.42%
24	Berenberg (Investment Research)	169	9	1%	0.41%
25	First Sentier MUFG Sustainable Investment Institute	161	10	1%	0.39%
26	Citi (Investment Bank)	151	41	1%	0.36%
27	Asia Research and Engagement	143	80	1%	0.34%
28	Impak Analytics	131	7	1%	0.31%
29	S&P Global Market Intelligence	130	63	1%	0.31%
30	NINT ERM	119	87	1%	0.29%
31	Transition Pathway Initiative	93	36	1%	0.22%
32	Forum pour l'Investissement Responsable	89	38	1%	0.21%
33	Morningstar	83	64	1%	0.20%
34	Carbon Transition Analytics	82	43	1%	0.20%
35	Engagement International	80	57	1%	0.19%
36	HSBC (Investment Bank)	80	45	1%	0.19%
37	S&P Global Ratings	80	97	1%	0.19%
38	Aequo Shareholder Engagement Services	77	59	1%	0.19%
39	Equileap	74	34	1%	0.18%
40	Carbon Tracker	72	92	1%	0.17%
41	Jefferies (Investment Bank)	60	23	0%	0.14%
42	LightStream Research	60	8	0%	0.14%
43	World Benchmarking Alliance	60	89	0%	0.14%
44	Bloomberg	59	105	0%	0.14%
45	RepRisk AG	55	106	0%	0.13%
46	Access to Medicine Foundation	53	54	0%	0.13%
47	Bernstein (Investment Research)	50	65	0%	0.12%

Rank (Total engagement)	Organisation	Site usage (CEM total)	Rank (User - relative)	Activity (% of peer group)	Activity (% of all site users)
48	Denny Ellison	50	30	0%	0.12%
49	DZ BANK Investment Research	50	11	0%	0.12%
50	FAIRR Initiative	50	55	0%	0.12%