



Green Actions, Golden Reputation

How sustainable efforts shape stakeholder perception across key business areas.





Stakeholders are paying attention to your sustainability efforts

With RepTrak's expansive suite of reputation metrics, businesses can improve and sustain their corporate reputation. RepTrak's **7 Drivers** are part of that dynamic suite — providing insight into how stakeholders assess key business areas that drive reputation.

Our approach to reputation is different from other reputation management companies — we don't rely on corporate self-reporting, executive opinions, or algorithm-based rankings. Instead, we go straight to the source: the stakeholders whose thoughts, feelings, and actions define your brand's narrative.

In our latest Q2 2024 current events study, we asked the general public: “if a company takes action on sustainability, does it worsen, improve, or make no difference to how they view the company's key business areas.” Our analysis revealed that stakeholders are deeply invested in how companies approach sustainability — and the areas of impact might not be what you think.

Let's break down the impact sustainable actions have across the 7 Drivers.

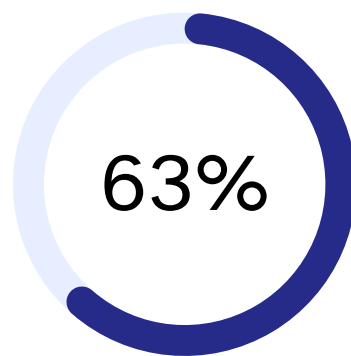


1 Products & Services

This Driver measures the impact that quality and value have on a company's reputation. Because Products & Services is one of the most visible areas for stakeholders, when a company's products or services don't meet consumer needs or expectations, it makes a big impact on reputation.

On average, global perception in this area improves by 63% when companies take meaningful action in sustainability — the highest increase among all Drivers.

If you're looking for a strategic starting point, focusing on Products & Services is a powerful way to boost favorability with stakeholders. By focusing on sustainable *and* quality products, you can make an impactful impression that resonates with both customers and broader stakeholder groups.



RepTrak data shows that Products & Services historically has the highest weight on Reputation.

Q2 2024 IMPACT OF SUSTAINABILITY
ACTION ON PERCEPTIONS OF PRODUCTS
& SERVICES - GLOBAL AVERAGE

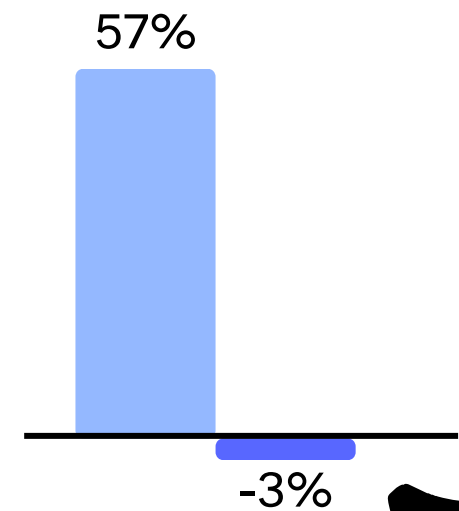
2 Innovation

Forward-thinking companies that embrace change are reputationally rewarded. While innovation often involves swiftly implementing new ideas in products and services, your stakeholders may define it more broadly.

When companies take sustainable actions, the general public's perception of their Innovation improves by 57% globally.

Not all sustainability efforts need to be tied to your products. You can innovate in areas like workplace practices, community engagement, or industry standards. Communicating your innovative strategy, whatever it may be, will strengthen stakeholder perceptions.

Q2 2024 IMPACT OF SUSTAINABILITY ACTION ON PERCEPTIONS OF INNOVATION - GLOBAL AVERAGE



Sustainable efforts decreased public perception of a company's Innovation by 3%, the *smallest* negative impact among the Drivers.

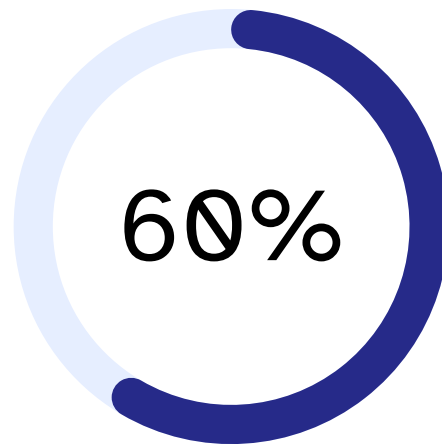


3 Workplace

Attracting and retaining top talent is a reputational asset. Workplace measures how the public thinks about a company's support for employees' health and well-being, and its commitment to fair rewards and equal opportunities.

When companies take action to improve sustainability, they enjoy global perception improvements in Workplace by 60%.

Compensation packages, benefits, and work/life balance are linked to sustainable efforts — and stakeholders are keeping a close eye on them. Communicating about your sustainable workplace strategy will draw in top talent while enhancing your reputation.



Q2 2024 IMPACT OF SUSTAINABILITY
ACTION ON PERCEPTIONS OF
WORKPLACE - GLOBAL AVERAGE





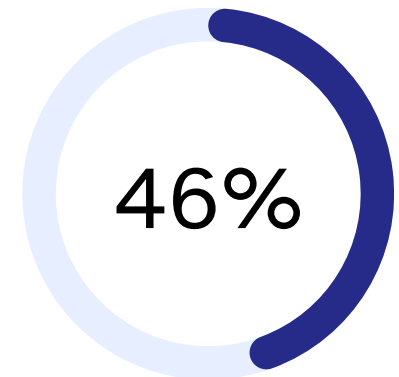
4 Citizenship

Citizenship measures an organization's positive impact on society, including its support of good causes and environmental responsibility. Companies that score high in Citizenship take a proactive stand in making the world a better place.

When companies take action on sustainability, Citizenship perceptions improve by 46% — tied with Performance for the *lowest* improved perception across the 7 Drivers.

Citizenship has a historically high impact on influencing Reputation Scores, yet often sees low Scores itself — reflecting the public's demand for genuine effort and clear communication. To boost perceptions in this area, it's essential to demonstrate authentic commitment to these efforts.

Historic RepTrak data shows that Citizenship has the third highest weight on Reputation.



Q2 2024 IMPACT OF SUSTAINABILITY ACTION ON PERCEPTIONS OF CITIZENSHIP - GLOBAL AVERAGE

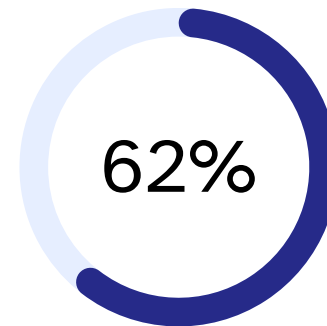
5 Conduct

The Conduct Driver reflects how stakeholders perceive a company's business practices — whether they are open, transparent, and ethical. Stakeholders care deeply not just about what you do, but *how* you do it.

When companies prioritize sustainability, perceptions of their Conduct improve by 62% globally — marking the second highest standing among the Drivers.

Conduct also has a significant impact on Reputation, making it a critical area for continuous monitoring and strategic improvement. Integrate sustainability into your Conduct strategy to further strengthen your reputation and demonstrate a commitment to ethical business practices.

Strong performance in Conduct demonstrates a commitment to high standards of operational integrity.



Q2 2024 IMPACT OF SUSTAINABILITY
ACTION ON PERCEPTIONS OF
CONDUCT - GLOBAL AVERAGE

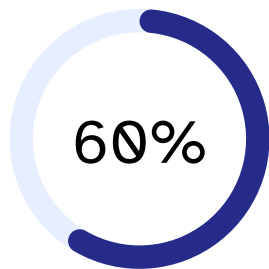


6 Leadership

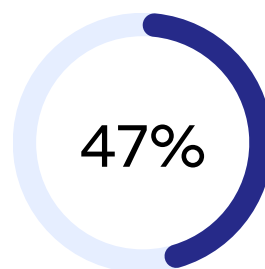
The Leadership Driver measures the conduct and integrity of top executives, shaping both internal and external perception. Globally, perceptions of Leadership show a 53% improvement following sustainable efforts.

RepTrak doesn't only measure global data. We know that stakeholder perception can vary across regions depending on cultural views or specific market crises. In this area, sustainable efforts in EMEA have less of an impact on Leadership than in the Americas — trailing by 13%. This suggests that in the Americas, leadership's communication on sustainability efforts has a greater impact on reputation.

Pay close attention to the nuances of each region you operate in and tailor your strategy accordingly. Stakeholders will notice if you're using a one-size-fits-all approach and not addressing their specific concerns.



Q2 2024 IMPACT OF
SUSTAINABILITY ACTION ON
PERCEPTIONS OF LEADERSHIP
- AMERICAS



Q2 2024 IMPACT OF
SUSTAINABILITY ACTION ON
PERCEPTIONS OF LEADERSHIP
- EMEA



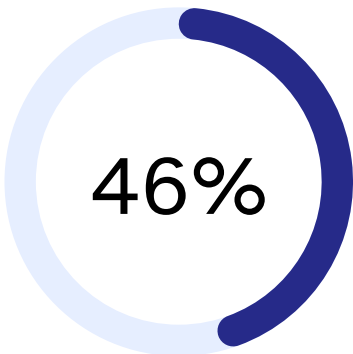


7 Performance

Our Performance Driver reflects a company's potential for growth and financial gain, offering key insights into its ability to endure.


Performance is tied with Citizenship for the *lowest* improved perception, and has the *highest* global worsening perception. Across all regions, it also lags behind in positive perception.

Numbers matter, and performance and profitability are undoubtedly key indicators of reputation success. Don't forget that sustainability has an ROI, and communicating how that fits into your overall sustainability strategy makes for a wholistic approach to reputation management.

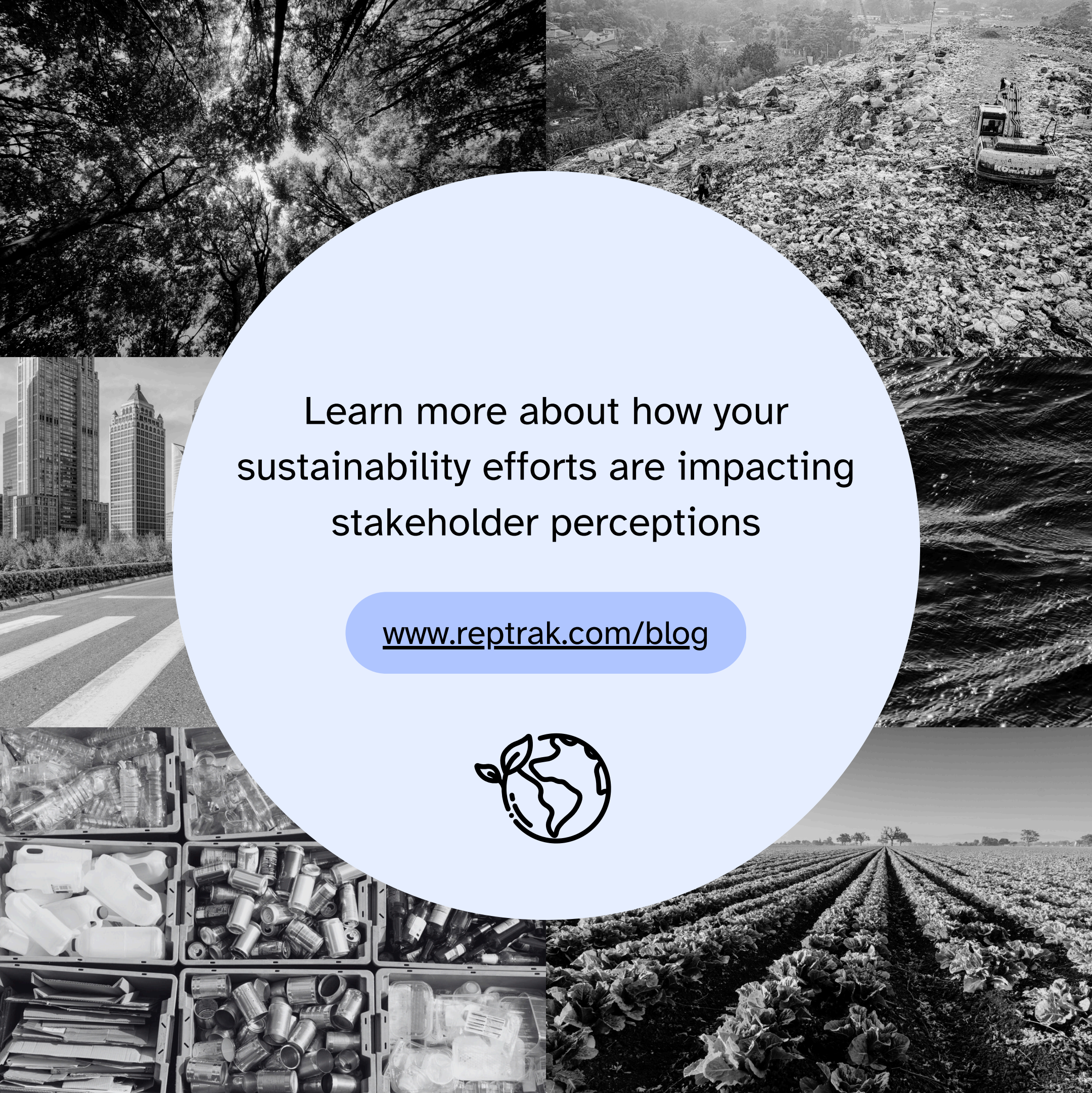


Sustainable efforts had the highest *negative* impact in the area of Performance — a 6% worsening outlook.

46%



Q2 2024 IMPACT OF
SUSTAINABILITY ACTION ON
PERCEPTIONS OF PERFORMANCE
- GLOBAL AVERAGE



Learn more about how your
sustainability efforts are impacting
stakeholder perceptions

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