

## 2022 – Best Communication of Sustainability

**Categories:** *Small-, Mid-, and Large-cap Listed and Non-listed Companies.*

### IR Principles

Please note that for all awards categories, companies need to emphasise how they have successfully addressed the following IR principles:

- Having an equity story and investment case that are clearly communicated across all stakeholders and deliver the company's long-term value creation
- Engaging with investors, analysts and other relevant stakeholders with the depth, transparency, and regularity to enable their fair assessment of the growth and value drivers of the company
- Meeting or exceeding regulatory requirements around disclosure and focusing on greater transparency of information on material risks, challenges, progress and milestones both internally and externally.

### Award Description

For this award we are looking for evidence of year-round communications with investors. This should demonstrate how you communicate the oversight of the identification, assessment, and management of ESG risks, opportunities and performance at your business.

The evidence should demonstrate the extent to which ESG workstreams are integrated in the company's strategy, contribute to its competitiveness and resiliency, and have a positive impact on its ecosystem of stakeholders.

We recognise that this is a rapidly evolving area for many companies and each will be at different stages of their journey. We would like to see businesses demonstrate that their internal approaches are being streamlined in sync with the evolving needs of their stakeholders and that ESG communications are reflective of a holistic and collaborative approach across the organisation, rather than being a product of one department or team.

Businesses are expected to adopt a rigorous approach to communicating long-term value and the wider environmental and social impact of their operations. There is increasing scrutiny from all stakeholders on concrete steps companies are taking to anticipate, address and mitigate financial impacts of ESG issues. A real opportunity exists for companies to be proactive in setting out their ESG strategies, achievements and challenges as part of reporting against relevant frameworks and when engaging with the investment community.

Overall, judges will be looking for evidence of a clearly defined approach, with a consistent and proactive point of view on material ESG issues and long-term value creation across all communications with investors.

| Some of the relevant ESG elements could cover but are not limited to: |   |
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| <b>Environment</b>  | Climate change, biodiversity impacts, GHG emissions, water and waste  |
| <b>Social</b>   | UN SDGs; safety and wellbeing; social impact; diversity and inclusion; supply chain; and inclusive growth   |
| <b>Governance</b>   | Oversight of non-financial issues, evidence of stakeholder input, diversified expertise, succession planning, effective culture management and Board accountability |

## AWARD CRITERIA

### Introduction

Please provide concise but insightful answers to all questions below, keeping in mind the IR principles and individual awards description, and paying particular attention to what the judges are looking for. It would be helpful if you could highlight innovations, what you have done differently, and most importantly any evidence of success.

### Overview

1. What are the most important issues/priorities of ESG to your company and investment proposition, and how have you addressed these in your investor communications?

2. Who are your key stakeholders and how have you engaged them in the year to ensure you meet their communication needs?

### Strategy & Approach

1. How do you communicate your ESG strategy and how is it integrated with your investment proposition? Please outline any channels of communication beyond the Annual Report?

2. How have your ESG communications evolved?

3. How do you communicate the approach to oversight, identification and management of ESG risks, opportunities and performance?

4. Discuss how you have used various reporting frameworks to support your ESG communications?

## Outcomes

1. How do you measure the effectiveness of your ESG communications?

2. What feedback have you received on your ESG story?

*Alongside your submission, please include links to relevant supporting materials.*

*Please note Small-cap, Mid-cap and Large-cap criteria will be comparable to FTSE 100, 250 and Small-cap/AIM market cap sizes as at 31 March, 2022.*