

## 2025 – Best Communication of Sustainability

**Categories:** *Small-, Mid-, and Large-cap 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 integrated equity story and investment case that is clearly communicated across all stakeholders setting out the company’s approach to long-term value creation
- Engaging with investors, analysts and other relevant stakeholders with the depth, transparency, and consistency 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 communication 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 and stakeholders that set out the way the company approaches the identification, assessment and management of sustainability-related opportunities, risks and performance, and ultimately – effective communication to stakeholders around how this underpins the company’s long-term delivery of sustainable growth.

We recognise that this remains a rapidly evolving area for many companies and each will be at different stages of their journey. We would therefore like to see businesses communicate how internal approaches are being adapted to meet the evolving needs of their stakeholders in relation to the company’s externalities.

We are not necessarily looking for best practice across all areas of sustainability communication, we are looking for clear improvements in the year. Some of the following key areas where transparency is increasingly expected by stakeholders include:

### Integration

- New sustainability content being built into results presentations, corporate reporting or investor meetings

- Demonstrating to relevant stakeholders how sustainability is proactively integrated across the business, and overall company vision, purpose and strategy
- Sharing with relevant stakeholders the extent sustainability KPIs form part of performance objectives across the organisation; and link into remuneration

### Training and development

- Sustainability training and development introduced for IRO's

### Assessment of progress

- Explaining to relevant stakeholders how the company proactively assesses progress against long-term and interim sustainability milestones, and acts on learnings from this

### Board effectiveness

- Explaining how relevant sustainability and stakeholder related information is shared with the board on a timely basis and how it has impacted strategic decisions across all relevant areas

### Stakeholder engagement

- Showing how there is proactive communication on sustainability-related matters with existing investors, as well as potential investors
- Demonstrating regular, transparent and clear communications with wider stakeholders. Evidencing how communication channels are adapted to the target audience in terms of content and its delivery
- Explaining how stakeholder feedback and priorities are considered, this will often be achieved through conducting a double materiality assessment.

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

## AWARD CRITERIA

### Introduction

Please provide in 1000 words or less a concise but insightful description of how your sustainability communications have developed in the year, 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

Provide a brief summary of your company’s key transparency objectives in relation to sustainability developments and priorities in the year, to set the scene for discussing communication achievements in the year.

## Strategy and Approach

Explain how your approach to integrating sustainability strategy within the company’s long-term value proposition has been reflected in your investor communications.

In consideration of wider stakeholders beyond investors, articulate how you have engaged with them in the year to ensure you understand and have responded to their priorities through your communication channels.

## Outcomes

Demonstrate how you have measured the effectiveness of your communications of sustainability. Highlight any key outcomes that have resulted from your transparency of approach to sustainability.

*(Max. 1000 words:)*





*Alongside your submission, please include links to relevant supporting materials. To assist with the judging process, please indicate in your entry the pages or sections of your annual report and any other supporting documentation where key information is covered/ can be found.*

*Please note Large-cap, Mid-cap and Small-cap criteria will be comparable to FTSE 100, 250 and Small-cap sizes as at 31 March, 2025.*

