

- THE
- REPUTATIONS
- AGENCY

# Ireland RepTrak Sustainability Index 2024



9<sup>th</sup> October 2024

Today's speakers



**Niamh Boyle**  
CEO & Founder



**Jennifer Scott**  
Managing Director



**David Ó'Síocháin**  
Director of Communications

# Today's agenda

- 1. Welcome and Introduction:**  
The Reputations Agency
- 2. The 2024 Ireland Sustainability Index:**  
Key Findings
- 3. Insight One:**  
Making a Difference Matters
- 4. Insight Two:**  
The Winning Sustainability-Enterprise Formula
- 5. Case Studies:**  
Three Sustainability Exemplars in Ireland
- 6. The 2024 Ireland Sustainability Index:**  
Top 100 Rankings

# ■ THE ■ REPUTATIONS ■ AGENCY

We are a strategic reputation, communications and public relations agency, established in 2004.

We partner with our clients to audit, build and activate brand, purpose and reputation strategies.

We have been the exclusive Irish Associate to The RepTrak Company since 2009 – the respected global thought leader in reputation with 25 offices worldwide.

We are part of WPP's Global Wunderman Thompson Network.



# The Reputations Agency Purpose

Why we Exist

*To be trusted partners  
in harnessing the power of reputation  
for client transformation and growth.*

# The Importance of Reputation

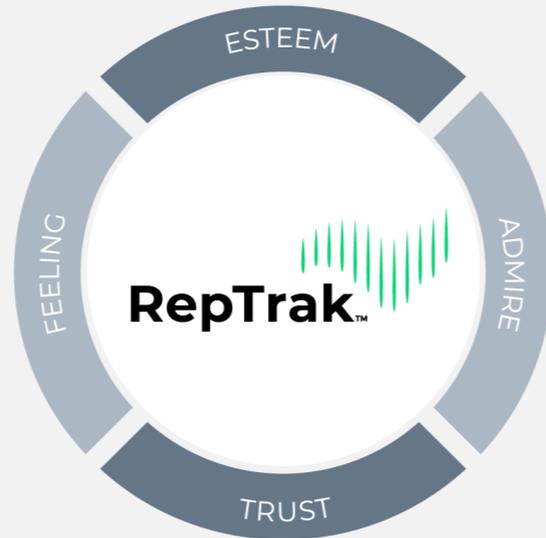
## TOUCH POINTS

Direct experience

What the company communicates

What others say

## REPUTATION



## SUPPORTIVE BEHAVIOUR

Benefit of the doubt

Buy

Recommend products / services

Recommend the company

Work for

Welcome into the community

Invest

## BUSINESS RESULTS

Support new product introductions

Reduce risk of increased regulations

Ability to charge price premiums

Recruit and retain top talent

Support post-crisis recovery

Reduce cost of capital

Support entry into new markets

Sustainability Drives

**53%**

of Reputation



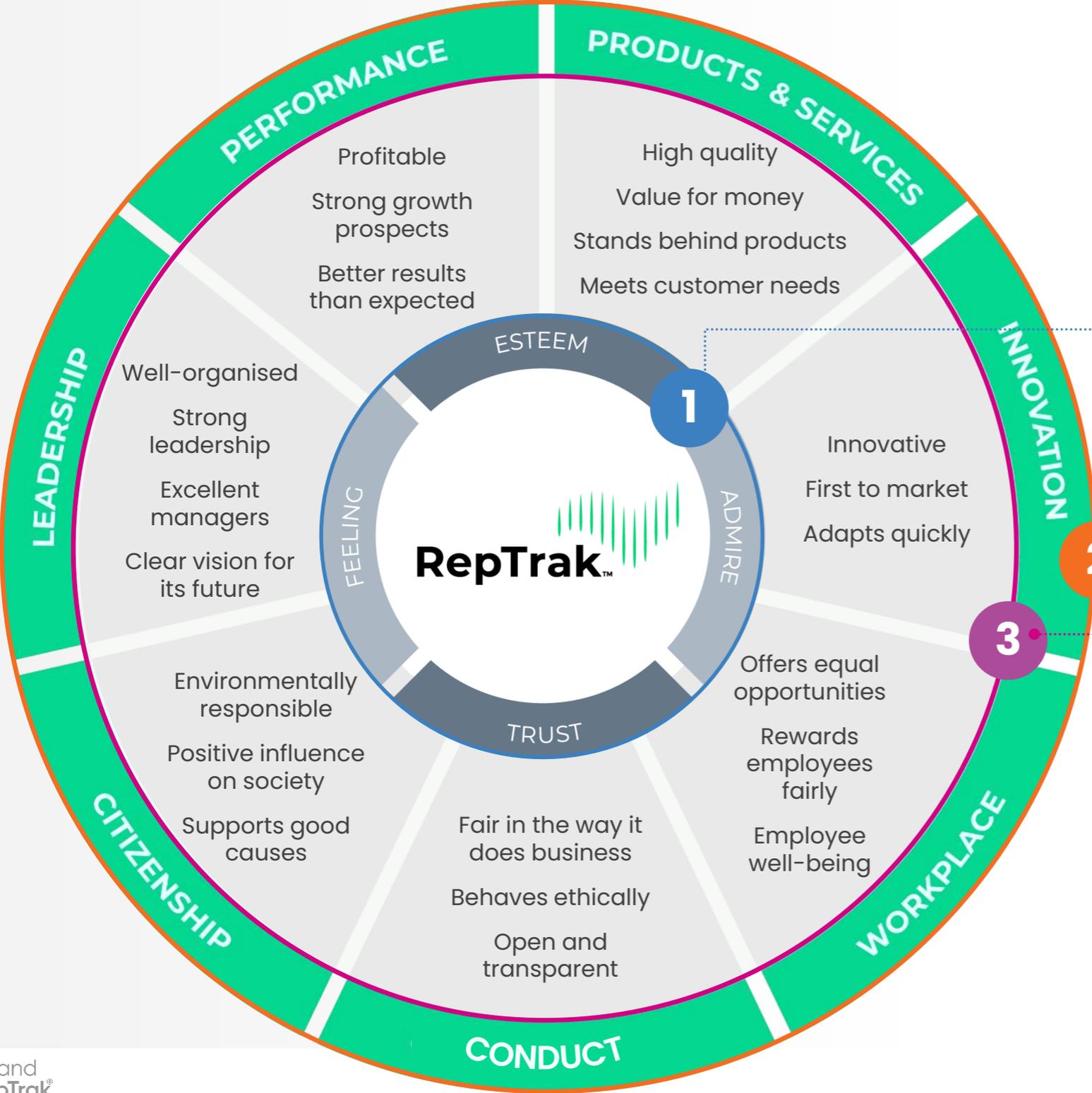
**53%**  
**Sustainability**

[Conduct, Environmental,  
Social, Workplace]

**47%**  
**Enterprise**

[Products & services,  
Innovation, Leadership  
and Performance]

THE REPTRAK® MODEL  
**COMPLETE BUSINESS INTELLIGENCE SYSTEM**



**1. REPTRAK® SCORE**  
 The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

**2. DRIVERS**  
 These seven rational Drivers have proven to be the pillars of organisational reputation.

**3. FACTORS**  
 The 23 concrete and operational Factors that underpin the seven Drivers.

# The RepTrak® Platform Deliverables

## Platform Data

On-demand cloud-based reputation data

- Direct online access to the latest data
- Global gold standard reputation measurement
- Metrics include reputation, brand insights, and more
- Benchmarked against your competitors, partners, or exemplars
- Continuous year-round tracking
- Updated monthly

## The Reputations Agency Senior Advisory

Strategic guidance from experts at The Reputations Agency

- Strategic partner committed to your success
- Expert perspective on your reputation and your local market
- Unbiased and actionable recommendations to protect and build reputation
- Ongoing client support and training
- Integration of custom data and insights from the annual Ireland RepTrak Study.



Ireland  
**RepTrak<sup>®</sup>**

Surveying the  
Sustainability of  
**organisations in  
Ireland**

# Sustainability Today

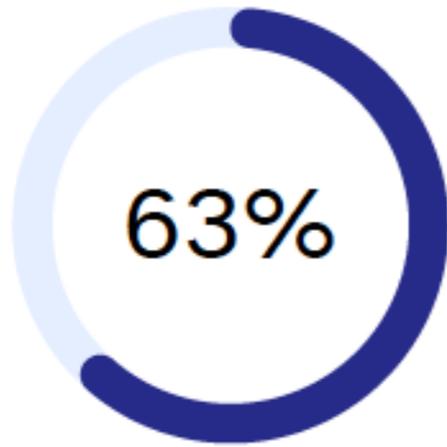


Sustainability remains key for building a strong Reputation.

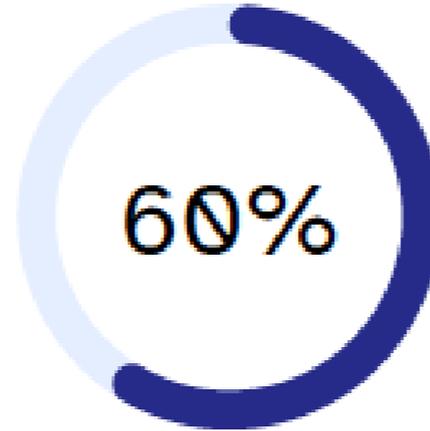
The public DOES care about Sustainability, but they see it as bigger than conventional measures of E, S, and G. Our data indicates that Sustainability today is seen by the public as a broad commitment to being a good corporate citizen across multiple aspects of the business

Organisations who advance Sustainability also get rewarded by more positive public perceptions of their commercial or enterprise activities. This halo effect is significant.

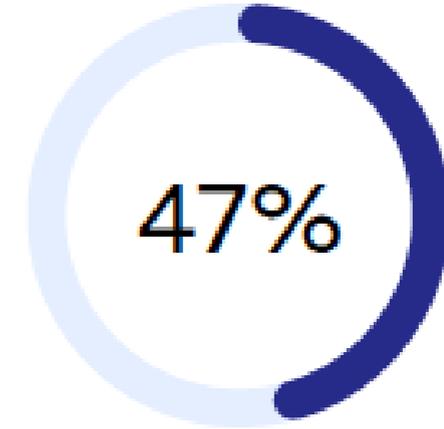
# The Halo Effect – Green Actions, Golden Reputations



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



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



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

In their 2024 Global RepTrak Study, our partners at The RepTrak Company asked this question of respondents in multiple countries: *“If a company takes action on sustainability, does it worsen, improve, or make no difference to how you view the company’s key business areas?”*

The findings revealed that perceptions of sustainability impact assessments of other dimensions of the business.

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Sustainability Index 2024

**Methodology**





# Approach

**In field:** January 2<sup>nd</sup> – March 11<sup>th</sup> 2024

Survey of 5,500 informed members of the public who provided their perceptions of the sustainability of 100 prominent organisations in Ireland.

Assessing organisational performance against four sustainability categories:

ENVIRONMENTAL  
IMPACT

SOCIAL  
PERFORMANCE

CONDUCT

WORKPLACE

## Areas of Investigation



**ENVIRONMENTAL  
IMPACT**

**Acts responsibly to protect the environment.**

**Works to protect and restore biodiversity and ecosystems.**

**Works to reduce waste and reuse and recycle materials and water throughout its business operations.**

**Works to prevent and control any pollution to land, air, or water that may occur as a result of their business actions.**

**Maximises its energy efficiency and use of renewable energy.**



**SOCIAL  
PERFORMANCE**

**Supports good causes.**

**Has a positive influence on society.**

**Improves the lives of people and their communities.**

**Makes a positive economic contribution to society and supports local communities.**



**CONDUCT**

**Behaves ethically.**

**Is fair in the way it does business.**

**Open and transparent.**

**Manages its supply chain in a responsible and transparent manner.**

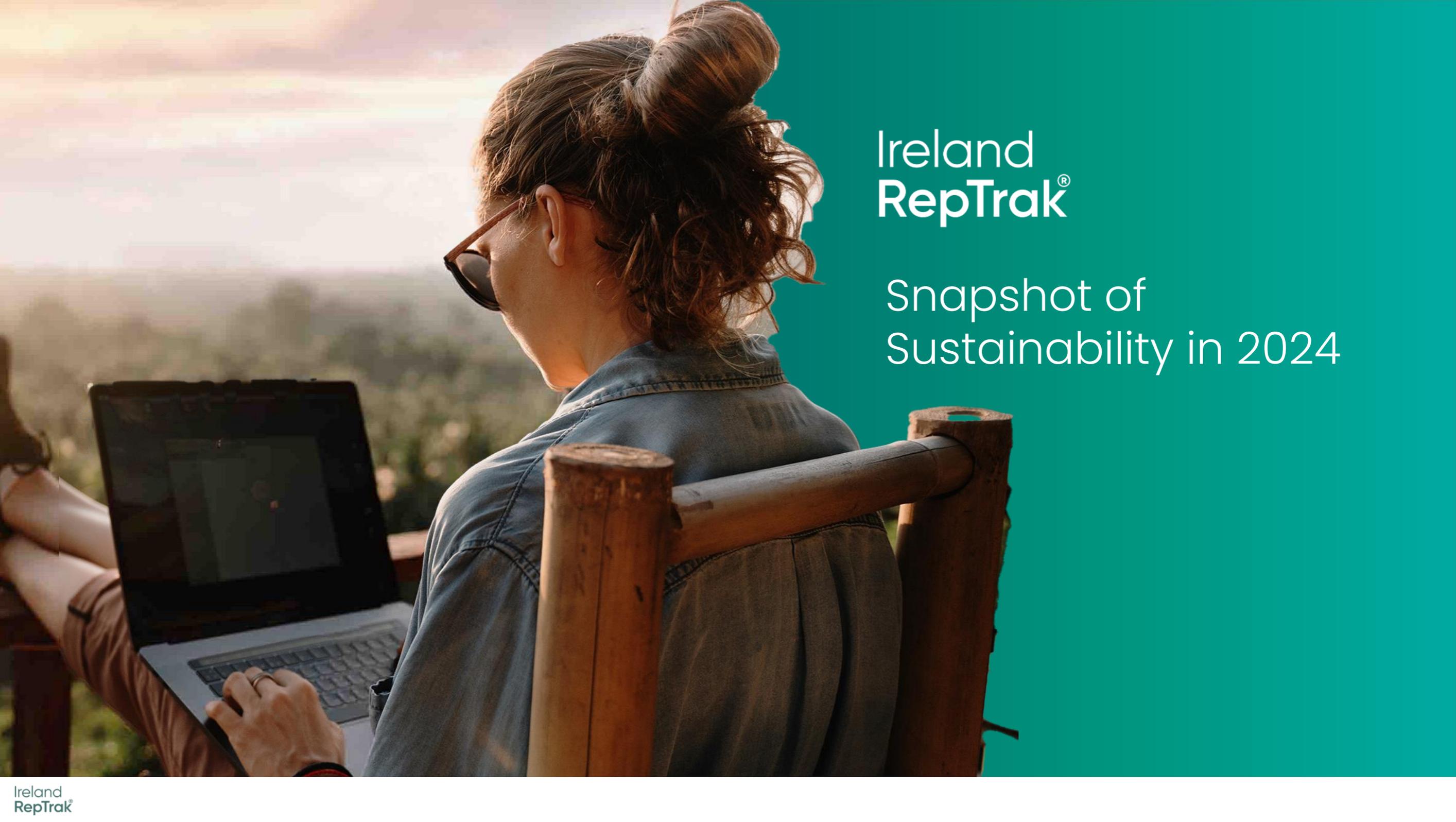


**WORKPLACE**

**Rewards employees fairly.**

**Demonstrates concern for the health and well-being of its employees.**

**Offers equal opportunities in the workplace.**

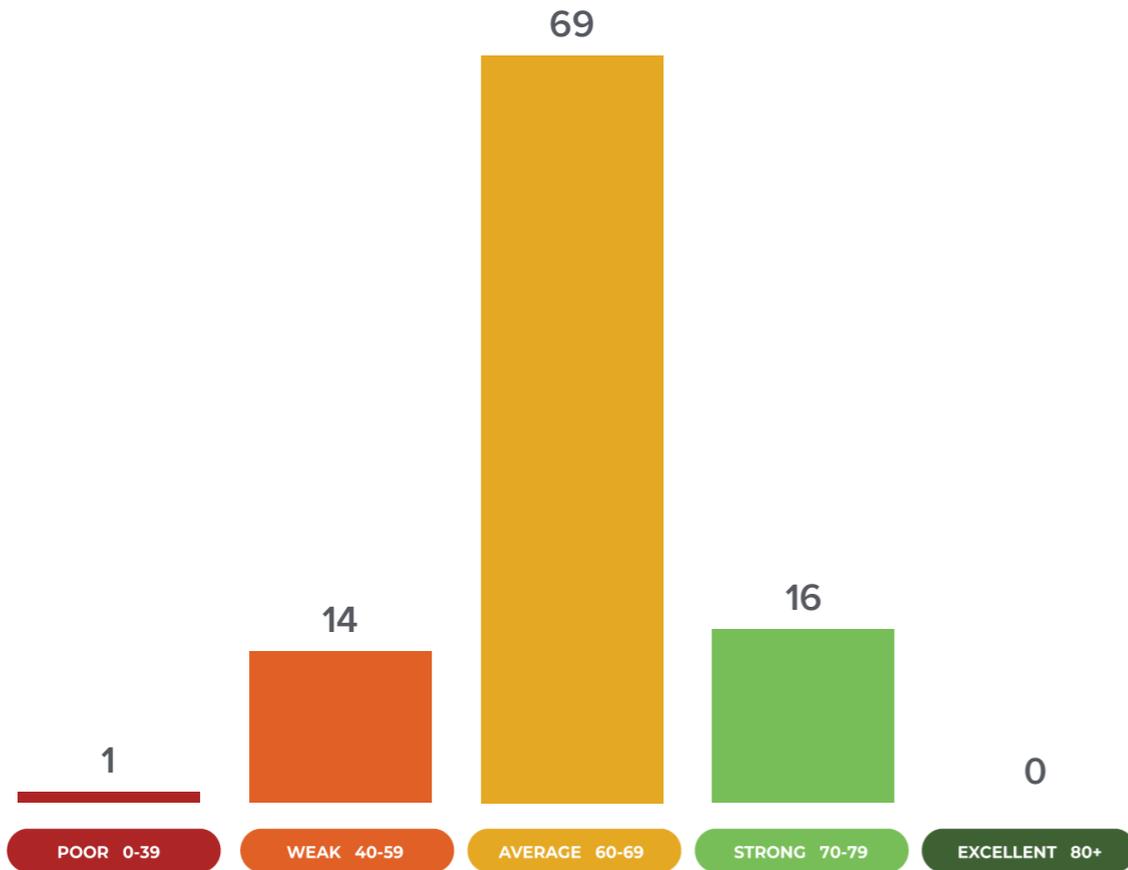


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Snapshot of  
Sustainability in 2024

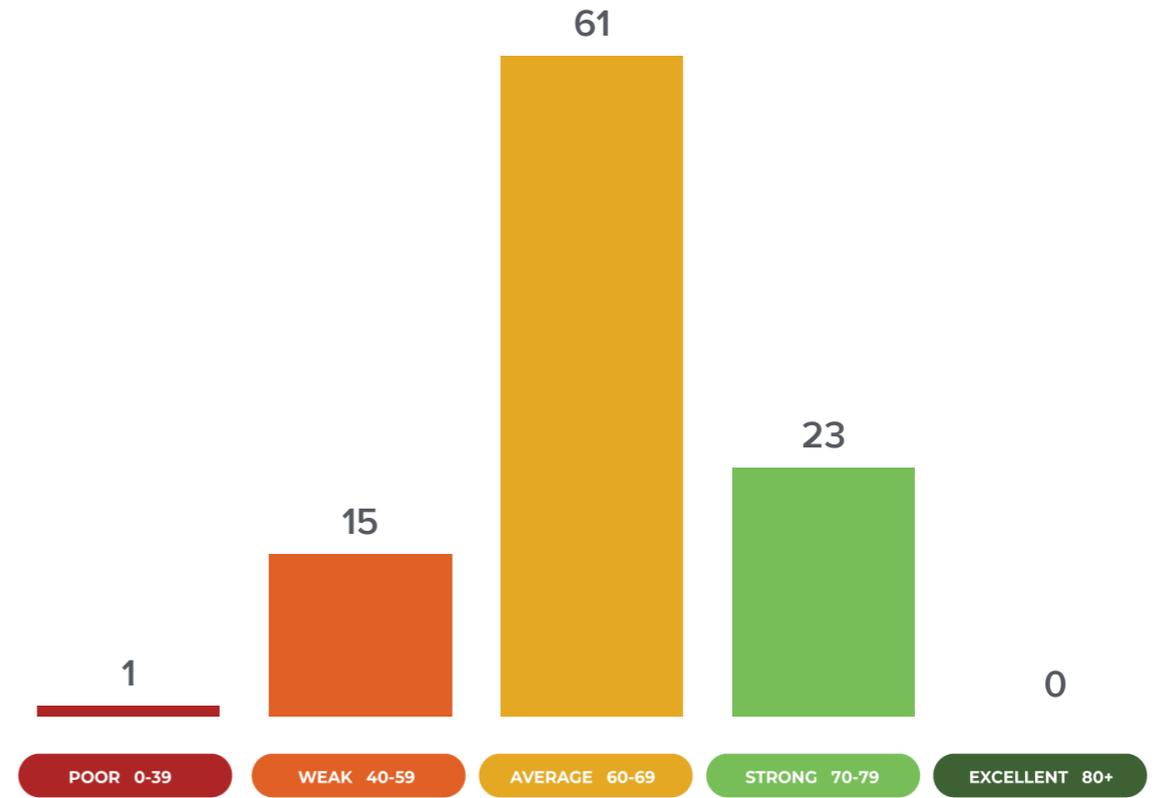
# 2023

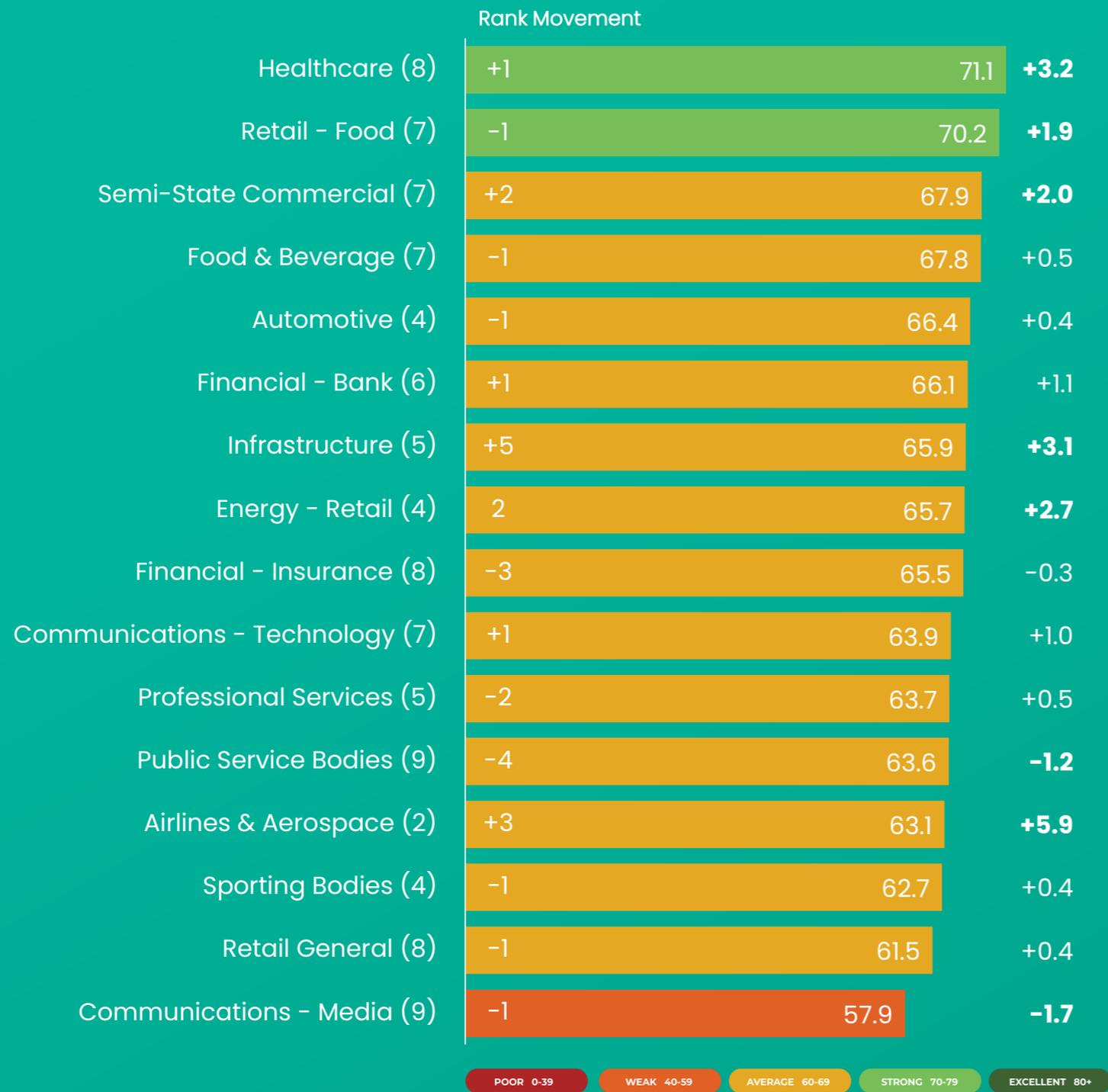
Just 16 companies have a strong sustainability score



# 2024

23 companies have a strong sustainability score





# Ireland Sustainability Index 2024 Sector Ranking

Six sectors improve this year while two decline.

## Annual Average Sustainability Score



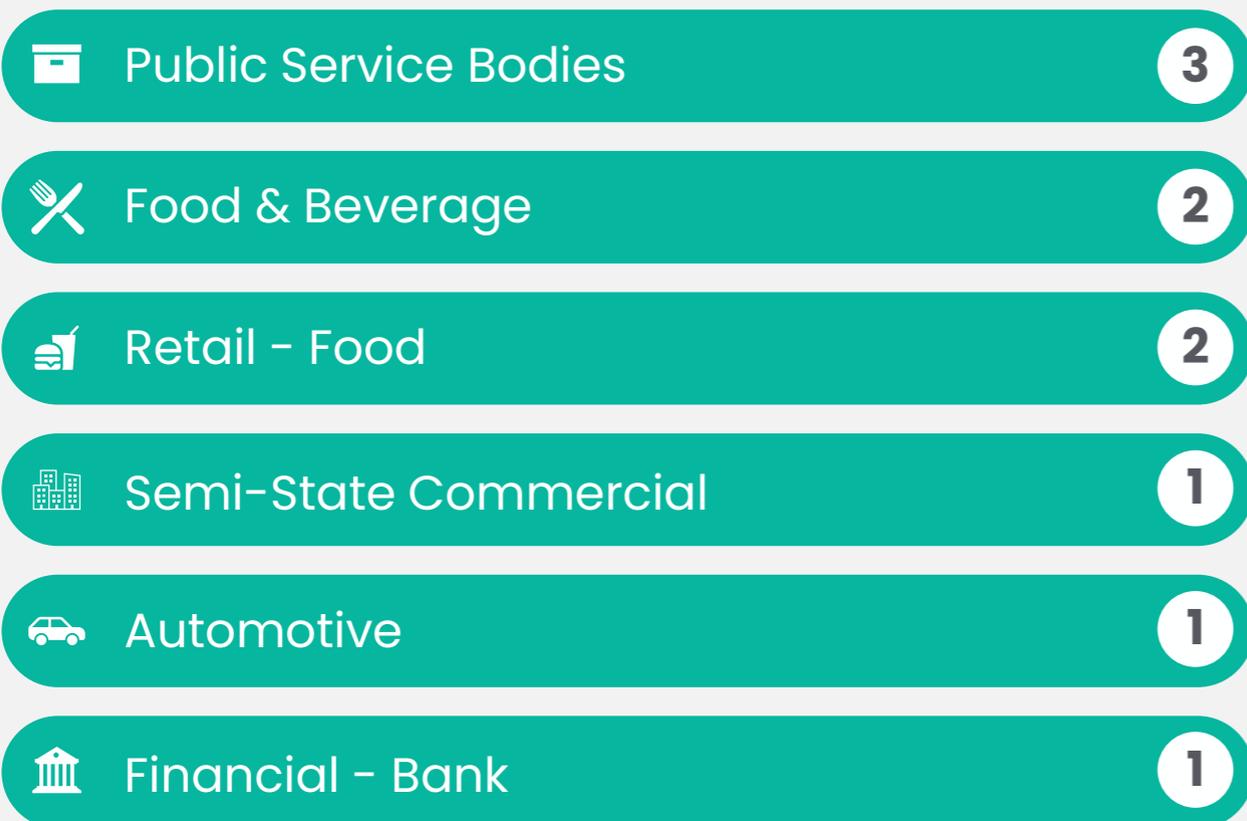
Source: Annual Ireland RepTrak\* 2024

# Ireland RepTrak® Sustainability Index 2024

## Sectors in the top ten

### 2023

NO OF ORGANISATIONS



### 2024

NO OF ORGANISATIONS



# Ireland RepTrak® Sustainability Index 2024

## Pillar Impact on Sustainability Score

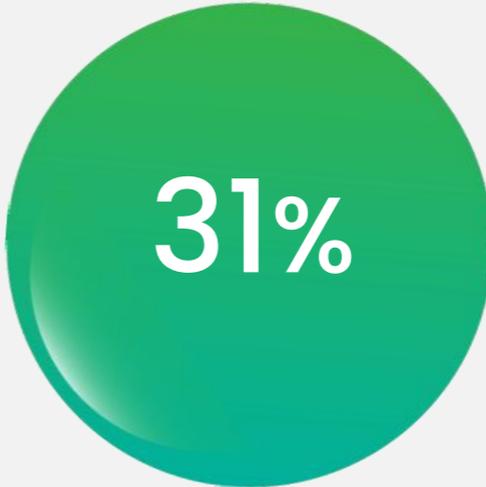
ENVIRONMENTAL  
IMPACT



SOCIAL  
PERFORMANCE



CONDUCT



WORKPLACE



# Ireland RepTrak® Sustainability Index 2024

ENVIRONMENTAL  
IMPACT

SOCIAL  
PERFORMANCE

CONDUCT

WORKPLACE

## Pillar Impact on Sustainability Score

17%

30%

31%

22%

## Pillar Score

61.1

66.6

64.7

67.1



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**Insight 1:**  
Making a  
Difference Matters

# Meeting ESG KPIs

## EU Corporate Social Responsibility Directive (CSRD)

↔ Cross-cutting standards	🌿 Environment	👤 Social	🏛️ Governance
<b>ESRS 1</b> General requirements	<b>ESRS E1</b> Climate change	<b>ESRS S1</b> Own workforce	<b>ESRS G1</b> Business conduct
<b>ESRS 2</b> General disclosures	<b>ESRS E2</b> Pollution	<b>ESRS S2</b> Workers in the value chain	
	<b>ESRS E3</b> Water and marine resources	<b>ESRS S3</b> Affected communities	
	<b>ESRS E4</b> Biodiversity and ecosystems	<b>ESRS S4</b> Consumers and end-users	
	<b>ESRS E5</b> Resource use and circular economy		

## UN Sustainable Development Goals

ENVIRONMENT			SOCIAL			GOVERNANCE		
6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	5 GENDER EQUALITY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
14 LIFE BELOW WATER	15 LIFE ON LAND		8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	
			12 RESPONSIBLE CONSUMPTION AND PRODUCTION	16 PEACE, JUSTICE AND STRONG INSTITUTIONS				

Today, most large organisations now have a host of ESG mandates to fulfill. In particular, the EU Corporate Social Responsibility Directive (CSRD) has extended and formalized ESG reporting for all large companies and many SMEs.

The process of understanding these KPIs, implementing initiatives in response, measuring their impact, and reporting on that impact, can absorb a lot of organisational effort and resources.

Does this mean that those organisations who excel on their sustainability KPIs are going to be rewarded with positive public perceptions? The answer is, unfortunately, probably not.

# Reputation Factors by Importance - 2024



Our Driver analysis allows us to see how important each individual Sustainability Factor is to overall Reputation.

Just like the Pillars, some are more important to driving the public's perceptions of Sustainability than others.

Organisations must both  
**deliver on ESG KPIs** and  
make the link between  
these and meaningful  
**outcomes for people.**

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## Insight 2:

The Winning  
Sustainability-  
Enterprise Formula



Sustainability Drives

**53%**

of Reputation



While we know that sustainability drives 53% of overall Reputation, what we see is that the organisations that are Sustainability exemplars also perform well on key Enterprise metrics – and that a special combination of excellence across both Sustainability and Enterprise measures drives the strongest Reputations.

# Reputation and Sustainability Factors by Importance - 2024



- Social Performance
- Conduct
- Products & services
- Leadership

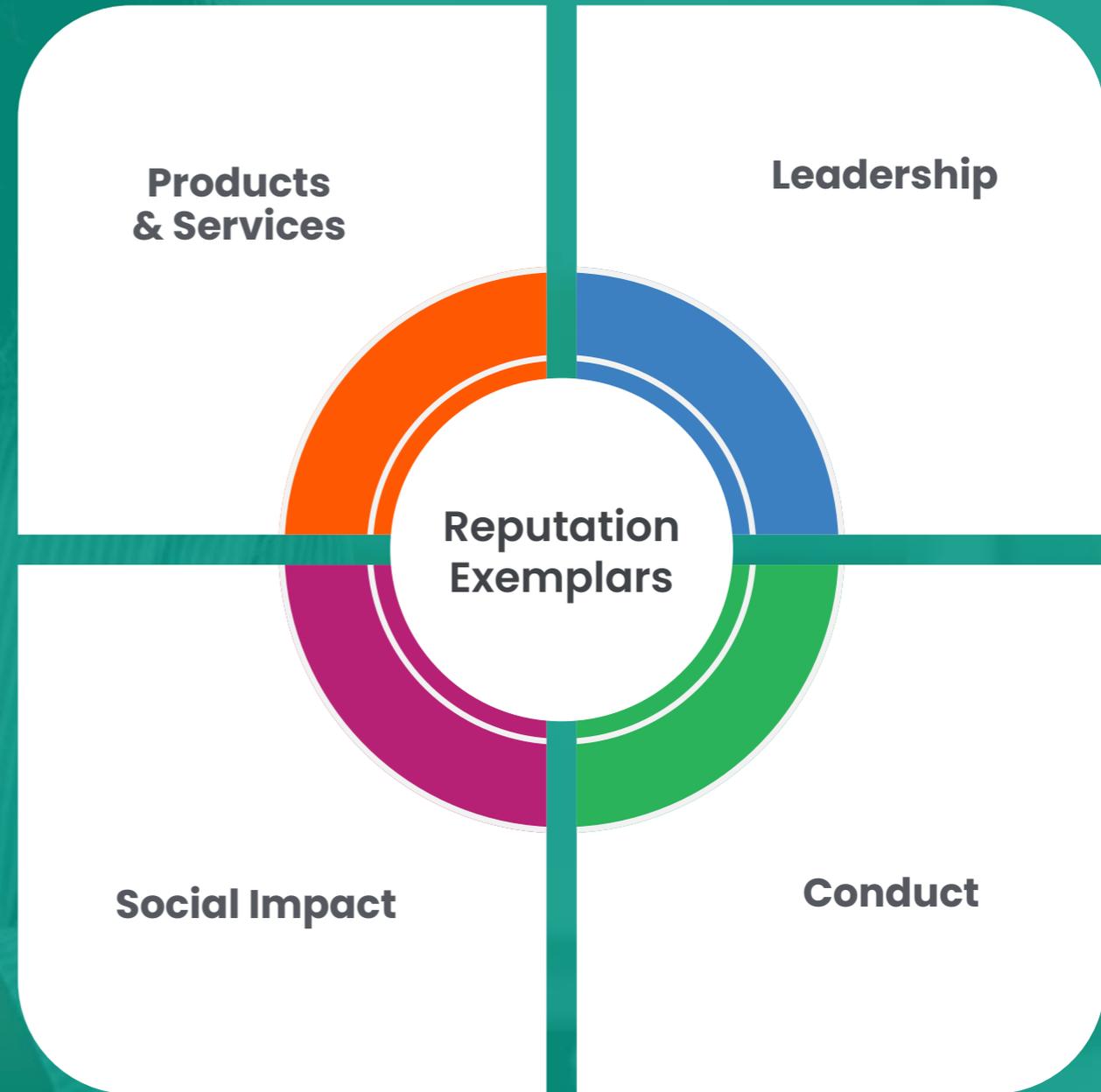


We conducted an analysis across 30 Enterprise and Sustainability Factors to identify the most important drivers of Reputation overall. Here are the top 12.

As you can see, there is a very good mix of Sustainability and Enterprise Factors in the top 12.

# Reputation Exemplars

Demonstrate a unique combination of capabilities across these four Pillars



Reputational Vulnerabilities  
High importance, low performance

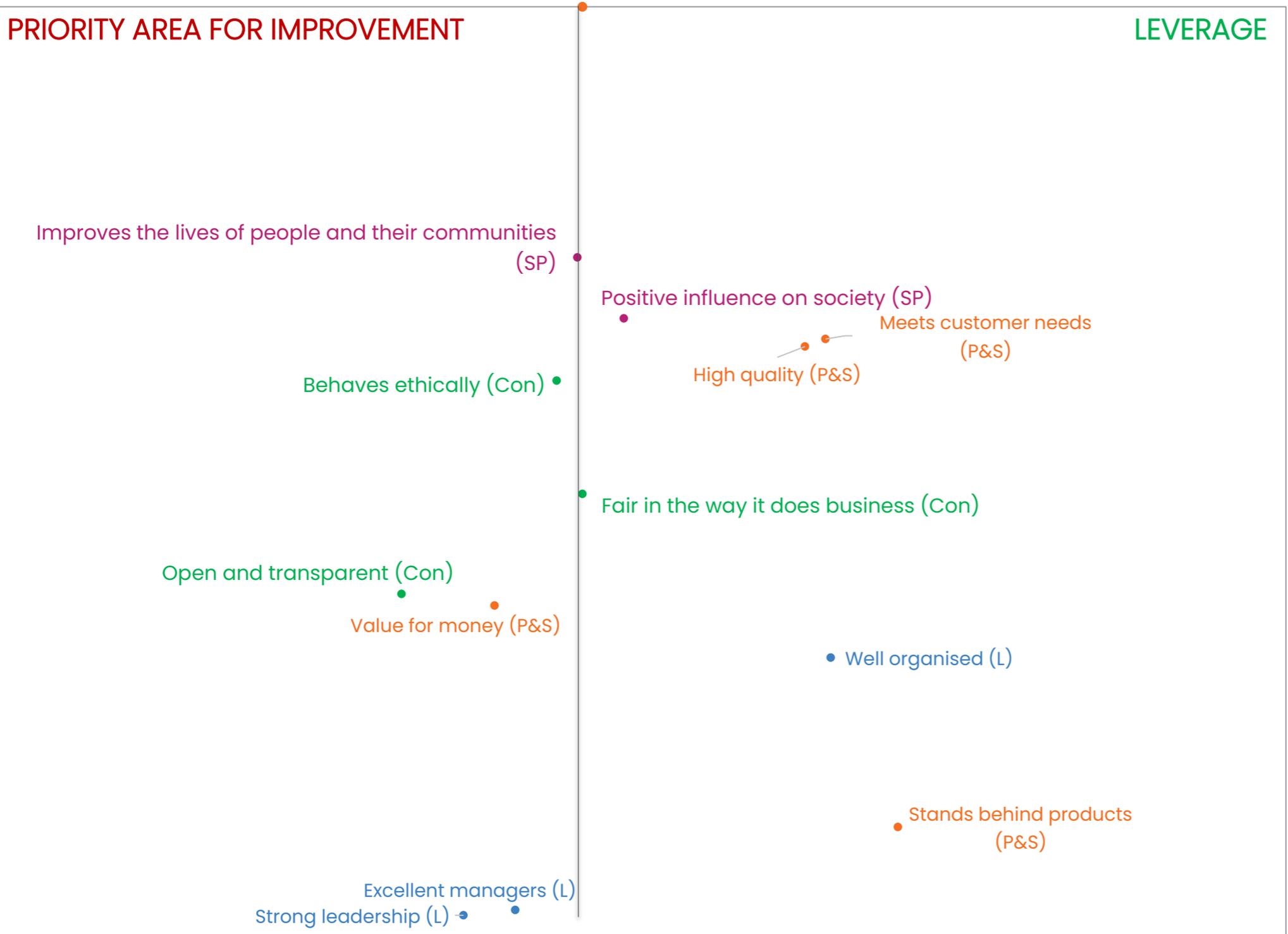
Reputational Strengths  
High importance, high performance

## How Well are Organisations Performing?

Mapping the performance vs. the importance of each of the 12 Factors shows where the 100 organisations perform best and less well.

PRIORITY AREA FOR IMPROVEMENT

LEVERAGE



# Strategic Imperatives

Products & Services Factors are positively perceived.

There is opportunity for improvement across Conduct and Leadership Factors, in particular

- Social Performance
- Conduct
- Products & services
- Leadership

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CELEBRATING

15

YEARS OF REPUTATION

# Sustainability Index 2024

## **Top 100 Ranking**

100  38.1	99  43.0	98  49.4	97  49.6	96  49.8
95  51.4	94  56.2	93  56.7	92  58.2	91 BROWN THOMAS 58.2
90  58.6	89  58.9	88  59.0	87  59.7	86  59.9
85  59.9	84  60.5	83  60.6	82  60.6	81  60.9
80  61.1	79  61.2	78  61.3	77  61.6	76 PENNEYS <small>Operated by PRIMARK</small> 62.2



Ireland RepTrak® Sustainability Index 2024  
Overall Sustainability Score

**Ranked 100 – 76**

75  62.2	74 daa  62.6	73  63.4	72  63.5	71  63.5
70  63.5	69  63.8	68  63.8	67  64.1	66  64.1
65  64.2	64  64.2	63  64.3	62  64.7	61  64.8
60  64.9	59 THE IRISH TIMES 65.0	58  65.2	57  65.2	56 Bord na Móna 65.3
55  65.4	54 Allianz  65.5	53  65.6	52  65.7	51  65.9



Ireland RepTrak® Sustainability Index 2024  
Overall Sustainability Score

**Ranked 75 - 51**

50 Bus Éireann 65.9	49 electric Ireland 66.0	48 SPAR 66.2	47 FBD 66.2	46 Vhi 66.3
45 Aer Lingus 66.4	44 LinkedIn 66.4	43 enÉrgia 66.9	42 Gas Networks Ireland 66.9	41 Bauer Media Group 66.9
40 DIAGEO 67.0	39 Deloitte. 67.2	38 Microsoft 67.2	37 Pfizer 67.6	36 Irish Life 67.6
35 DUNNES STORES 68.0	34 Iarnród Éireann Irish Rail 68.3	33 ESB Energy for generations 68.4	32 Google 68.4	31 Irish Distillers Pernod Ricard 68.4
30 Centra Live Every Day 68.8	29 M&S 69.0	28 Dublin Bus 69.1	27 Enterprise Ireland 69.2	26 Kellogg's 69.3



Ireland RepTrak® Sustainability Index 2024  
Overall Sustainability Score

**Ranked 50 - 26**

<p>25</p>  <p>69.8</p>	<p>24</p>  <p>69.8</p>	<p>23</p>  <p>70.3</p>	<p>22</p>  <p>70.5</p>	<p>21</p>  <p>70.8</p>
<p>20</p>  <p>71.0</p>	<p>19</p>  <p>71.1</p>	<p>18</p>  <p>71.1</p>	<p>17</p>  <p>71.2</p>	<p>16</p>  <p>71.3</p>
<p>15</p>  <p>71.5</p>	<p>14</p>  <p>71.9</p>	<p>13</p>  <p>72.1</p>	<p>12</p>  <p>72.1</p>	<p>11</p>  <p>72.2</p>

POOR 0-39 WEAK 40-59 AVERAGE 60-69 STRONG 70-79 EXCELLENT 80+

Ireland RepTrak® Sustainability Index 2024  
Overall Sustainability Score

**Ranked 25 - 11**

# Ireland RepTrak® Sustainability Index 2024 Overall Sustainability Score

## Ranked 10 – 6

10



ST. VINCENT'S PRIVATE HOSPITAL  
Elm Park

72.2

8



KERRY

72.4

6



an post

73.1

4



BON SECOURS HEALTH SYSTEM

73.7

9



BORD BIA  
IRISH FOOD BOARD

72.2

7



Fáilte Ireland

73.0

5



ALDI

73.3

Ireland RepTrak® Sustainability Index 2024  
Overall Sustainability Score  
**Top 3 winners**





### SDG Champions Showcase 2023-2024

We are all connected –  
Progressing SDG 17:  
Partnerships for the Goals

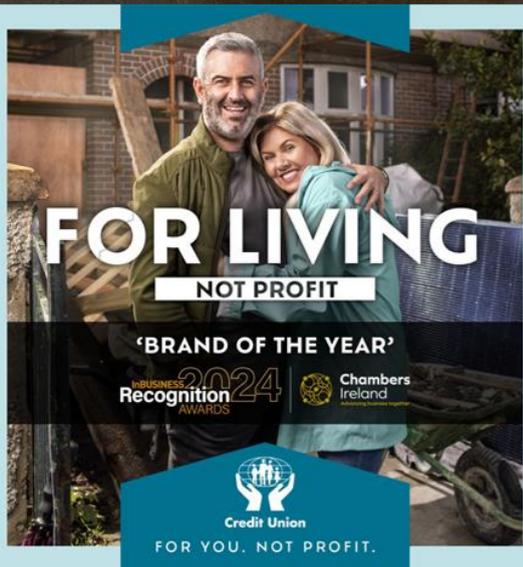


**OVERALL WINNER**



**Credit Union**

**77.2**



**Volunteer Ireland Awards**

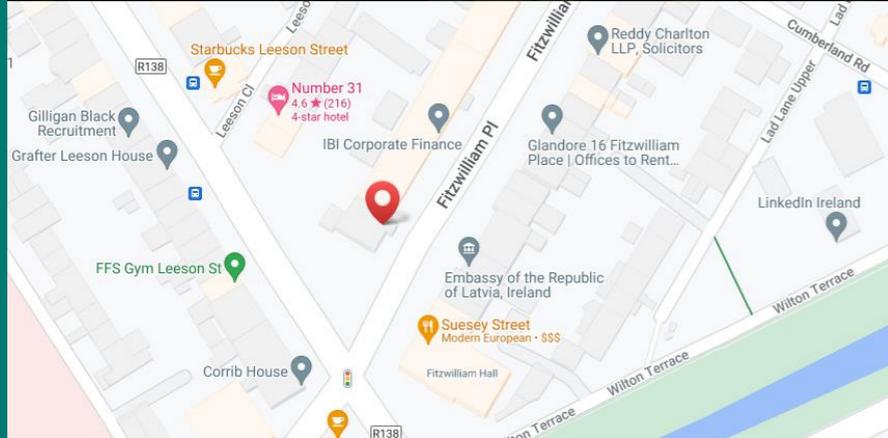
Let's celebrate the people who make a difference.

Nominate a volunteer today.

[volunteer.ie/nominate](https://volunteer.ie/nominate)



# CONTACT US



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