

Ireland Sustainability Reputation Index 2025

This webinar will begin at 9:35 am.
If you are early, feel free to grab a coffee
and get comfortable!

Welcome to the Ireland Sustainability Reputation Index 2025

TODAY'S AGENDA

Methodology &
Key Insights



Niamh Boyle
CEO & Founder
The Reputations Agency

Managing your
organisation's
Reputation



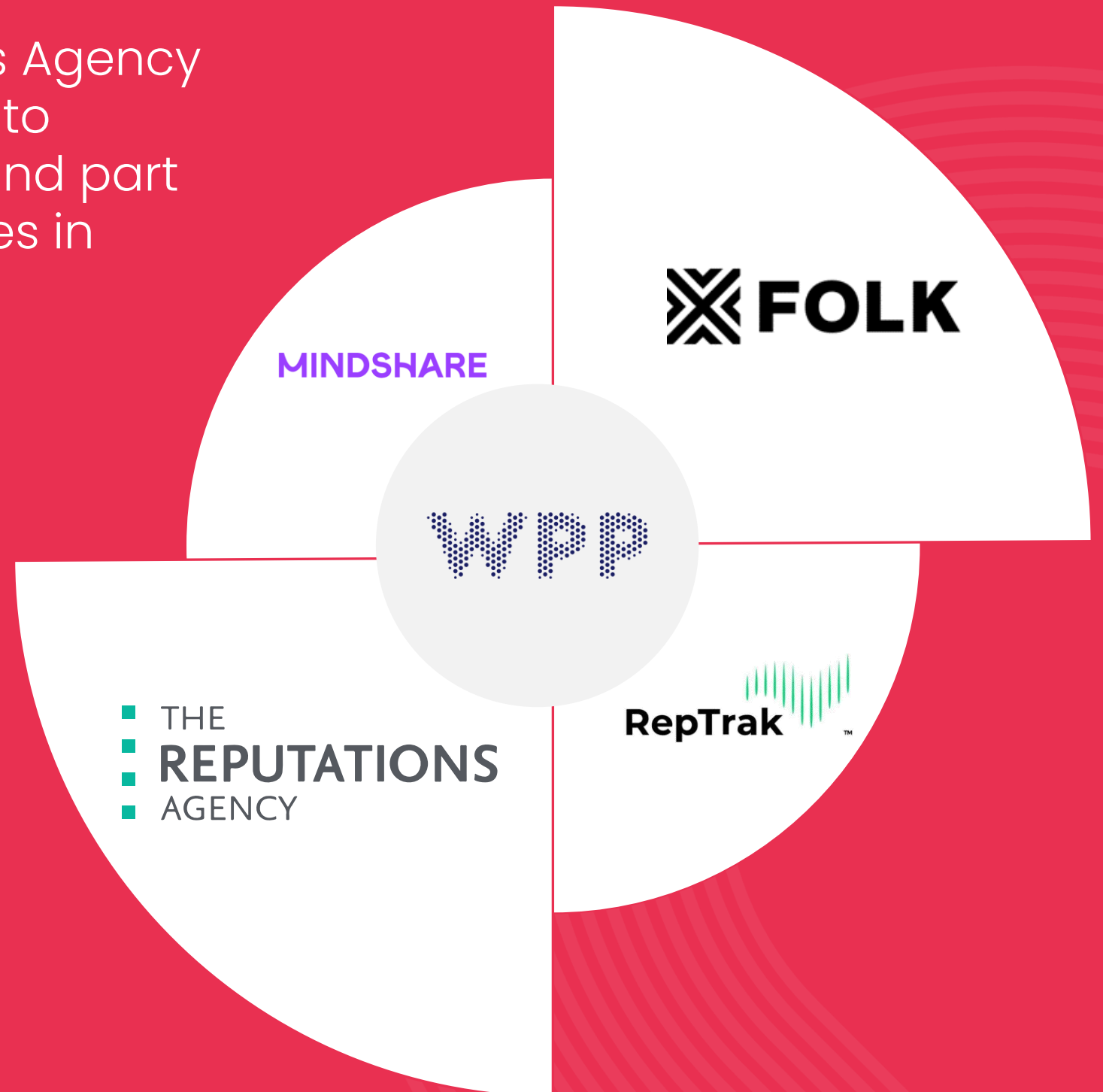
Rory O'Connell
Senior Analyst
The Reputations Agency

The ISRI 2025
results



Dr Jennifer Scott
Managing Director
The Reputations Agency

Established in 2004, The Reputations Agency has been the exclusive Irish partner to The RepTrak Company since 2009 and part of the WPP (VML) network of agencies in Ireland since 2014.



OUR PURPOSE

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

A Snapshot of our Clients



Ireland Sustainability Reputation Index 2025

Sustainability Drives

53%

of Reputation

**53%
Sustainability**

[Conduct,
Environmental,
Social, Workplace]

**47%
Enterprise**

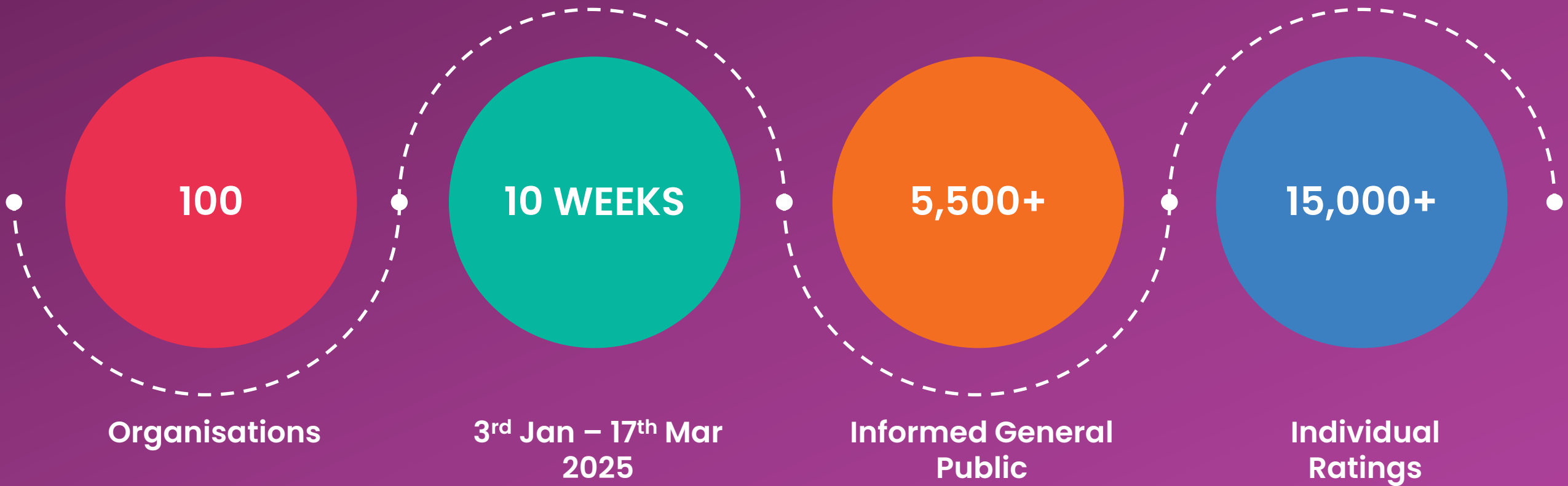
[Products & services,
Innovation, Leadership
and Performance]

Ireland Sustainability Reputation Index 2025

Methodology



Ireland Sustainability Reputation Index 2025



Ireland Sustainability Reputation Index 2025 – Four Pillars

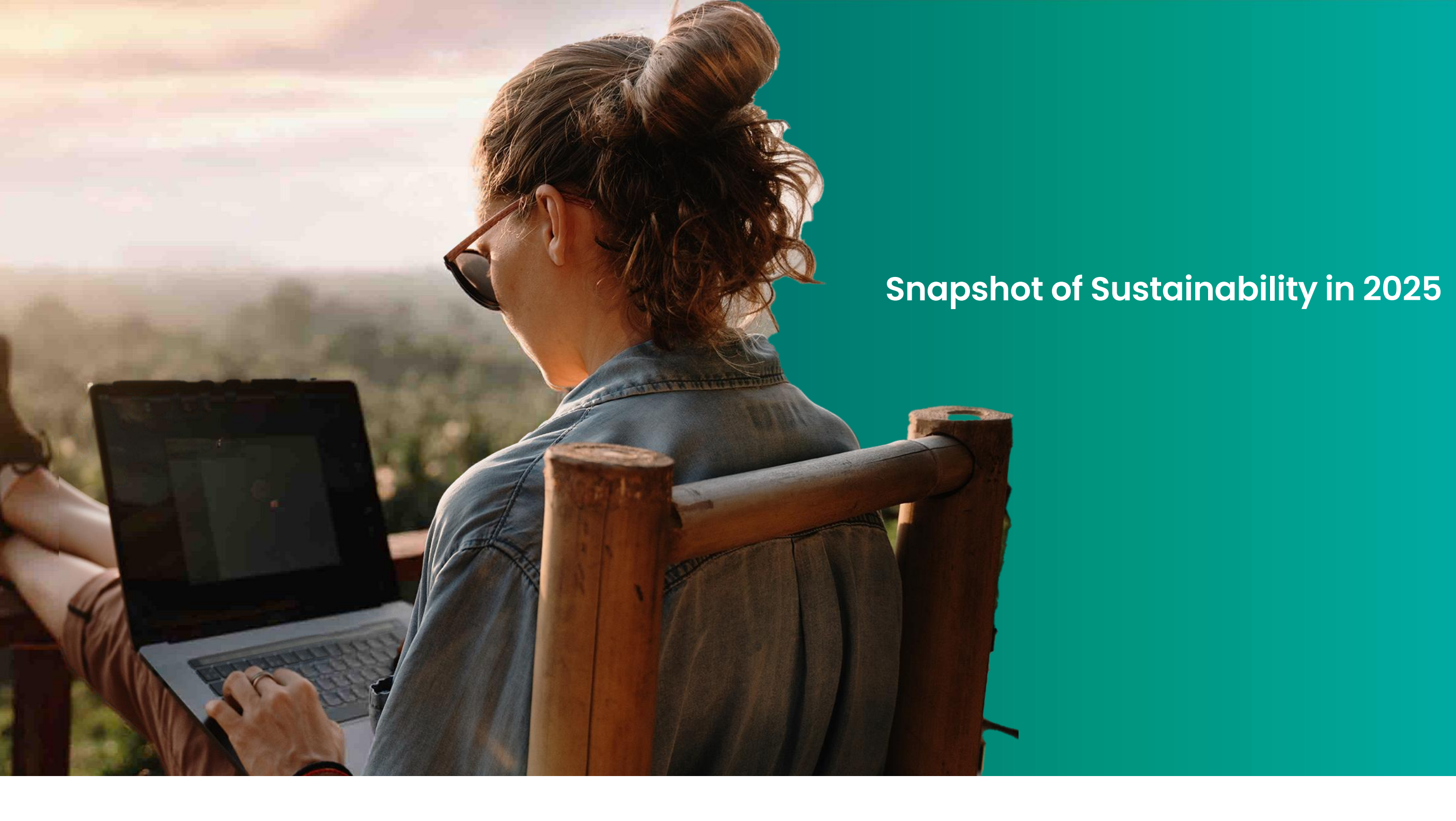
Approach

Measuring informed members of the public's views of 100 organisations' performance across four sustainability pillars



Ireland Sustainability Reputation Index 2025 – Four Pillars, 16 Factors

ENVIRONMENTAL IMPACT	SOCIAL PERFORMANCE	CONDUCT	WORKPLACE
Acts responsibly to protect the environment.	Supports good causes.	Behaves ethically.	Rewards employees fairly.
Works to protect and restore biodiversity and ecosystems.	Has a positive influence on society.	Is fair in the way it does business.	Demonstrates concern for the health and well-being of its employees.
Works to reduce waste and reuse and recycle materials and water throughout its business operations.	Improves the lives of people and their communities.	Open and transparent.	Offers equal opportunities in the workplace.
Works to prevent and control any pollution to land, air, or water that may occur as a result of their business actions.	Makes a positive economic contribution to society and supports local communities.	Manages its supply chain in a responsible and transparent manner.	
Maximises its energy efficiency and use of renewable energy.			

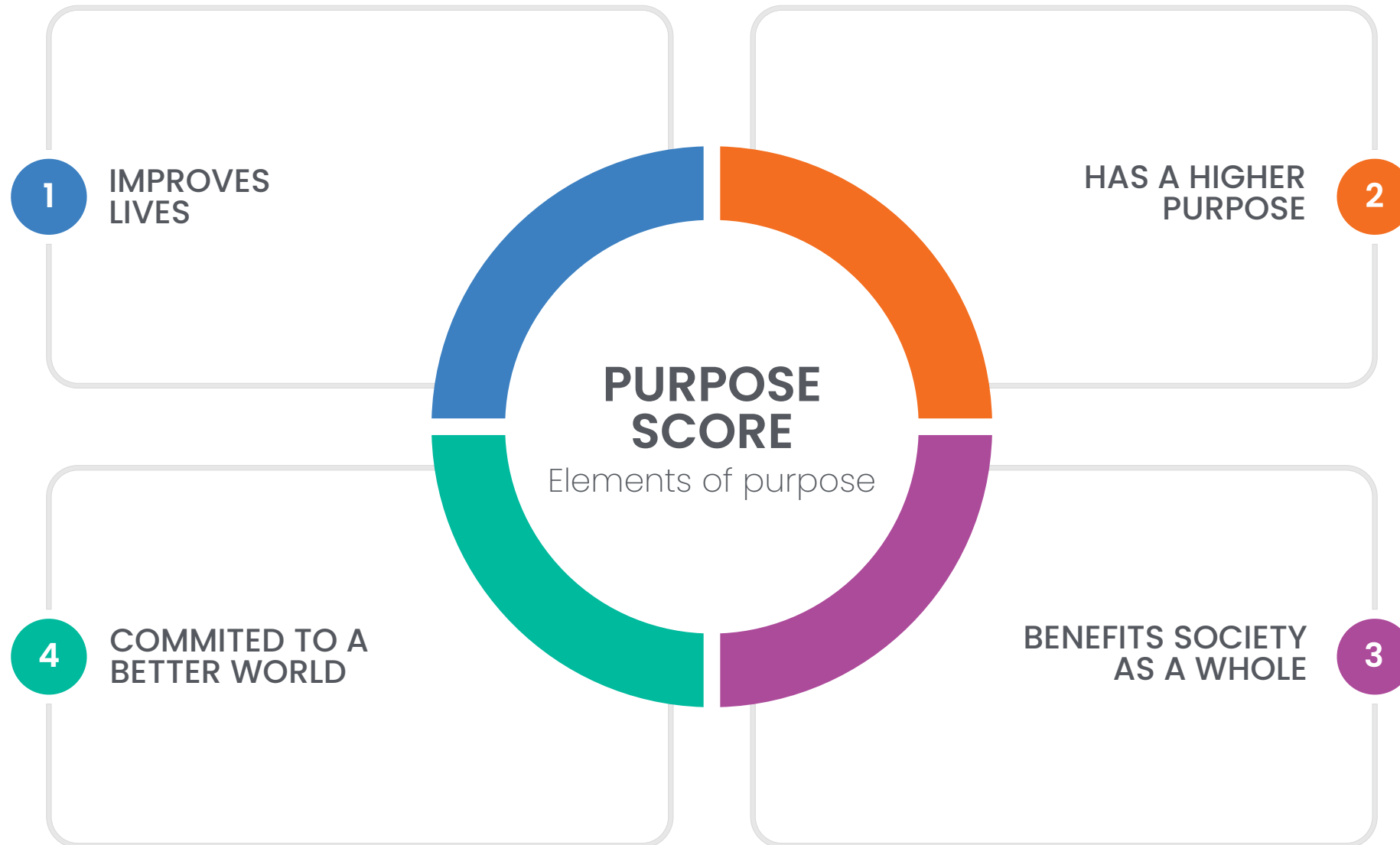


Snapshot of Sustainability in 2025

**The public understands
the turbulent times we are in
and recognises organisations
that are continuing to prioritise Sustainability**

The Power of Purpose Persists

The higher reason for the company's existence, defining what it stands for and its long-term value-creating promise



Ten Most Purposeful Organisations in Ireland

(Alphabetical Order)



an
post

Bon
Secours

BORD BIA
IRISH FOOD BOARD

COILLTE
GROW · TRANSFORM · SUSTAIN


Credit Union

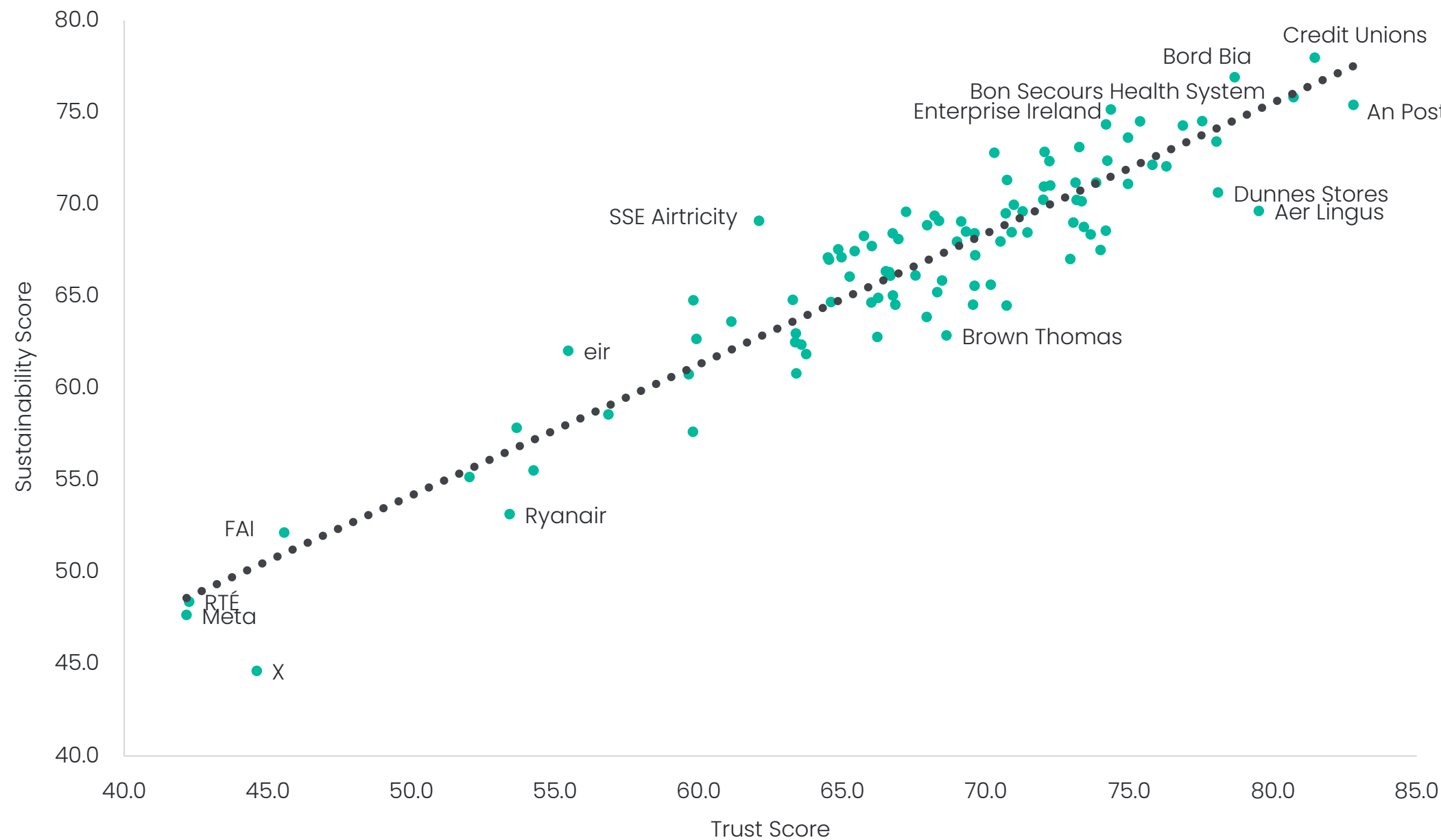
 Enterprise
Ireland

 Fáilte
Ireland

 IDA
Ireland

 ST. VINCENT'S
PRIVATE HOSPITAL
Elm Park

Strong Correlation between Trust and Sustainability

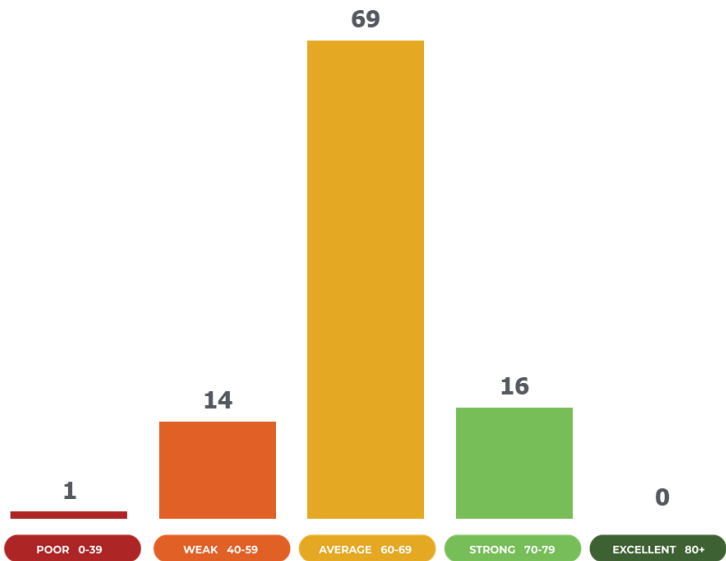


Growing favourable perceptions towards organisations acting Sustainably

29 organisations received a Strong sustainability score in 2025, versus 23 in 2024 and 16 in 2023

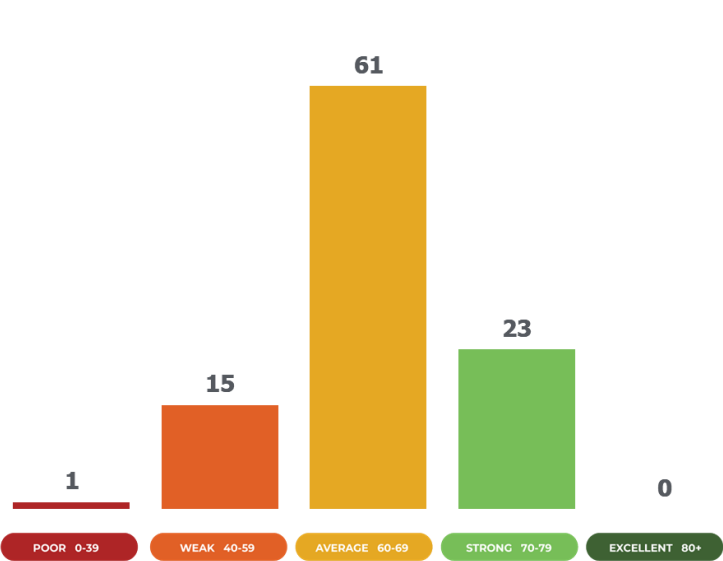
2023

Just 16 companies have a strong sustainability score



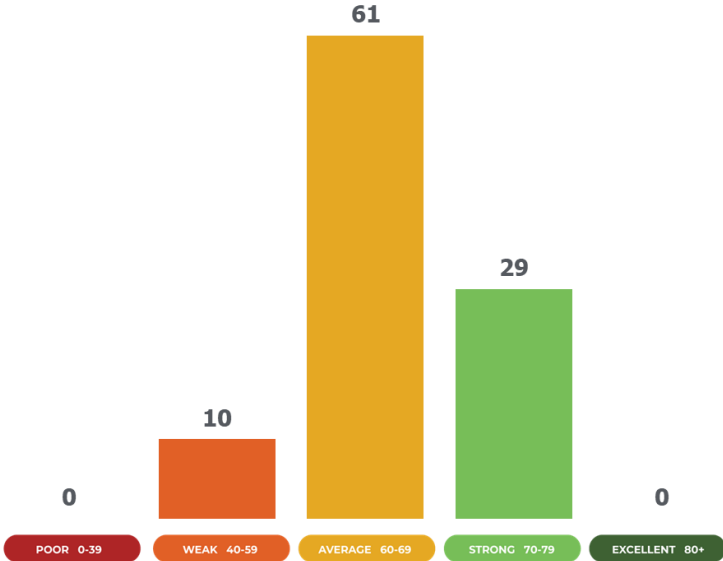
2024

23 companies have a strong sustainability score



2025

29 companies have a strong sustainability score

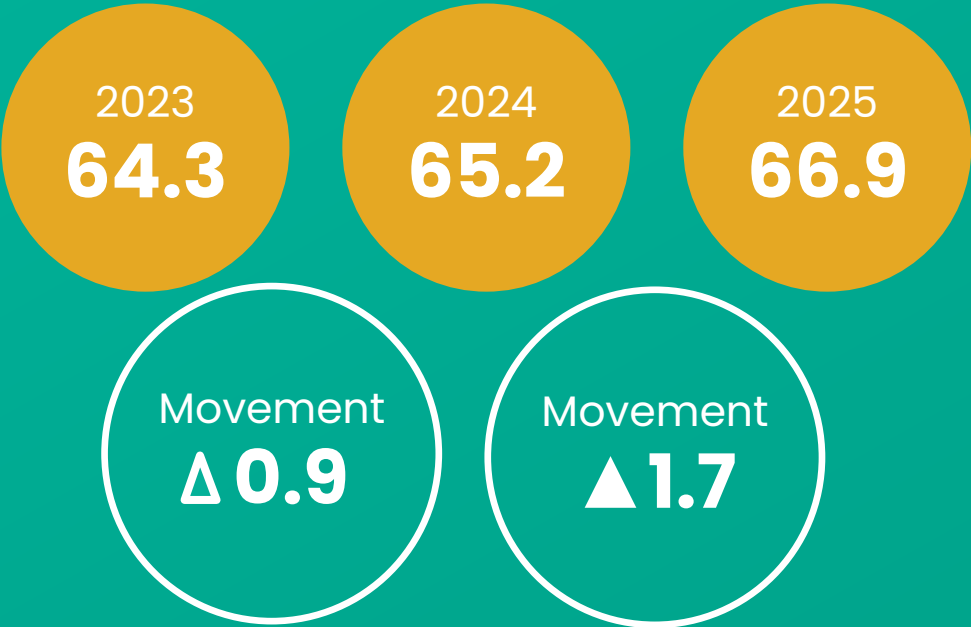


Ireland Sustainability Reputation Index 2025

Sector Ranking

Last year perceptions of Sustainability trended upwards; this year they improve significantly.

Annual Average Sustainability Score

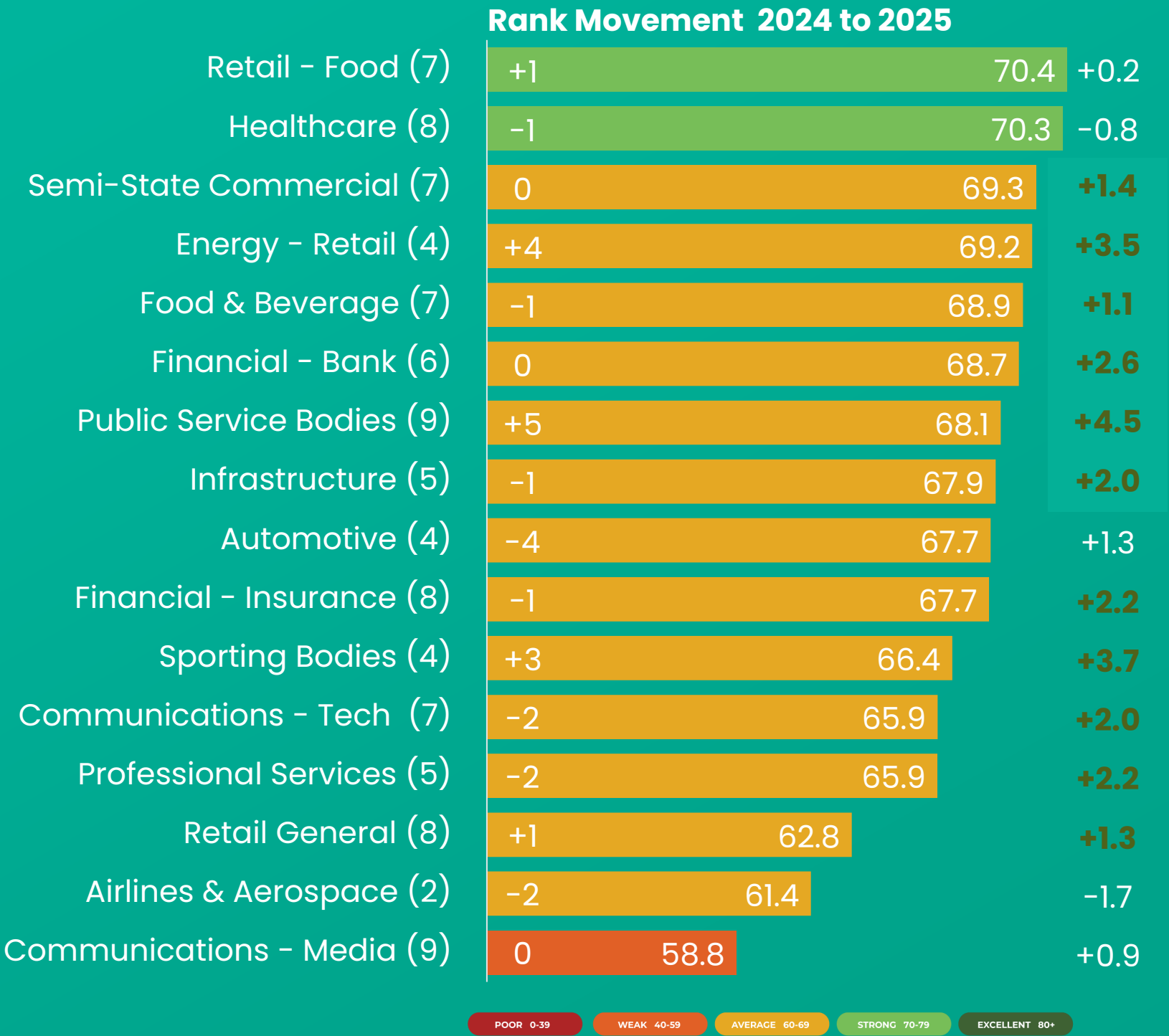


Ireland Sustainability Reputation Index 2025

Sector Ranking

11 out of 16 sectors improve this year.

Public Service Bodies and the Energy-Retail sectors increased the most in scores

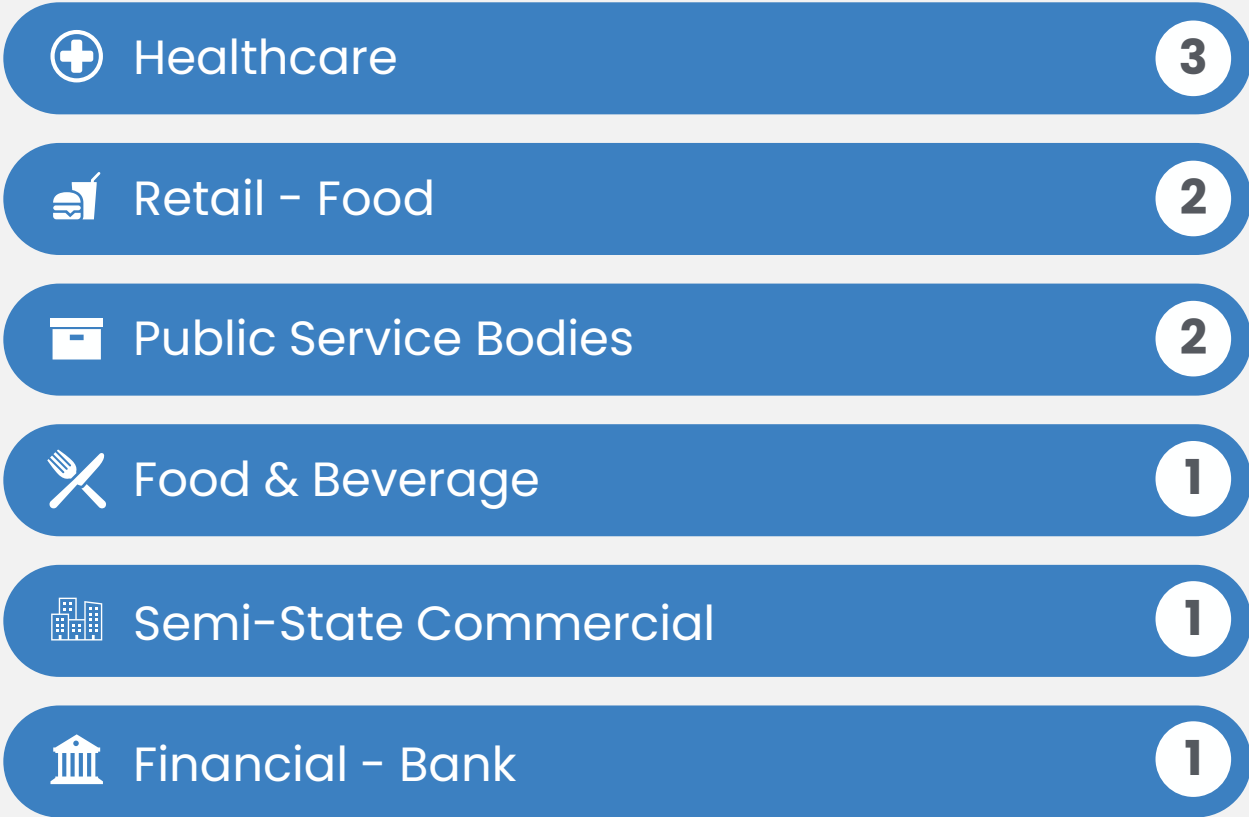


Strong reputations in sustainability are spread across many sectors

Seven sectors are represented amongst the top ten organisations in 2025

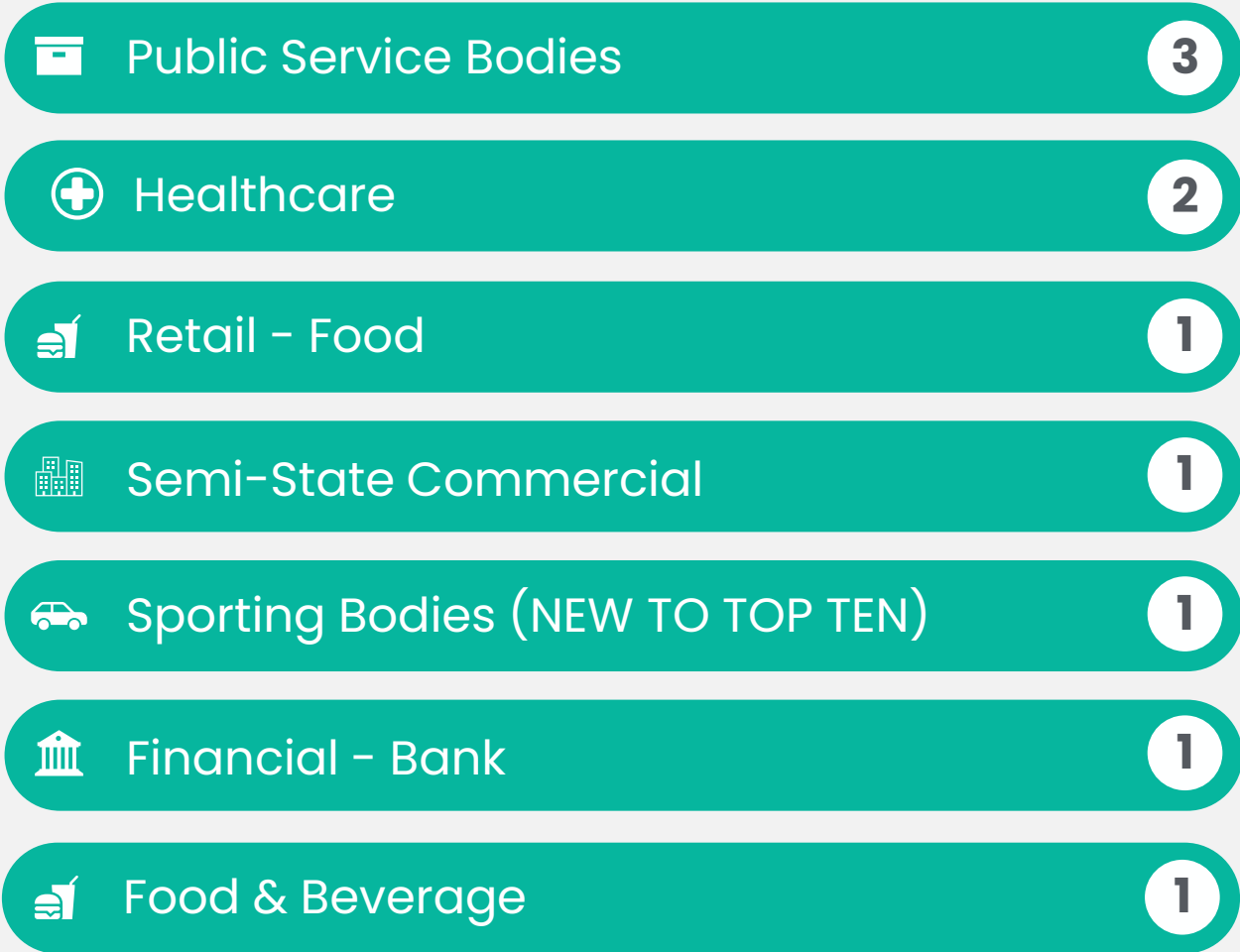
2024

NO OF ORGANISATIONS IN TOP TEN



2025

NO OF ORGANISATIONS IN TOP TEN



Weak reputations in sustainability are also spread across several sectors

Six sectors are represented in the bottom ten organisations in 2025

2024

NO OF ORGANISATIONS IN THE BOTTOM TEN

 Communications – Media 3

 Public Service Bodies 3

 Retail – General 2

 Communications – Tech 1

 Infrastructure 1

 Sporting Bodies 1

2025

NO OF ORGANISATIONS IN THE BOTTOM TEN

 Communications – Media 4

 Public Service Bodies 2

 Sporting Bodies 1

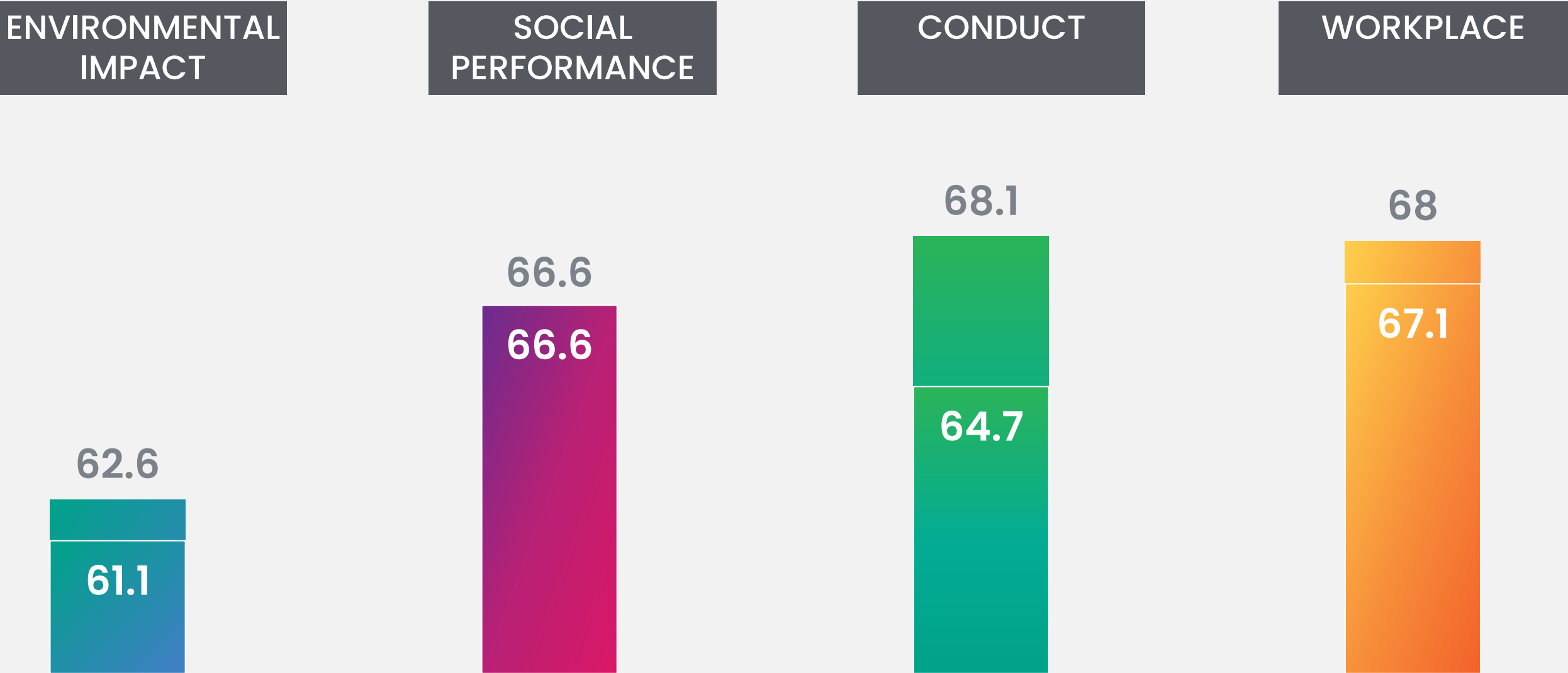
 Airlines (NEW to the bottom ten) 1

 Infrastructure 1

 Retail – General 1

Average Pillar Score across 100 organisations 2024 and 2025

Social Performance scores remain stable between 2024 and 2025, while each of the other Pillars improve.



Note: 2025 scores in grey, 2024 in white

Pillar Impact on Sustainability Score 2025

Environmental impact increased in importance by 5% this year – across four out of five Environmental factors, while Conduct and Social Performance decreased in importance.

ENVIRONMENTAL
IMPACT

17%

SOCIAL
PERFORMANCE

30%

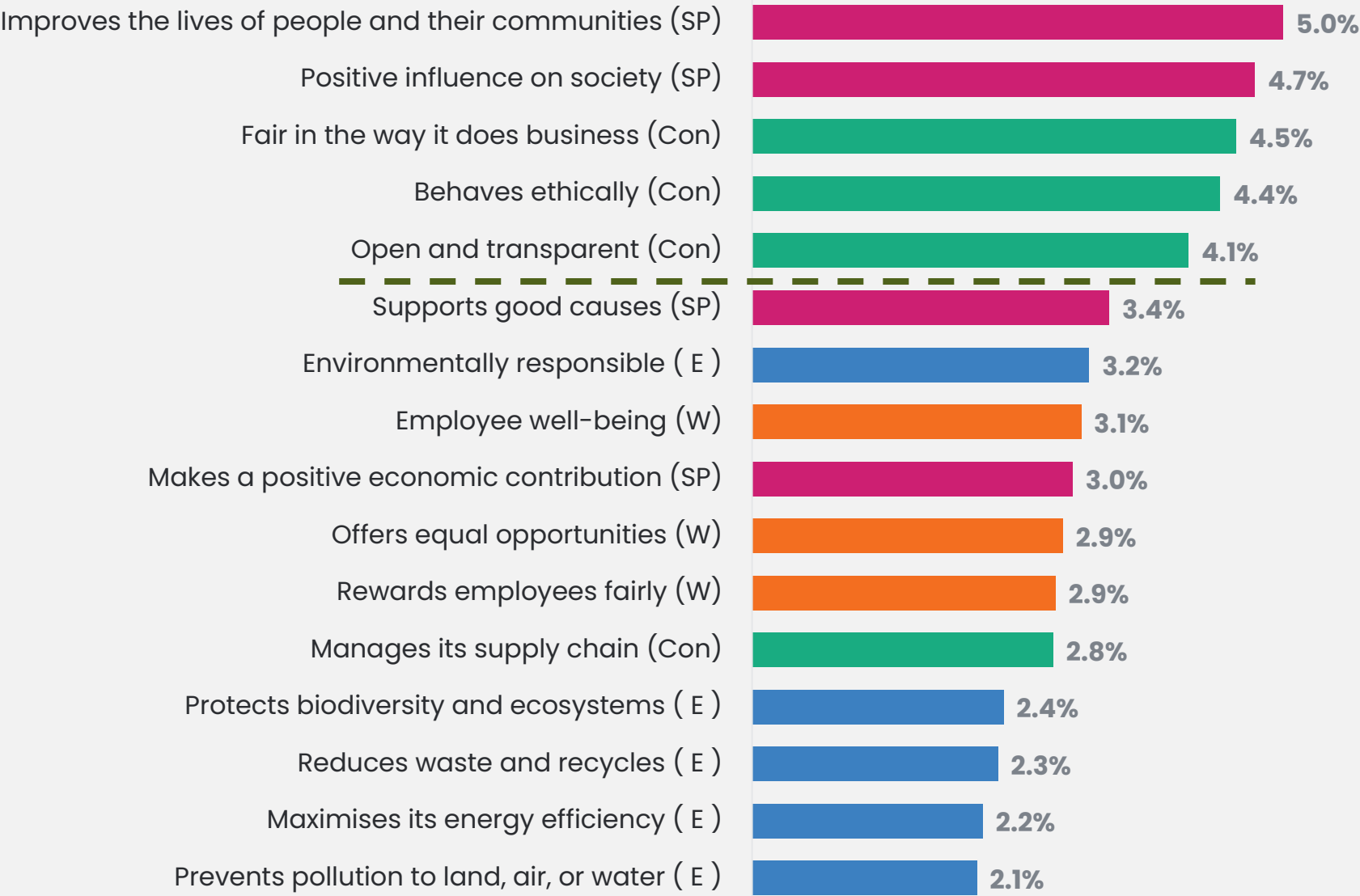
CONDUCT

30%

WORKPLACE

22%

16 Sustainability Factors, in order of importance in building an organisation's reputation – 2025



Just like the four Pillars, some Sustainability Factors are more important in driving the public's perceptions than others.

Social Performance

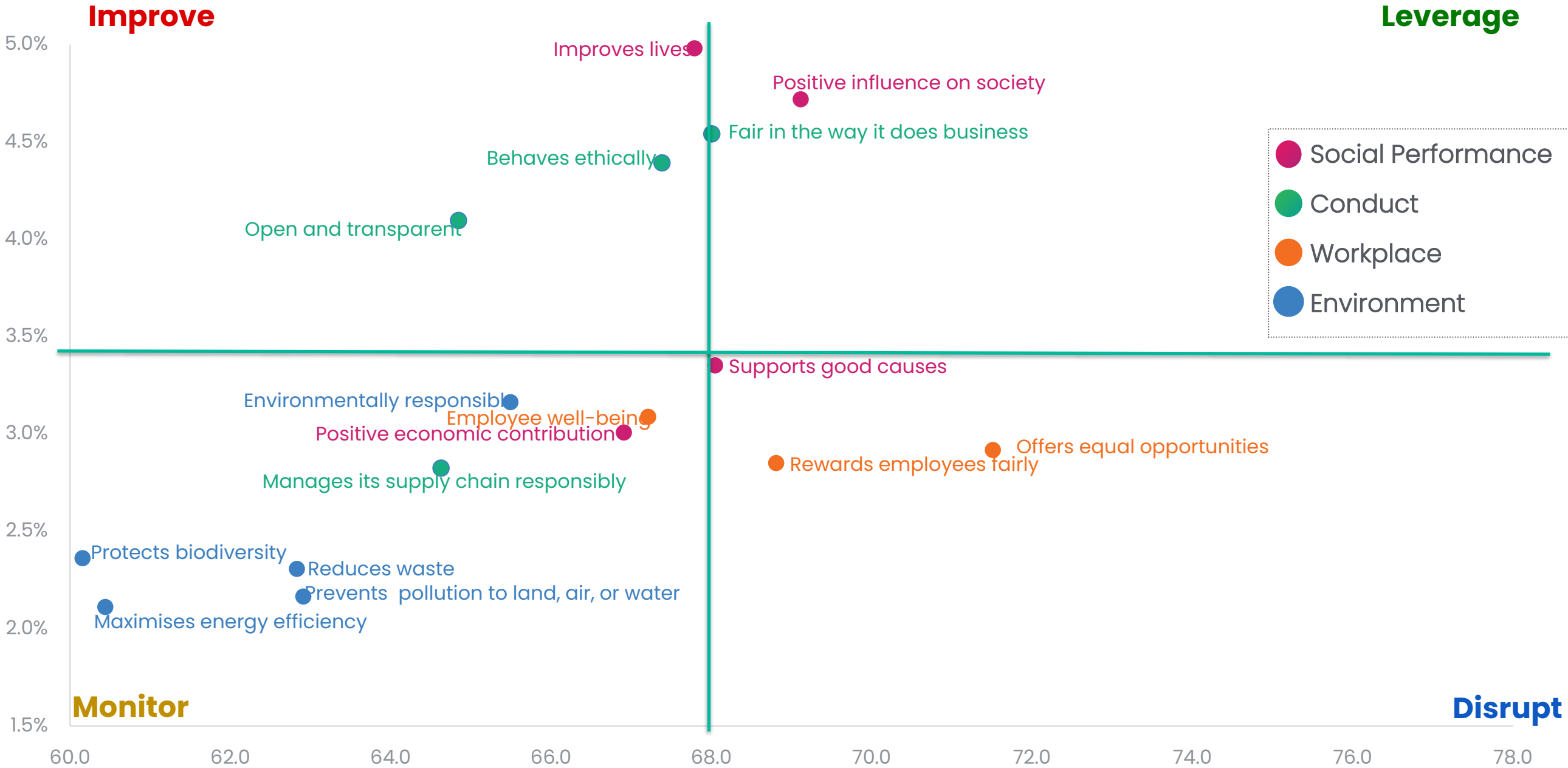
Conduct

Workplace

Environment

Strategic Imperatives – 16 Sustainability Factors

IMPORTANCE IN DRIVING REPUTATION



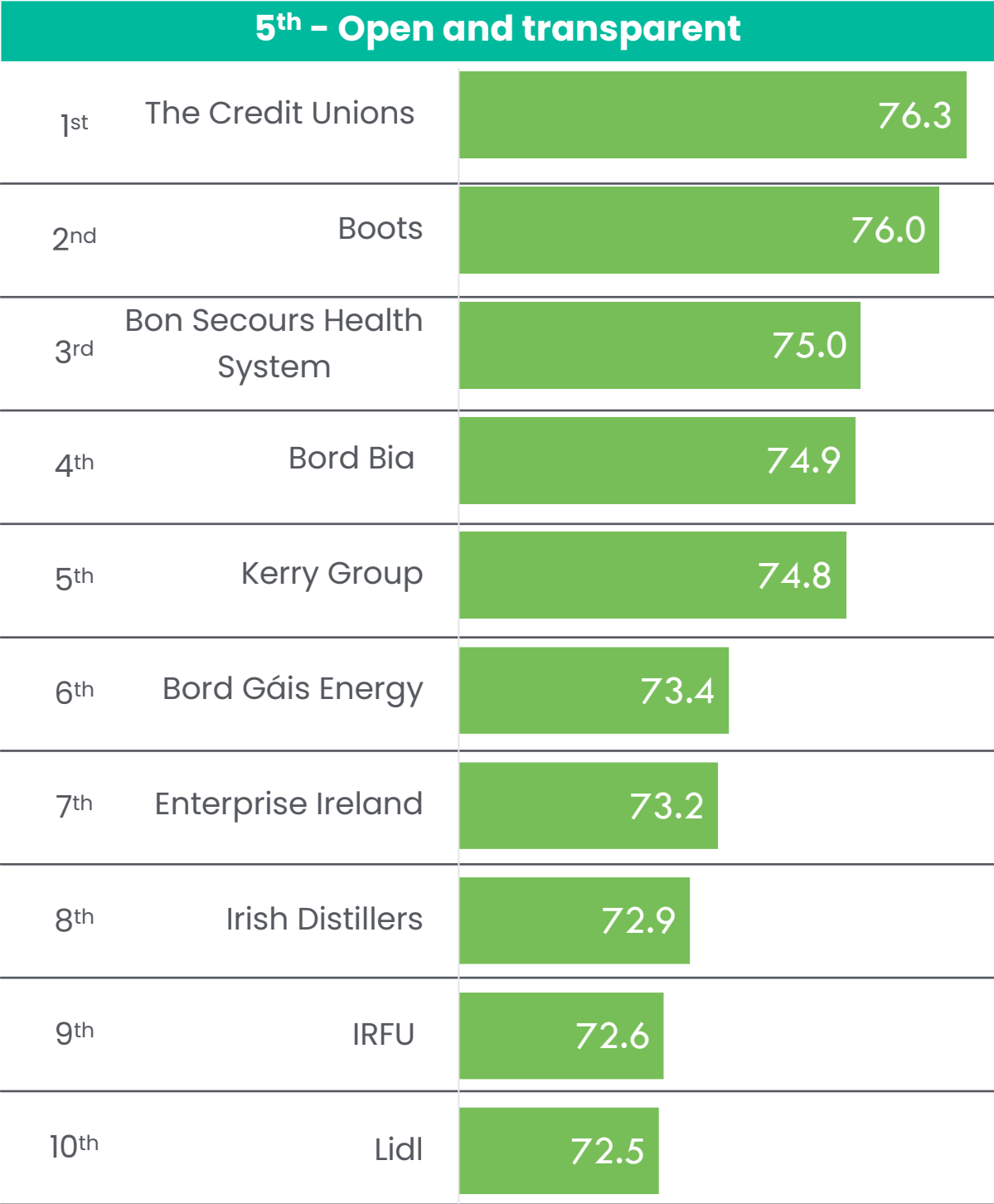
Factor score

1 st – Improves Lives of people/communities			2 nd – Positive Influence on society		
1 st	The Credit Unions	83.6	1 st	The Credit Unions	84.8
2 nd	Bon Secours Health System	79.8	2 nd	An Post	81.0
3 rd	An Post	79.3	3 rd	Enterprise Ireland	80.5
4 th	Mater Private Network	79.2	4 th	IRFU	80.3
5 th	Bord Bia (Irish Food Board)	78.4	5 th	Bord Bia	80.0
6 th	St Vincent's Private Hospital	78.1	6 th	Fáilte Ireland	79.5
7 th	GAA	77.4	7 th	Dunnes Stores	78.8
8 th	Enterprise Ireland	77.1	8 th	Toyota	78.4
9 th	IDA Ireland	77.0	9 th	IDA Ireland	78.3
10 th	Blackrock Healthcare Group	76.7	10 th	Lidl	78.3



3 rd – Fair in the way it does business			4 th – Behaves ethically		
1 st	The Credit Unions	81.0	1 st	Bon Secours Health System	79.3
2 nd	IRFU	79.2	2 nd	Bord Bia	78.8
3 rd	Bord Bia	78.7	3 rd	Credit Unions	78.6
4 th	Lidl	77.1	4 th	An Post	78.3
5 th	Boots	76.9	5 th	Enterprise Ireland	77.3
6 th	Enterprise Ireland	76.4	6 th	IRFU	76.7
7 th	An Post	76.4	7 th	IDA Ireland	76.2
8 th	Revolut	76.2	8 th	Boots	75.9
9 th	Kerry Group	76.0	9 th	Tourism Ireland	75.5
10 th	Fáilte Ireland	75.8	10 th	St Vincent's Private Hospital	74.8







Managing Reputation for Tangible Business Outcomes



Compass

RepTrak | THE REPUTATIONS AGENCY

Who we are

Global Leader in
Reputation
Intelligence

Established
2004

6,000
companies
measured
annually

60+
countries

20+
stakeholders

World's largest
database on
reputation

5+
million ratings
annually

What we do

We enable companies to **do and say** the right thing through harnessing the power of **reputation intelligence** to provide **actionable insight** on how to positively **impact enterprise and social value**.

How we deliver



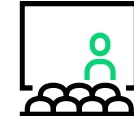
Insights

Continuous reputation tracking to enhance communication responsiveness, and KPI reporting through **RepTrak Compass**



Advice

Ongoing advisory support from **Reputation Experts** to provide actionability, strategic guidance and tactical recommendations



Impact

Supporting decision making and yielding decisive action required to realise **business and societal impact**



Global Cross-Industry Expertise

Automotive, Transportation & Logistics



Consumer Goods & Personal & Household Care



Financials & Real Estate



Healthcare, Life Sciences & Pharmaceuticals



Materials, Energy & Utilities



Technology & Communication Services



How to measure reputation and identify the issues that matter the most?

An academic developed normative methodology, ensuring comparable insights worldwide



THINK

What do your stakeholders think about your company?

Factors	Drivers
- High quality - Value for money - Stands behind products - Meets customer needs	PRODUCTS & SERVICES
- Innovative - First to Market - Adapts quickly	INNOVATION
- Profitable - Strong growth prospects - Better results than expected	PERFORMANCE
- Well organized - Appealing leader - Excellent managers - Clear vision for its future	LEADERSHIP
- Fair in business - Behaves ethically - Open and transparent	CONDUCT
- Environmentally responsible - Positive influence on society - Supports good causes	CITIZENSHIP
- Offers equal opportunities - Rewards employee fairly - Employee well-being	WORKPLACE

FEEL

How do your stakeholders feel about your company?

Reputation Score

ESTEEM - ADMIRE - TRUST - FEELING



DO

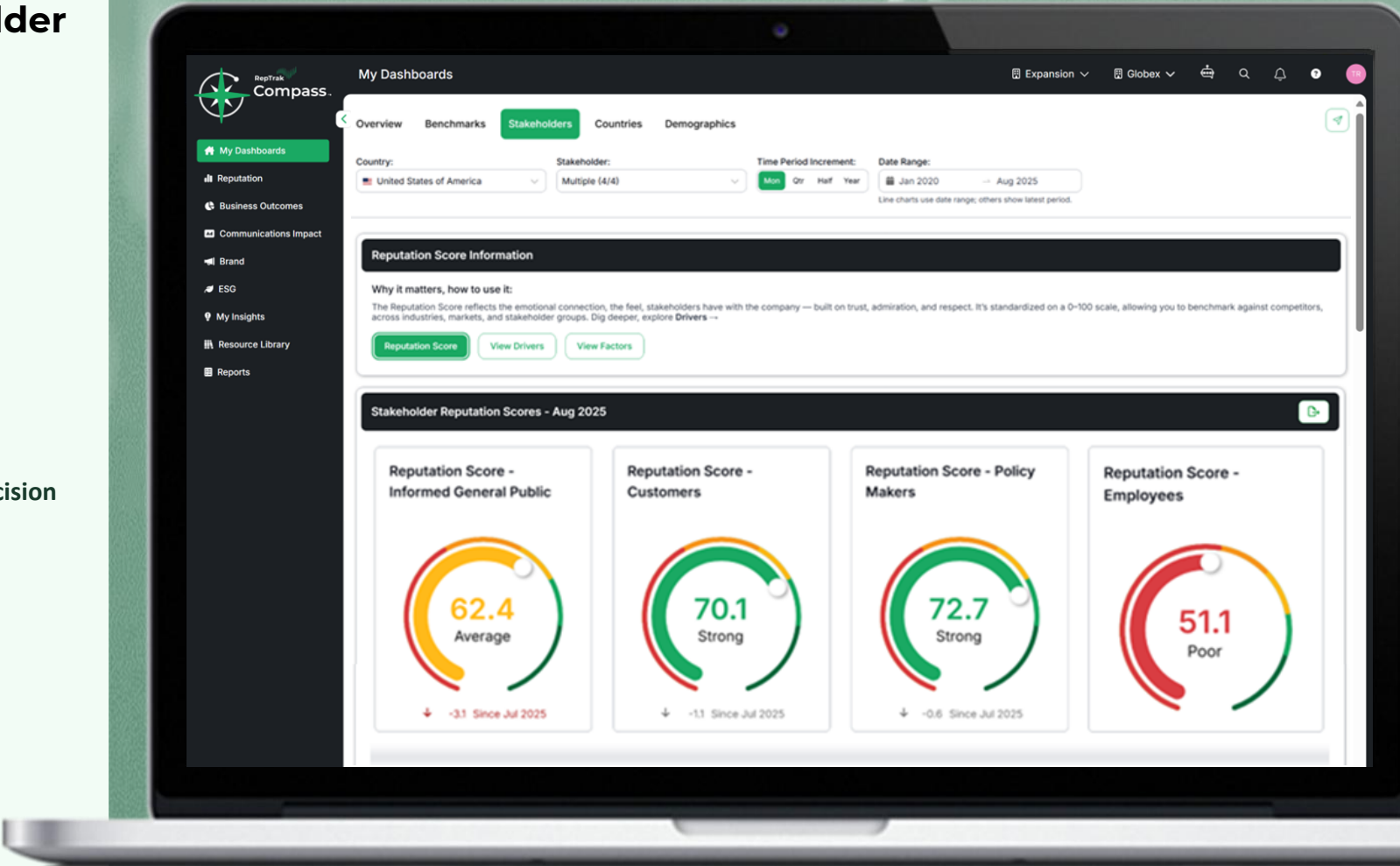
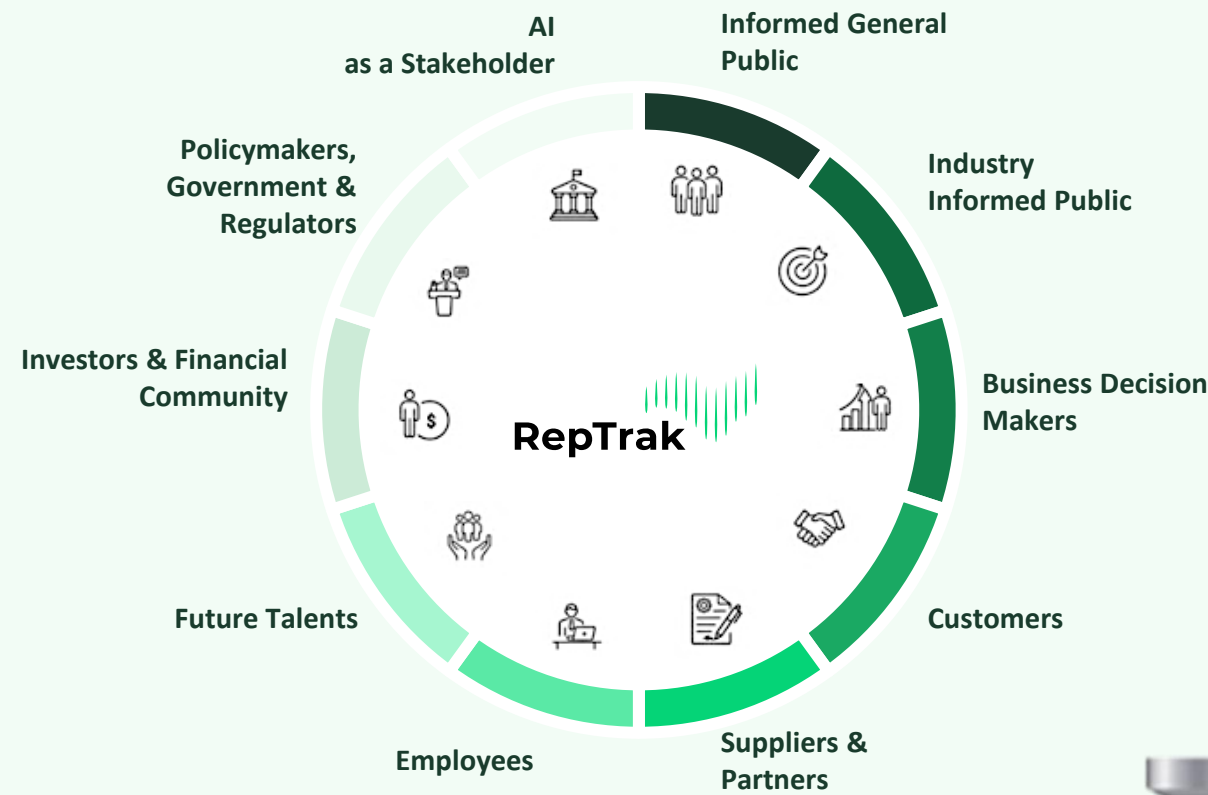
What actions will your stakeholders wish to take?

Business Outcomes

PURCHASE
RECOMMEND
ADVOCATE
BENEFIT OF DOUBT
TRUST
INVEST IN
WORK FOR

Reputation Intelligence across your Stakeholder Ecosystem

Capture and understand perceptions and expectations of all your **business-critical stakeholder** through the same lens:



The RepTrak® Compass Deliverables

Compass Insights

On-demand, cloud-based reputation data

- Direct online access to the latest data
- Global gold standard reputation and business impact measurement
- Reputation, brand, leading indicator business outcome insights, and more
- Benchmarked against your competitors, partners, or exemplars
- Continuous year-round tracking
- Updated monthly

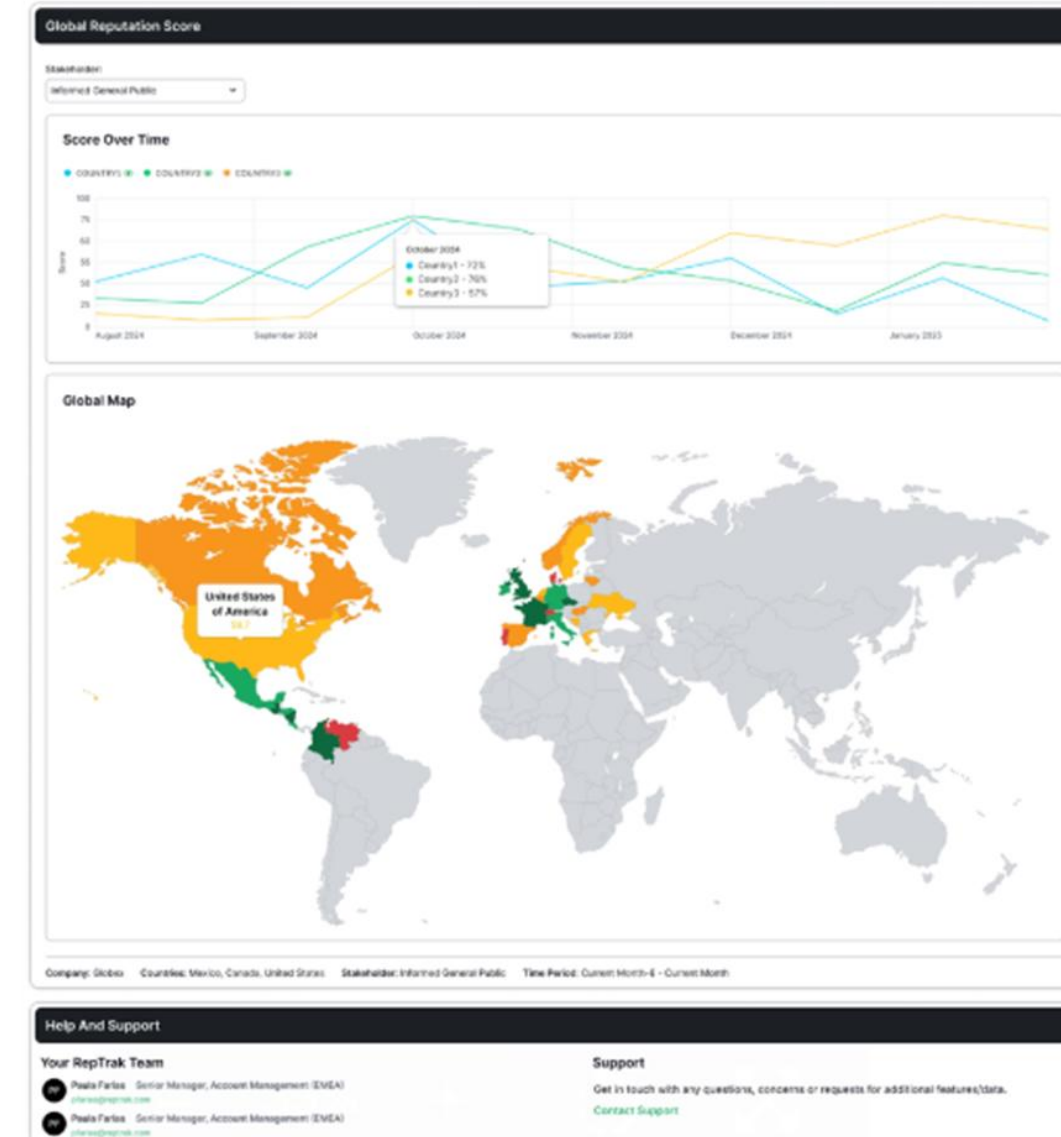
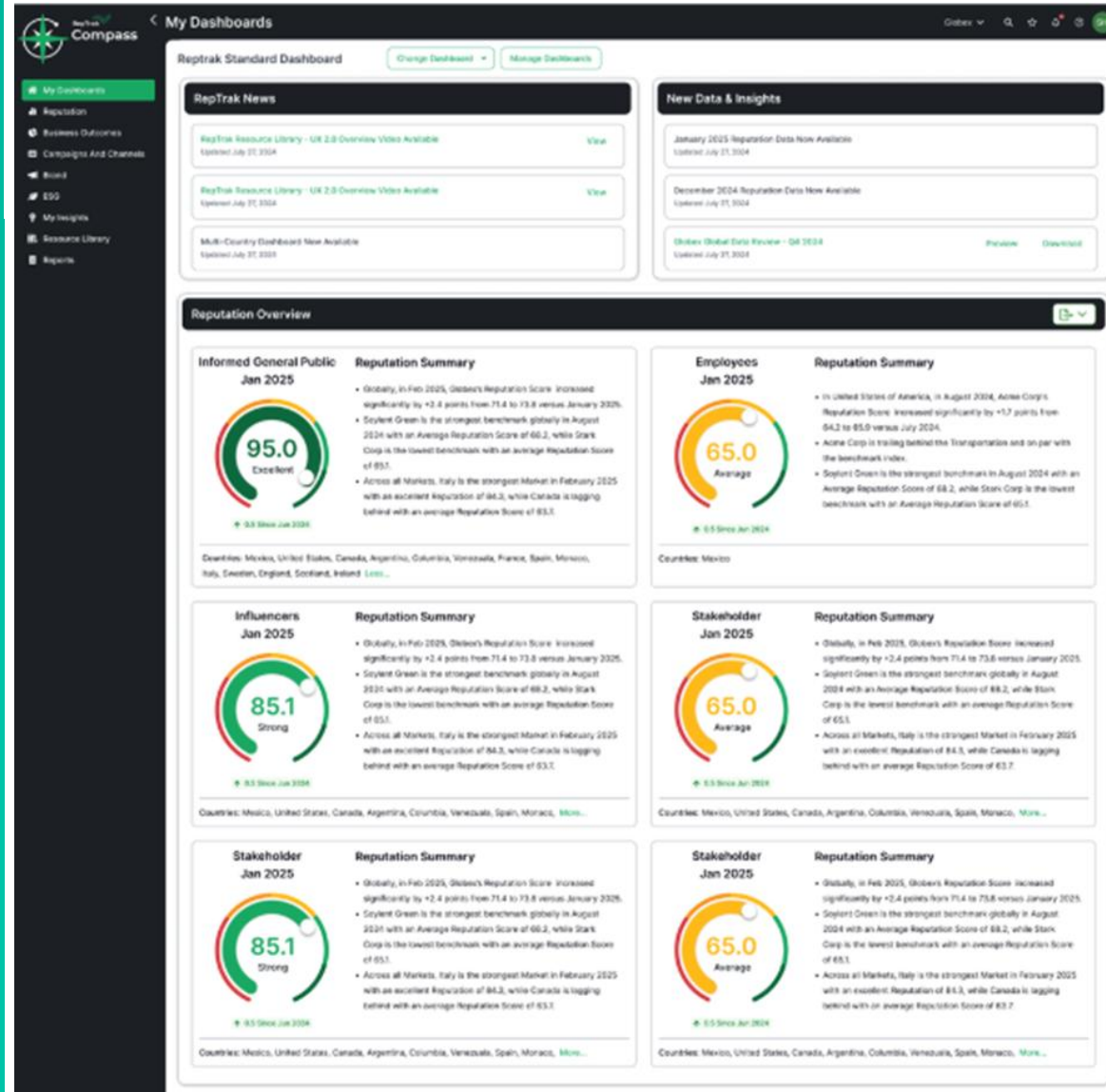
TRA Senior Advisory

Strategic guidance from the experts at The Reputations Agency

- Long-term strategic partner committed to your success
- Providing expert perspective on your reputational position in your local market
- Strategy meetings with meaningful, unbiased, and actionable recommendations to defend and build Reputational capital
- Client support and training
- The latest global thought leadership from The RepTrak® Company

Multi-Country

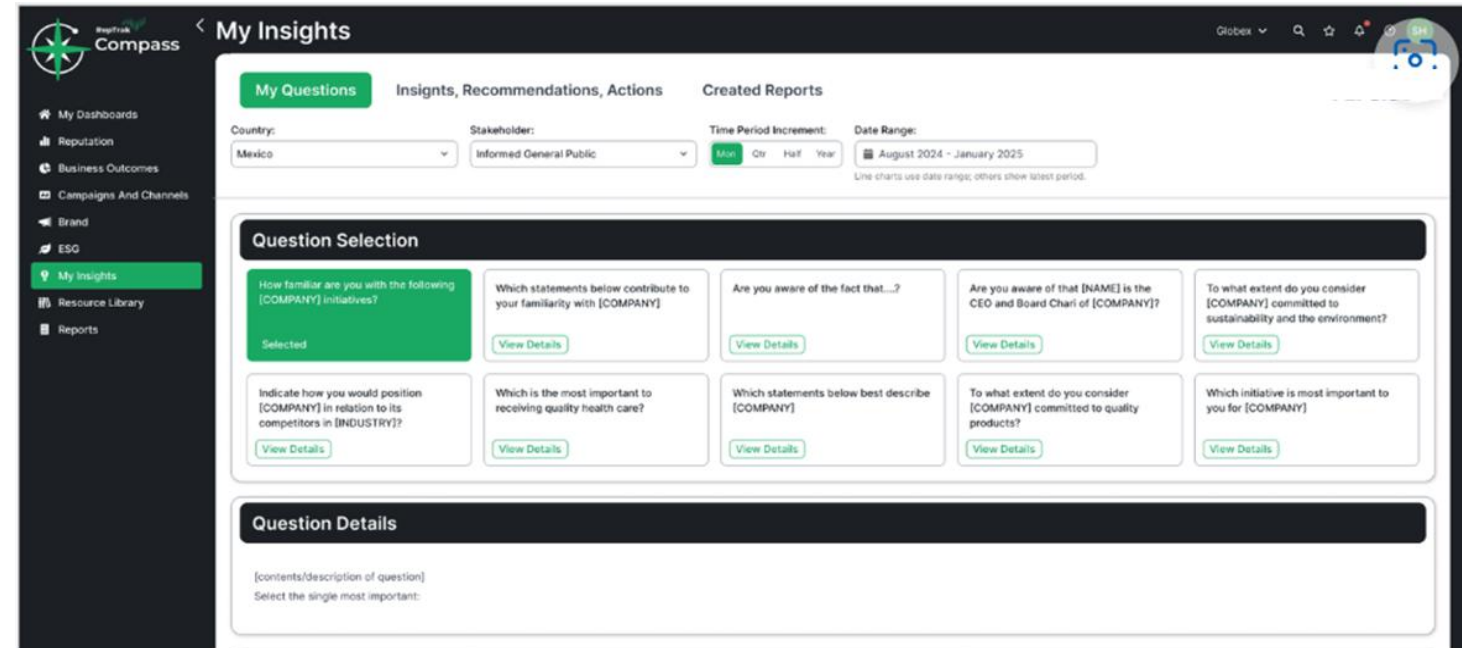
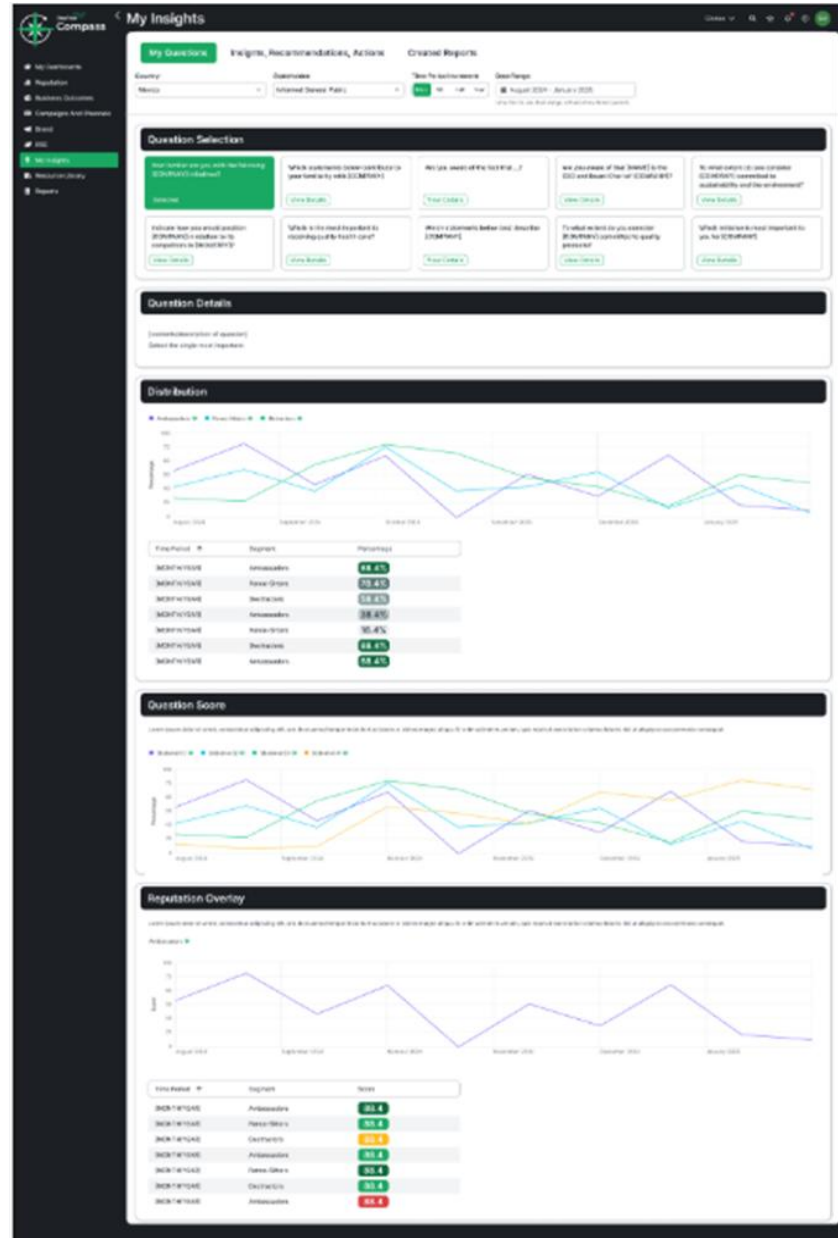
We have expanded global benchmarking capabilities, allowing users to analyse Drivers, Factors, and Reputation trends across multiple countries.



My Questions (Customised)

What: Allows users to create personalised questions.....

Customer Value: Enables users to focus on the most relevant data, streamlining analysis and interpretation.



Ireland Sustainability
Reputation Index 2025
Top 100 Ranking

100 ▲  44.6	99  47.7	98 ▲  48.4	97  52.1	96 ▼  53.2
95 ▼  55.2	94 ▼  55.5	93  57.6	92 ▲  57.8	91 ▲  58.6
90  60.8	89 ▲  60.8	88  61.9	87 ▲  62.0	86  62.4
85 ▼  62.5	84  62.7	83  62.8	82 ▲  62.9	81  63.0
80 ▼  63.6	79  63.9	78 ▲  64.5	77 ▲  64.6	76 ▲  64.6

Ireland Sustainability Reputation Index 2025

Ranked 100 – 76

Overall Sustainability Score

- ▲ Significant improvement since 2024
- ▼ Significant decline since 2024



75  ptsb 64.7	74 janssen PHARMACEUTICAL COMPANY OF Johnson & Johnson 64.7	73 MEDIAHUIS 64.8	72 Bus Éireann 64.8	71   64.9
70   65.0	69 THE IRISH TIMES 65.2	68 AVIVA 65.6	67 Ford 65.6	66 Google 56.9
65  Bank of Ireland 66.1	64  CIRCLE K 66.1	63 pwc 66.1	62 KPMG 66.3	61 Grant Thornton 66.4
60  Dublin Bus 67.0	59 HEINEKEN 67.1	58 DIAGEO 67.1	57 enÉrgia 67.2	56 Vhi HEALTHCARE 67.5
55 FBD INSURANCE 67.5	54 M&S 67.5	53  daa 67.6	52 electric Ireland 67.7	51  EY Building a better working world 68.0

Ireland Sustainability Reputation Index 2025

Ranked 75 – 51

Overall Sustainability Score

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

50  68.0	49 ▲  68.1	48 ▲  68.3	47 ▼  68.4	46 ▼  68.4
45  68.4	44  68.5	43  68.5	42  68.5	41  68.6
40  68.8	39 ▲  68.9	38 ▼  69.0	37 ▲  69.1	36 ▲  69.1
35 ▲  69.1	34  69.4	33  69.5	32 ▲  69.6	31 ▲  69.6
30 ▲  69.6	29  70.0	28 ▲  70.2	27 ▲  70.2	26 ▼  70.2

Ireland Sustainability Reputation Index 2025

Ranked 150 – 26

Overall Sustainability Score



Ireland Sustainability Reputation Index 2025

Ranked 25 – 11

Overall Sustainability Score

25 DUNNES STORES 70.6	24 Kellogg's 71.0	23 SuperValu Real Food, Real People 71.0	22 ST. VINCENT'S PRIVATE HOSPITAL Elm Park 71.1	21 Gas Networks Ireland 71.2
20 Energy for generations 71.2	19 LloydsPharmacy 71.3	18 BLACKROCK HEALTH 72.1	17 Tourism Ireland Marketing the island of Ireland 72.2	16 EirGrid GROUP 72.4
15 Irish Distillers Pernod Ricard 72.4	14 Bord Gáis Energy 72.8	13 COILLTE 72.9	12 IDA Ireland 73.1	11 73.4



Ireland Sustainability Reputation Index 2025 (Overall Sustainability Score)

Ranked 10 – 4



Ireland Sustainability Reputation Index 2025

Top three winners overall

Ireland Sustainability Reputation Index 2025



Ireland Sustainability Reputation Index 2025



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

Ireland Sustainability Reputation Index 2025

