

Ireland
RepTrak®

CELEBRATING
12
YEARS OF
REPUTATION

Ireland RepTrak® Sustainability Index 2021

Why should we care about reputation?

Reputation drives supportive behaviour amongst important stakeholders.
This support allows the company to achieve business results.

TOUCH POINTS

Direct experience

What a 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

Being Sustainable is Critical to an Organisations Long Term Success



More than 90% of the largest companies now file sustainability reports, with 85% of them belonging to the S&P 500 Index



67% of millennials expect the companies they work for to be purpose driven and their jobs to have a societal impact

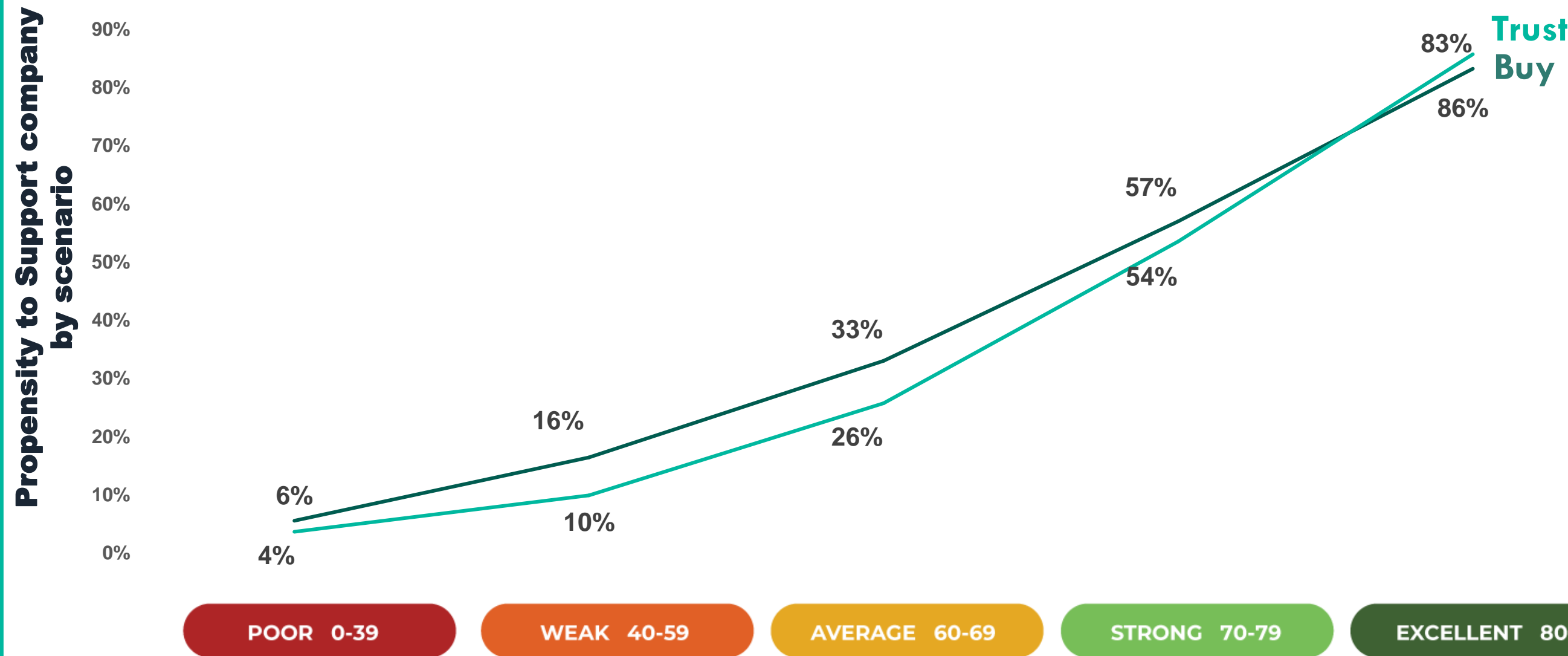


72% of consumers say environmental sustainability is crucial and are willing to pay more for a product if the company contributes to charitable causes.



Companies can see a more than 10-point increase in average Reputation Score due to awareness around their ESG

Companies with an Excellent Sustainability Index see more commercial success



THE REPTRAK® MODEL COMPLETE BUSINESS INTELLIGENCE SYSTEM

1. REPTRAK® PULSE

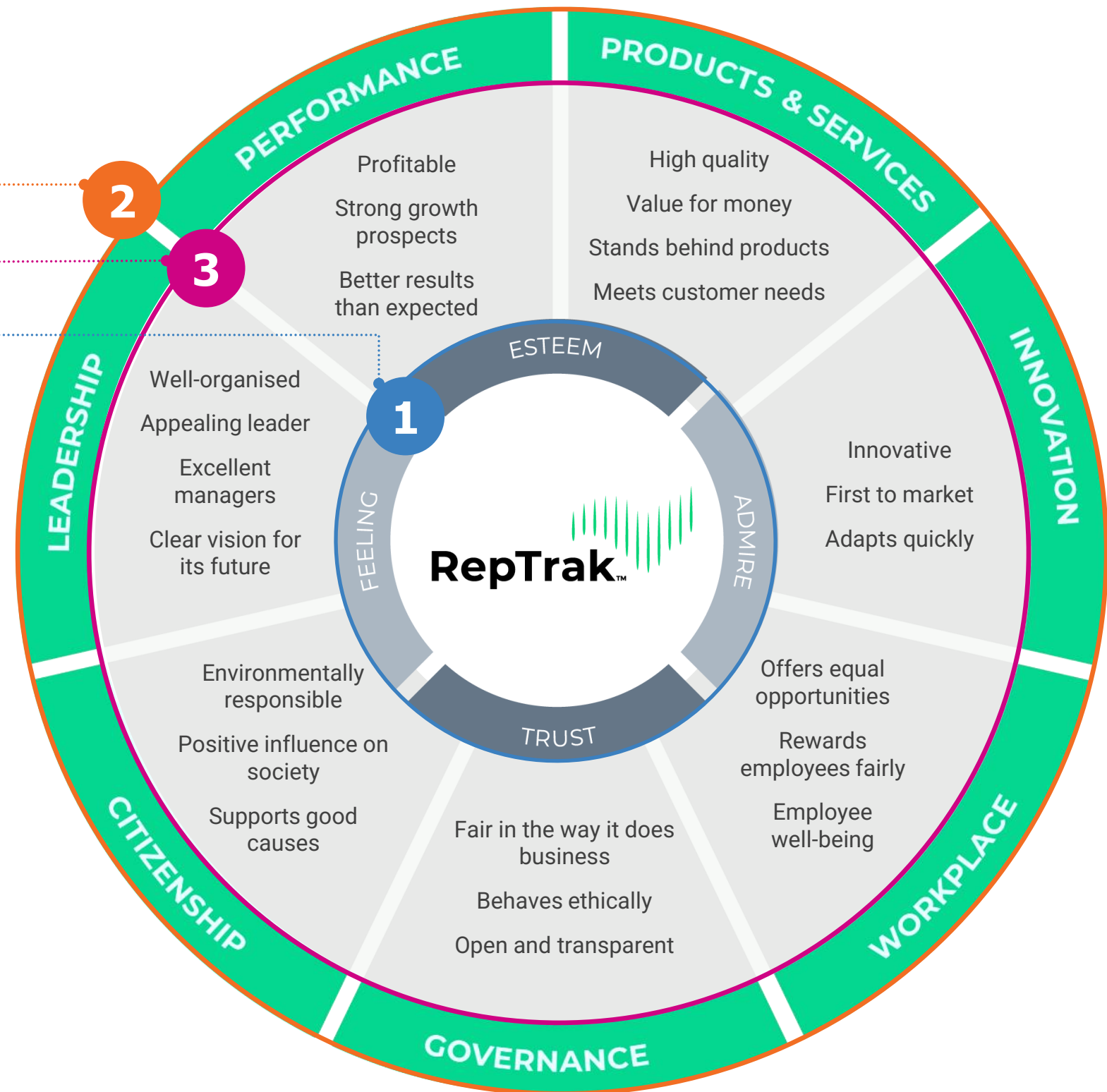
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2. DIMENSIONS

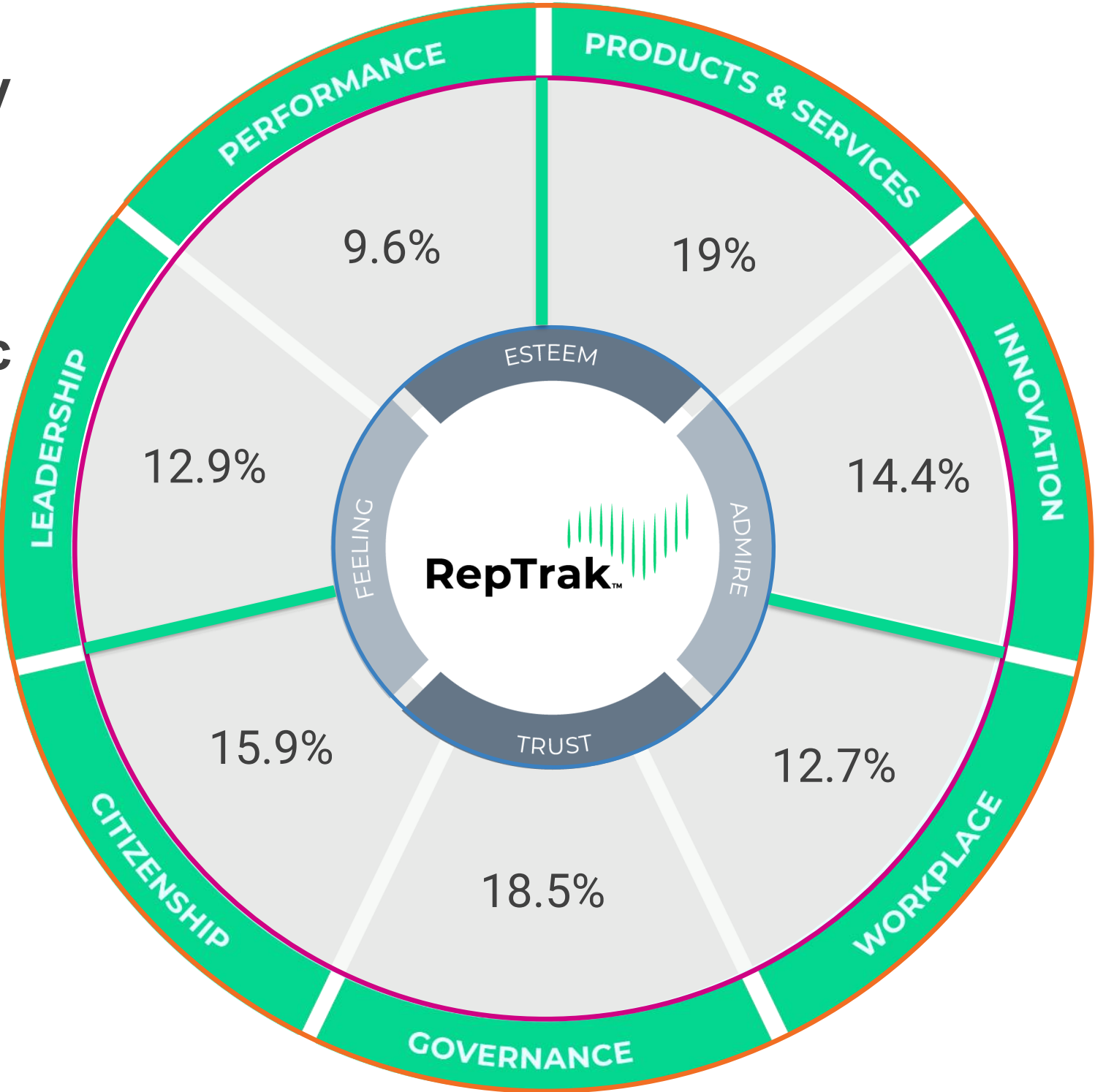
These seven rational dimensions have proven to be the pillars of organisational reputation.

3. ATTRIBUTES

The 23 concrete and operational attributes that underpin the seven dimensions.



In Ireland, the three Sustainability dimensions - Citizenship, Governance and Workplace - drive **47.1%** of an organisation's reputation with the general public



Governance

**Behaves ethically
(5.5%)**

**Is fair in the way it
does business (5.8%)**

**Is open and
transparent (5.3%)**

Citizenship

**Is a positive influence
on society (6.8%)**

**Acts responsibly to
protect the environment
(4.2%)**

**Supports good causes
(4.0%)**

Workplace

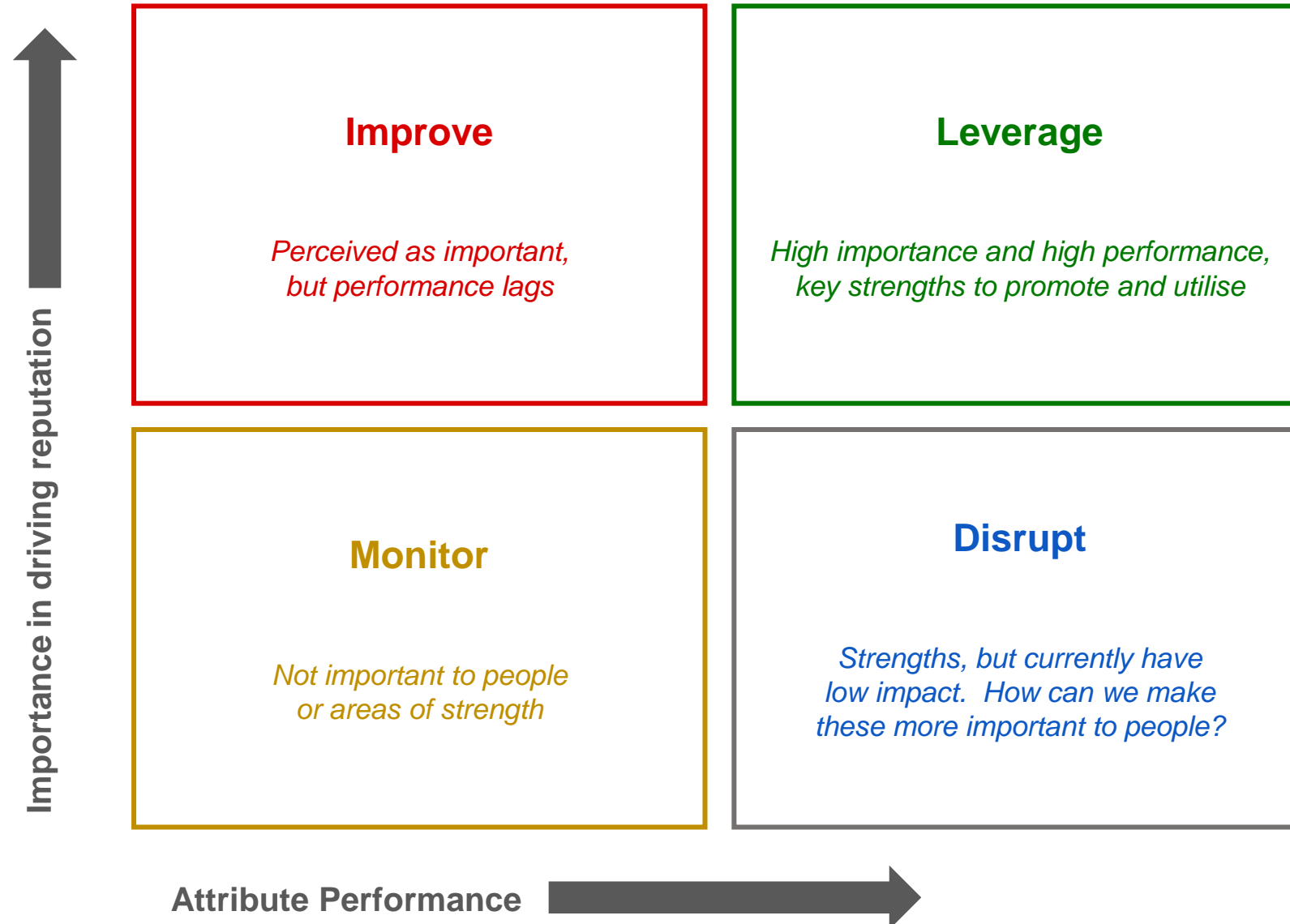
**Demonstrates concern
for employee health
& well-being (4.3%)**

**Rewards employees
fairly (3.7%)**

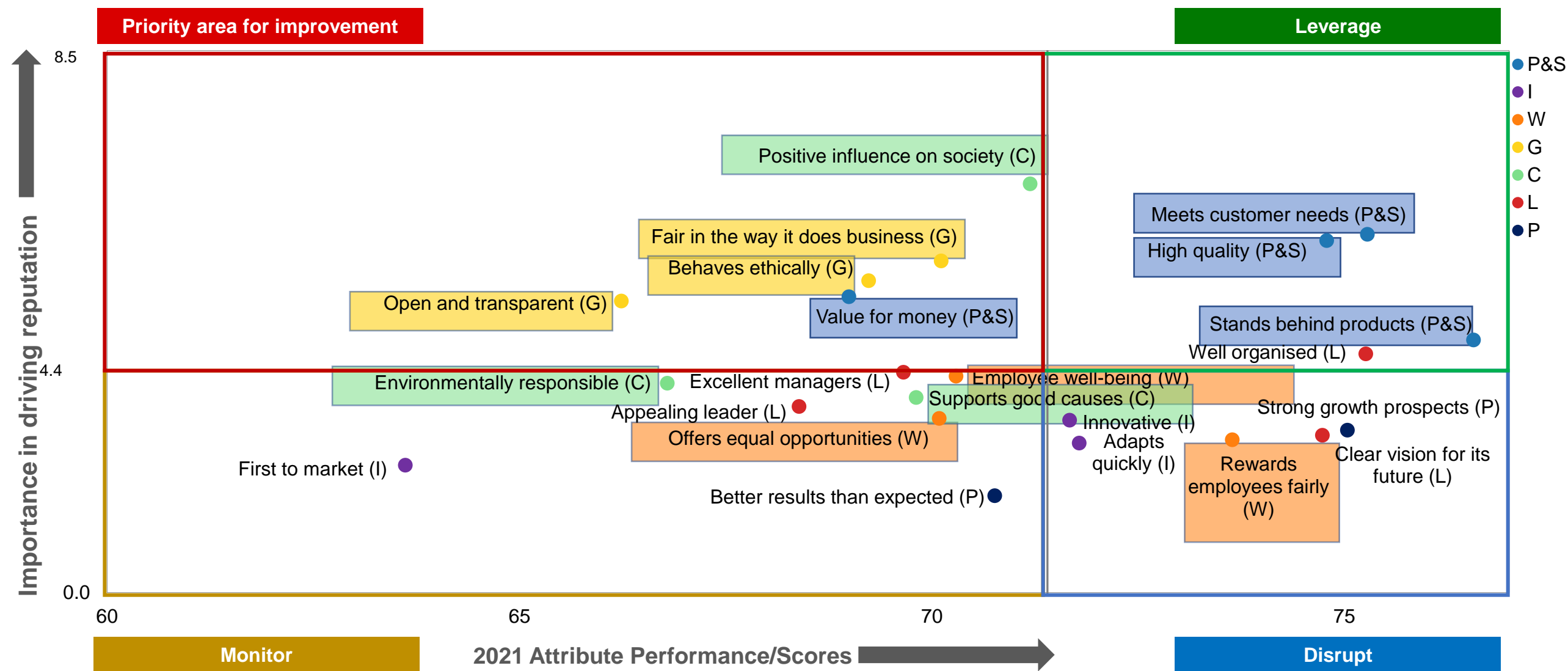
**Offers equal
opportunities (3.5%)**

Strategic Imperatives

Mapping attribute performance vs. importance shows areas of strength, vulnerabilities, and areas where we can disrupt.



Strategic Imperatives for 100 organisations in Ireland - 2021



The largest level of uncertainty, and greatest opportunity, is around the three Sustainability dimensions













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The Winners

REPTRAK[®] SUSTAINABILITY INDEX SCORE 2021

RANKED 30 - 21

30	29	28	27	26	25	24	23	22	21
									
73.0	73.3	73.5	73.7	73.8	74.0	74.1	74.2	74.3	74.4

POOR 0-39

WEAK 40-59











AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK[®] SUSTAINABILITY INDEX SCORE 2021

RANKED 20 - 11

20	19	18	17	16	15	14	13	12	11
									
74.4	74.9	74.9	75.7	75.8	75.8	75.8	76.4	76.7	76.9



REPTRAK[®] SUSTAINABILITY INDEX SCORE 2021

RANKED 10 - 6

10



Blackrock Clinic

76.9

9



BON SECOURS
HEALTH SYSTEM

77.0

8



77.0

7



77.7

6



77.8

POOR 0-39

WEAK 40-59

AVERAGE 60-69

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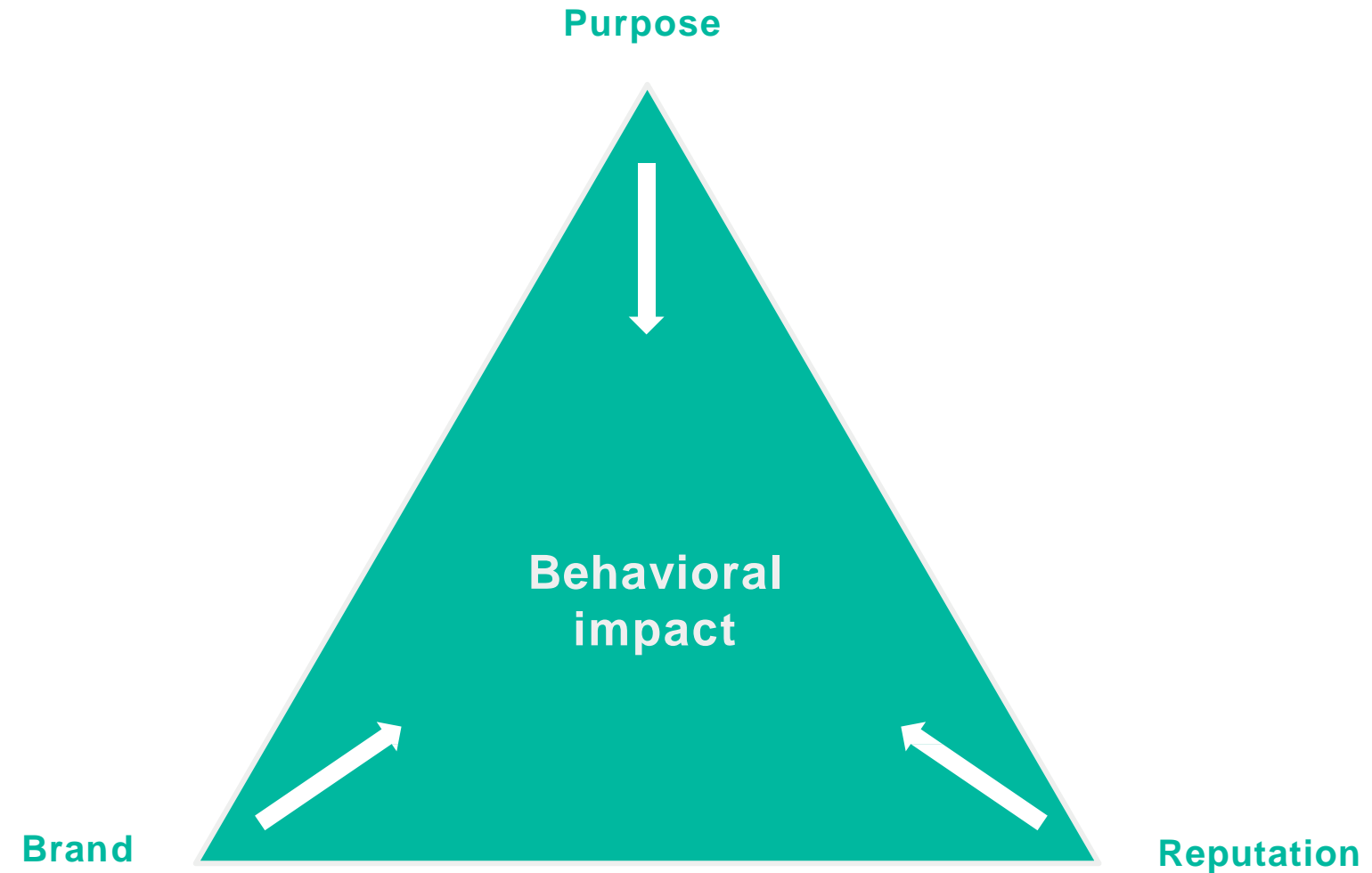
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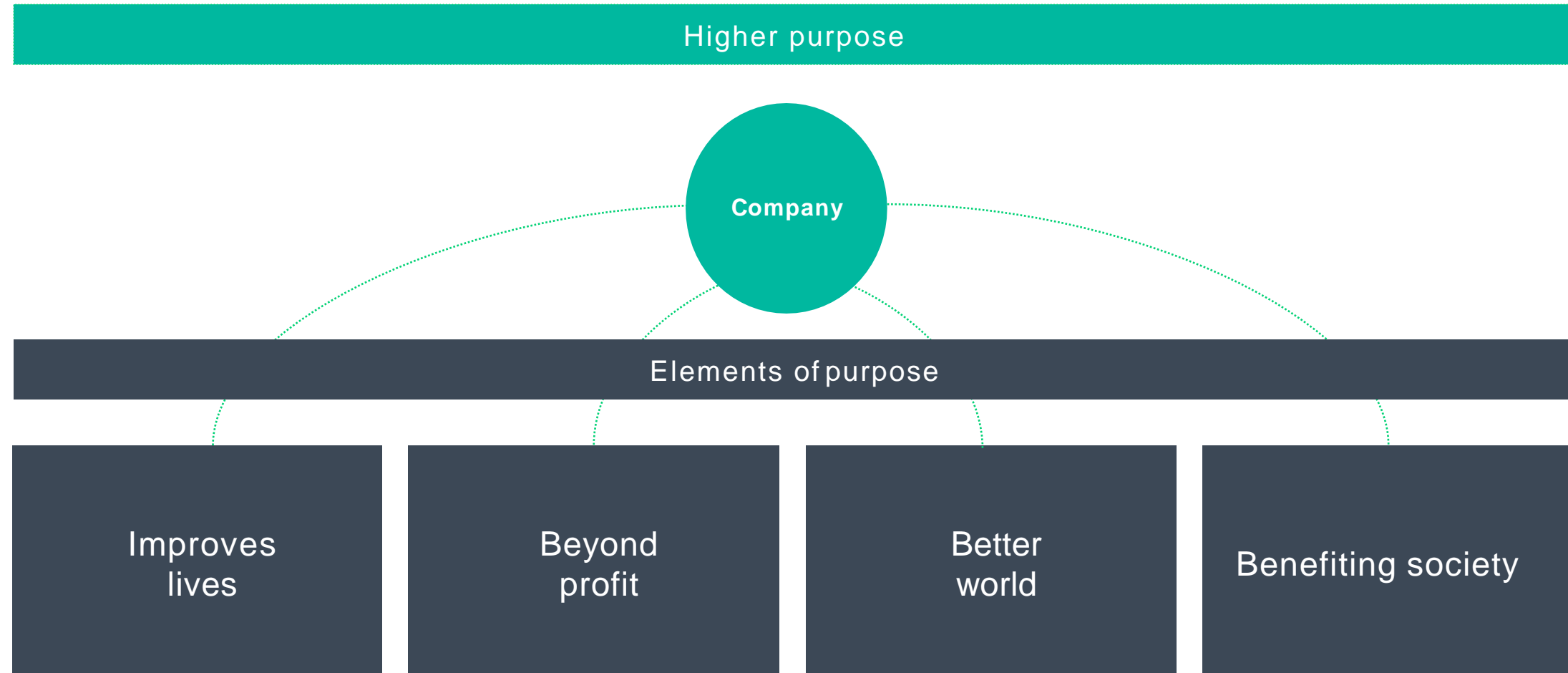
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Key Insights

Purpose is at the apex of a powerful behavioural trifecta

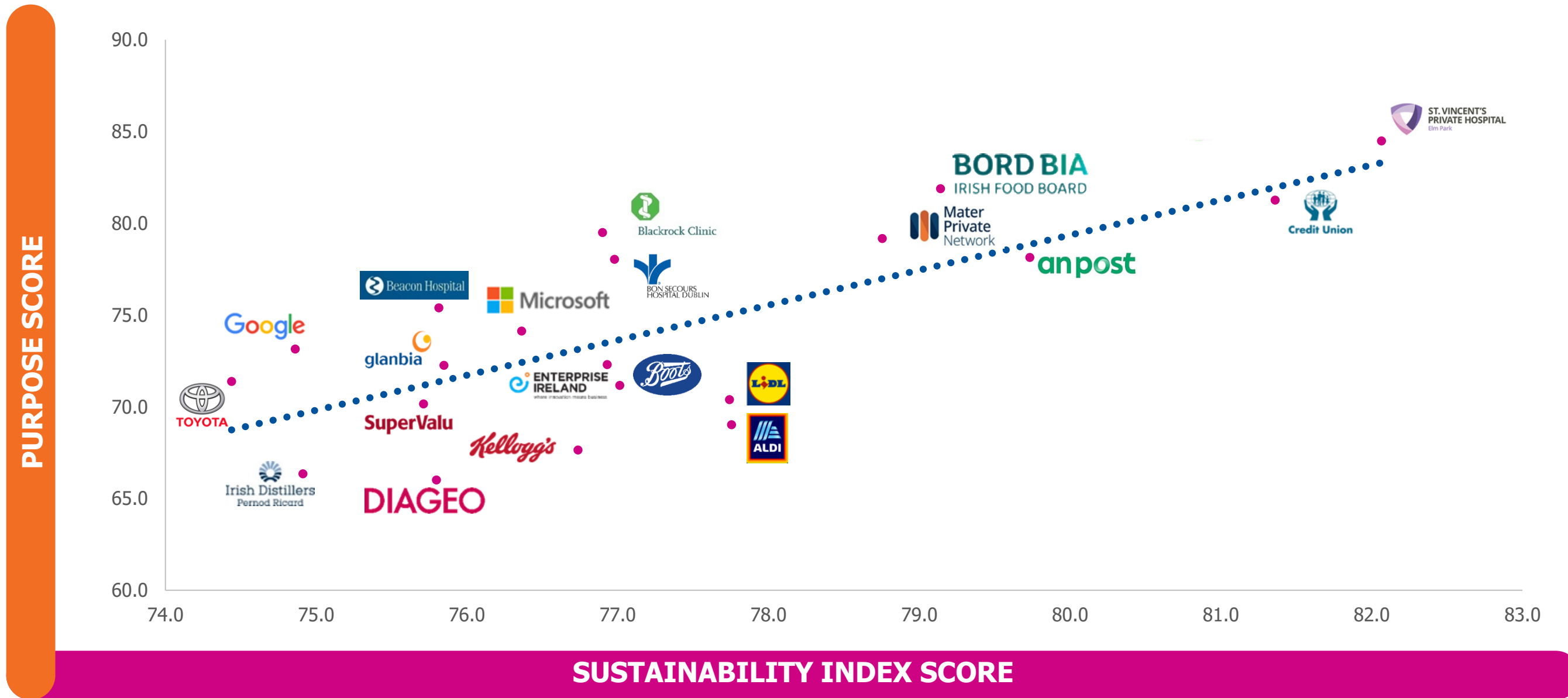


How we measure higher purpose: gauging belief

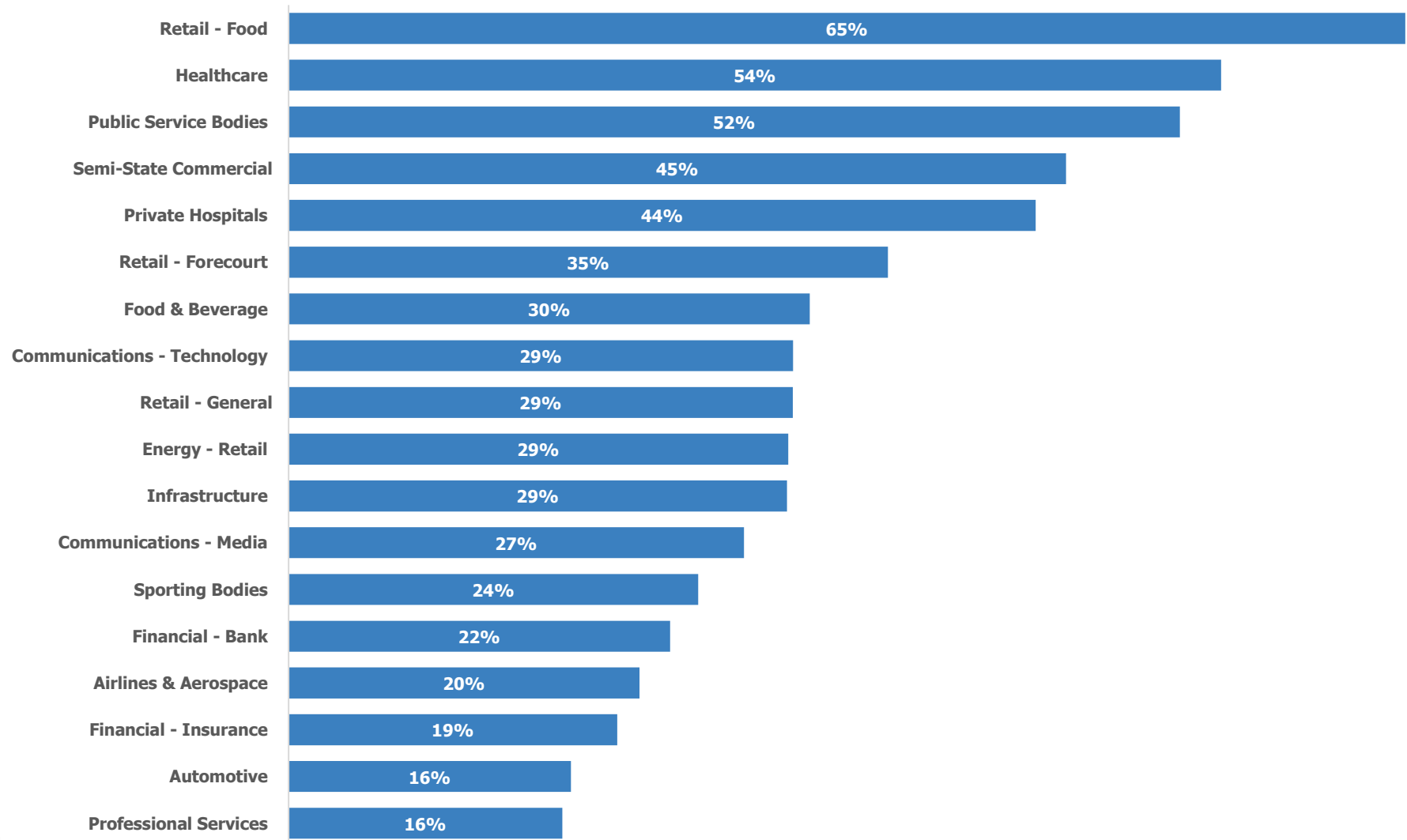


Correlation between Sustainability and Purpose score 2021

Top 20 - Sustainability Index Scores



Sectors who contributed positively to helping people to survive and live as well as possible during this pandemic



Private Hospitals

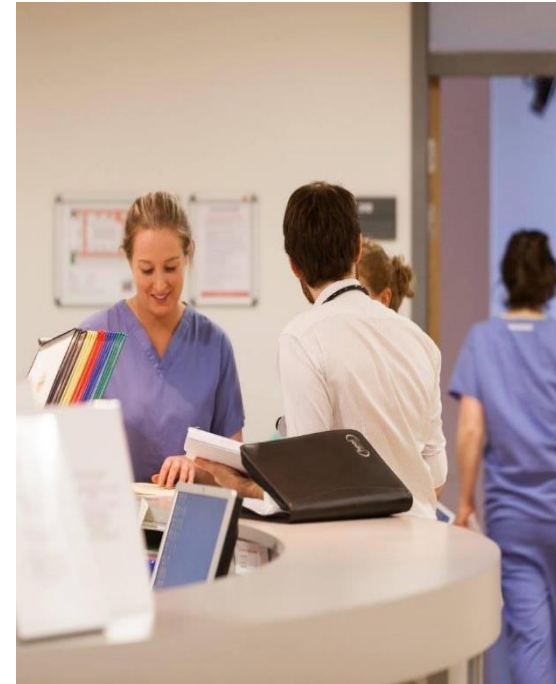
Private Hospital Sector studied for first time

Securing four of the top 10 places

Citizenship – genuine commitment to patient care providing peace of mind to patients and families

Governance – the public emphasise belief in authenticity, genuineness, sincerity

Workplace – providing employment in highly skilled roles



Purpose driven organisations

The Credit Unions - recognised as being a cornerstone of local communities

An Post - acting for the common good, now and for generations to come

Bord Bia - bring Ireland's outstanding food, drink, and horticulture to the world



Food Retail

The Food Retail Sector took two of the top ten spots

Ensuring that high quality and nutritious food is accessible to everyone in Ireland

Citizenship – high profile sponsorships working hard to make a difference with local communities in more ways than one

Workplace - offering equal opportunities through excellence of Graduate Training Programmes



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In Summary

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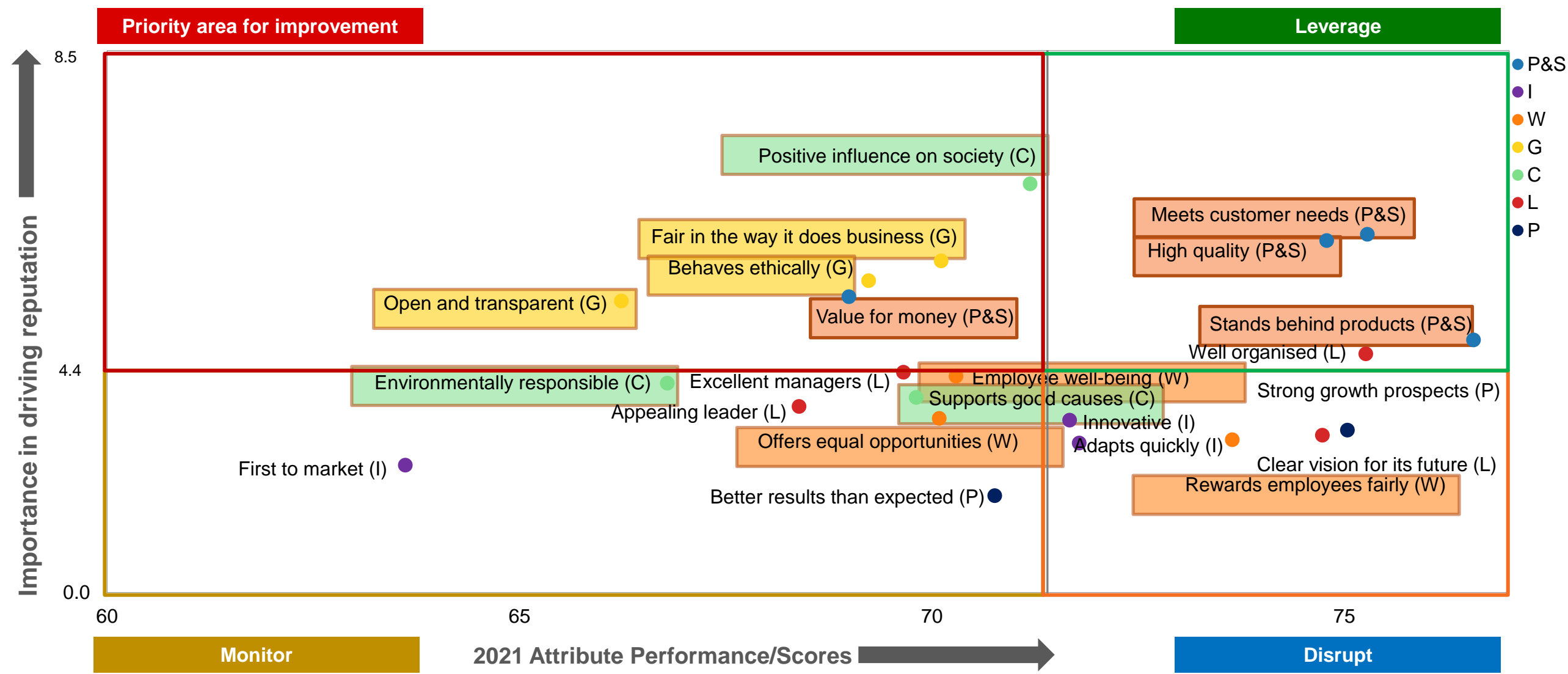
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Strategic Imperatives for 100 organisations in Ireland - 2021



In Conclusion

Understanding your reputation

Auditing your reputation to understand the strengths, weaknesses and opportunities and setting KPIs for long term accountability

Purpose

Those that are activating their purpose are winning

A Roadmap that Delivers

Building a comprehensive strategy that will allow you to leverage every facet of your reputation and to activate this in a meaningful way

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Planning for Ireland RepTrak 2022

Informing that strategy with data

The largest normative database on corporate reputation in Ireland



15,000+

Individual ratings



100

Organisations



**7,000 Informed
General Public**

Somewhat or very familiar with
each organisation evaluated



3 months

January - March 2022

NEW – RepTrak® for Communications Programme



Insights

On-demand Reputation data on our client and their benchmarks

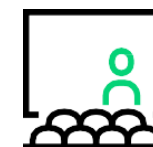
- Reputation, media, brand, ESG **metrics**, leading **indicators**, and **insights**
- **Benchmarked** against your competitors and industry
- Powered by **AI /ML**
- **Most comprehensive, 360°** view
- **Continuously** updated
- Extensive **digital library** of original, premium content



Guidance

Strategic guidance from our Reputation Management experts

- Long-term **strategic partner** committed to your success
- Providing meaningful, unbiased, and **actionable recommendations**
- Quarterly **strategy meetings**
- Client **support** and training
- Monthly **check-ins** (optional)



Community

A global peer network with exclusive thought leadership content

- Learning forums to hear **new ideas** and implement **best practices**
- **Expert-led events** offered around the globe
- Business **roundtable** discussions
- **Executive** dinners
- Signature bi-annual **summits**