

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



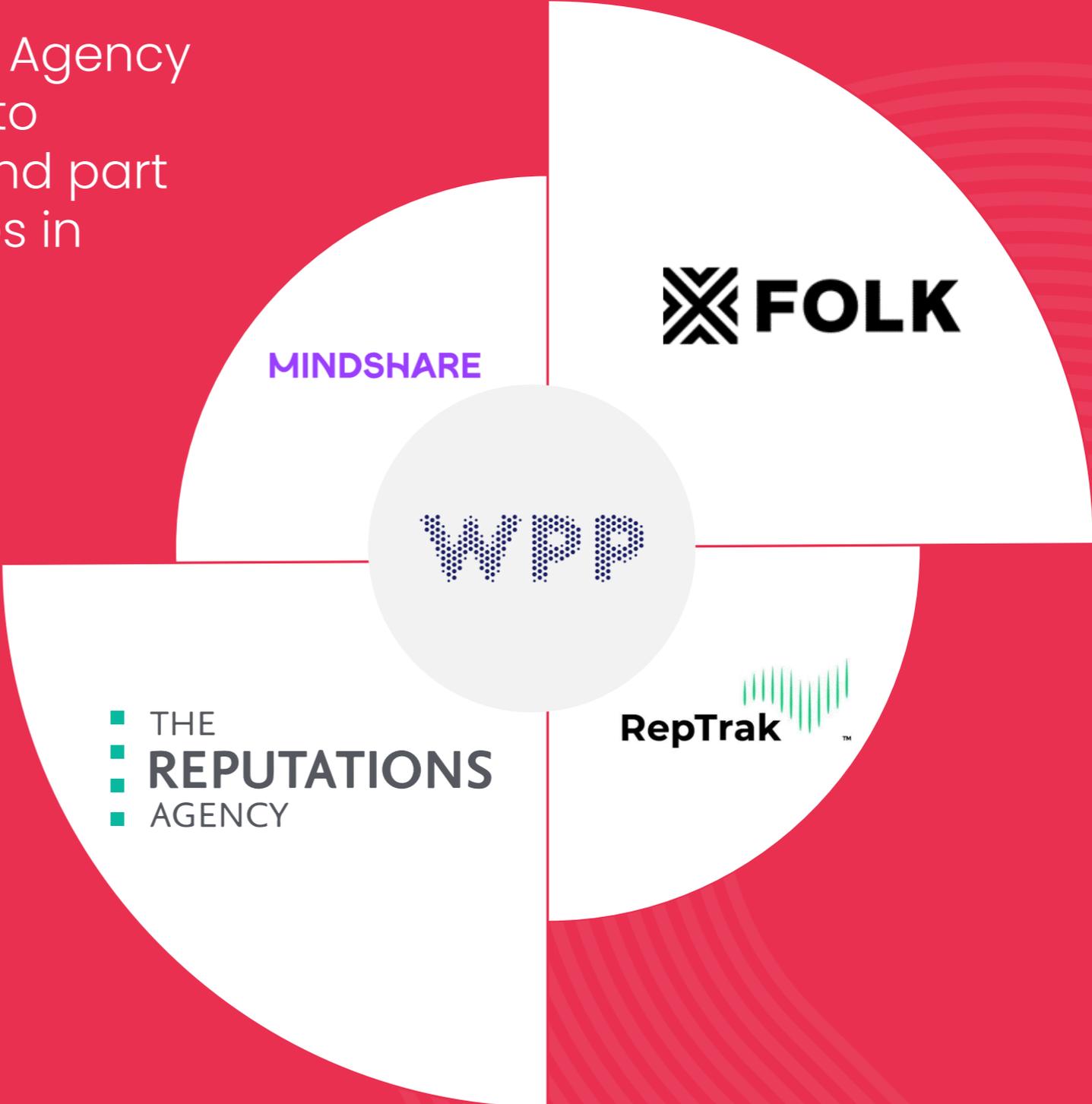
Rory O'Connell
Senior Analyst
The Reputations Agency

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



Bord na Móna



Energy for generations



Ireland Sustainability Reputation Index 2025

Sustainability Drives

53%

of Reputation

53%
Sustainability

[Conduct,
Environmental,
Social, Workplace]

47%
Enterprise

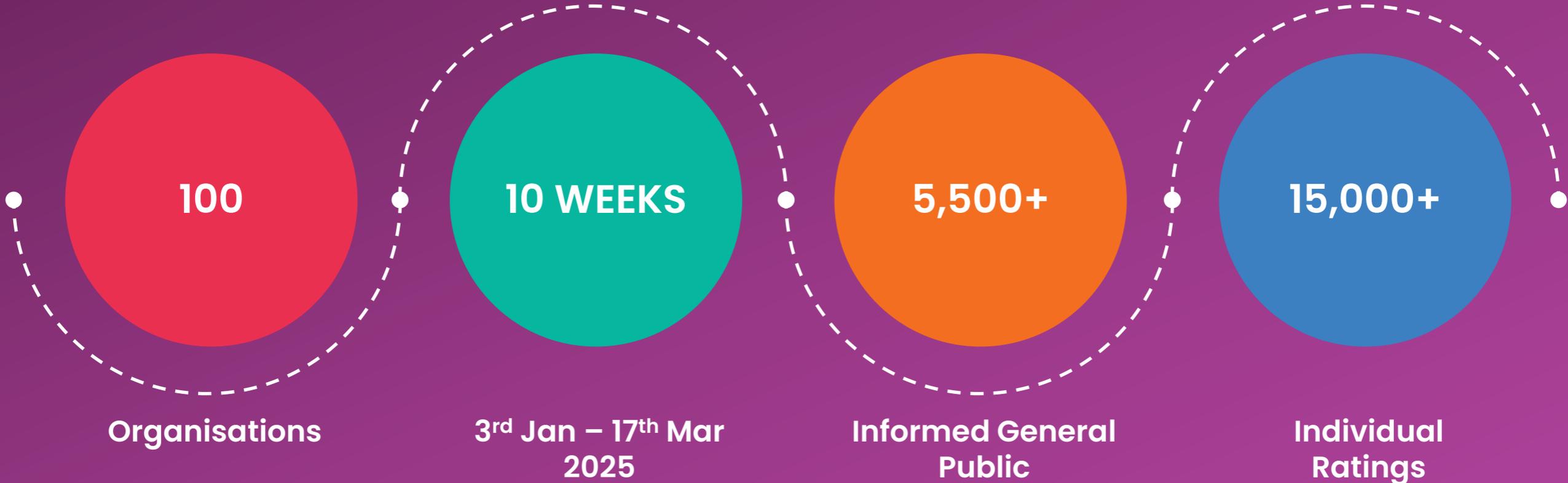
[Products & services,
Innovation, Leadership
and Performance]

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**

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.



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

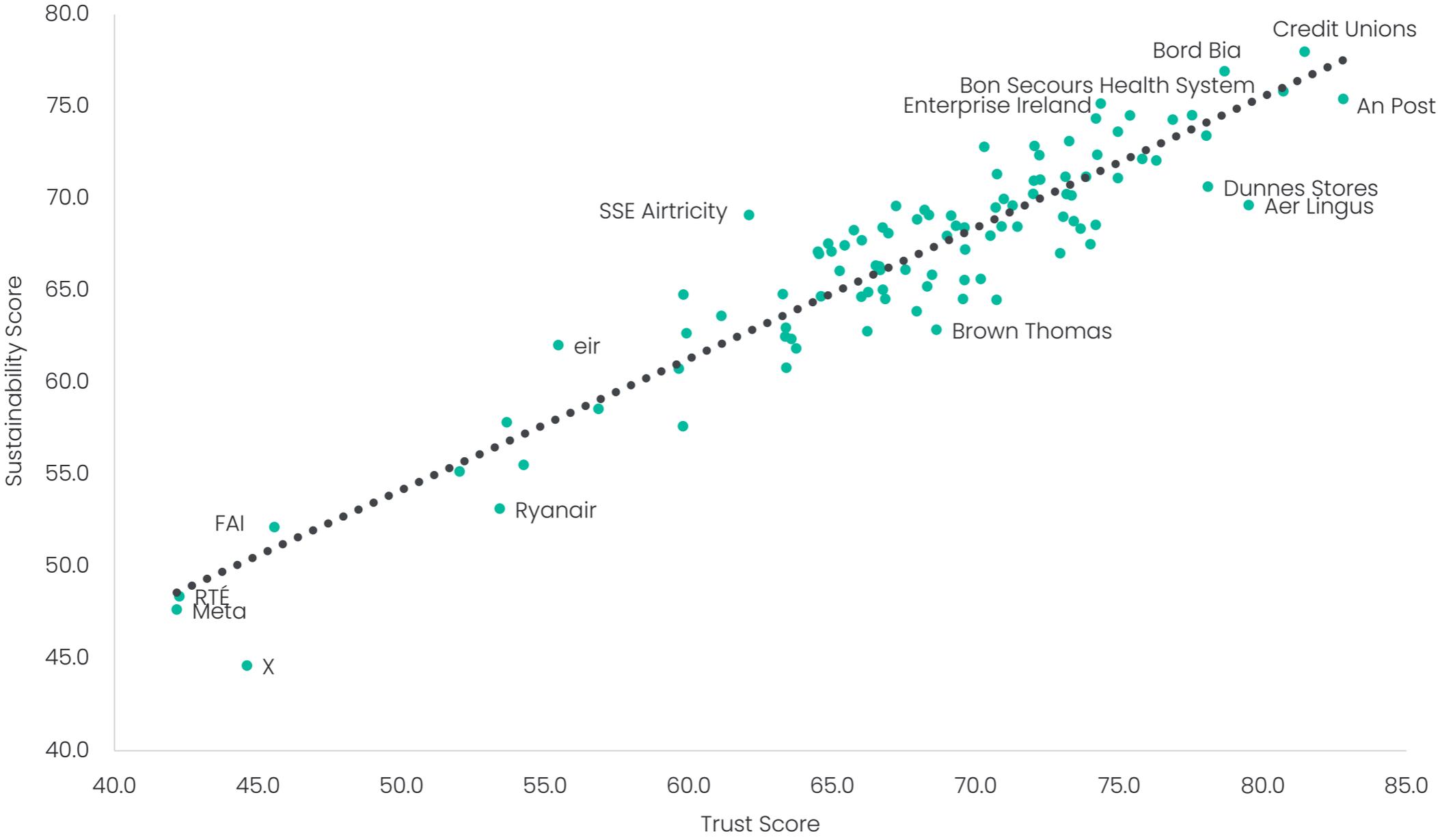
Enterprise
Ireland

Fáilte
Ireland

IDA
Ireland

ST. VINCENT'S
PRIVATE HOSPITAL
Elm Park

Strong Correlation between Trust and Sustainability

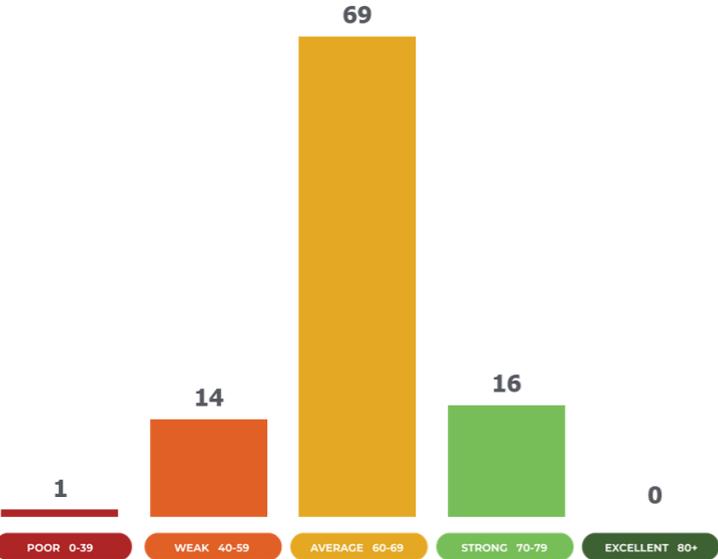


Growing favourable perceptions towards organisations acting Sustainably

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

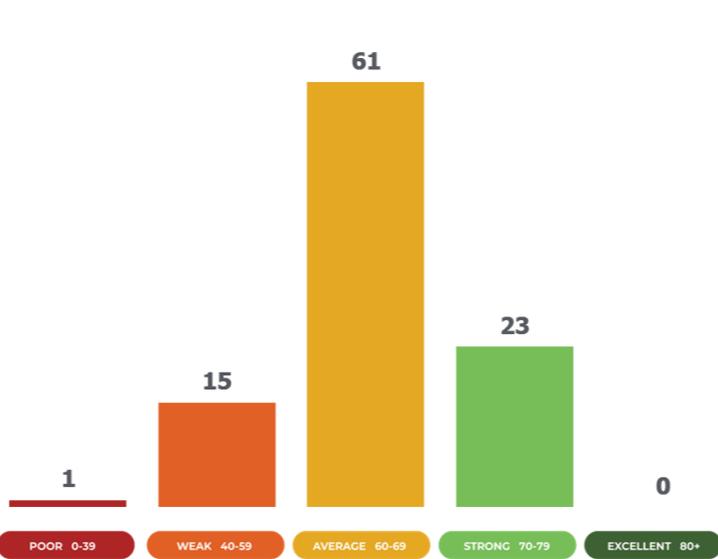
2023

Just 16 companies have a strong sustainability score



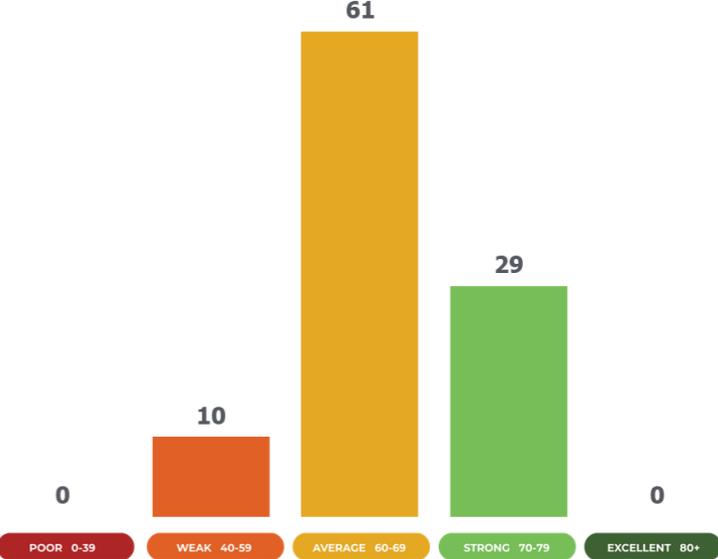
2024

23 companies have a strong sustainability score



2025

29 companies have a strong sustainability score

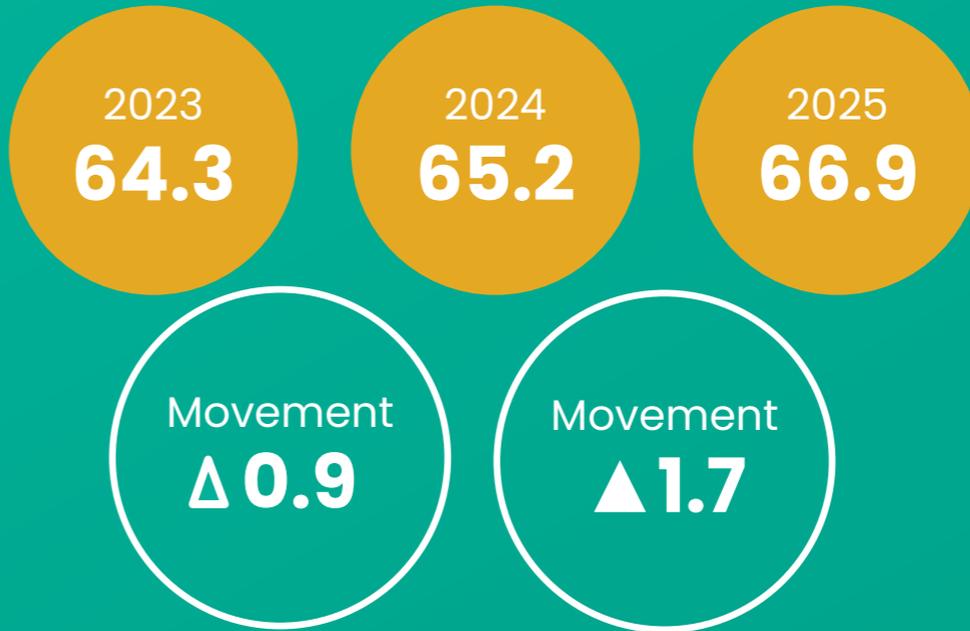


Ireland Sustainability Reputation Index 2025

Sector Ranking

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

Annual Average Sustainability Score

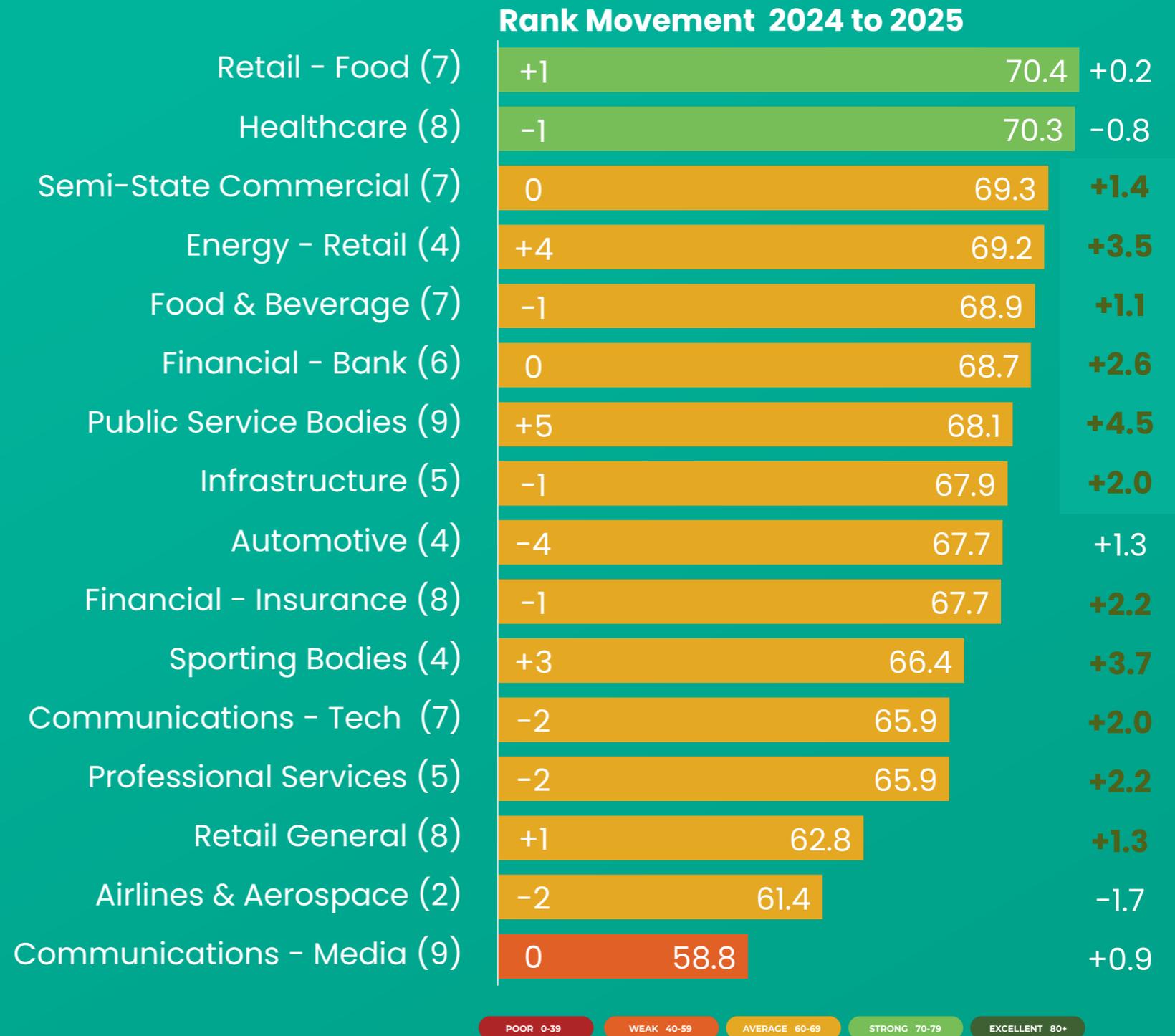


Ireland Sustainability Reputation Index 2025

Sector Ranking

11 out of 16 sectors improve this year.

Public Bodies, Sporting 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

 Healthcare **3**

 Retail - Food **2**

 Public Service Bodies **2**

 Food & Beverage **1**

 Semi-State Commercial **1**

 Financial - Bank **1**

2025

NO OF ORGANISATIONS IN TOP TEN

 Public Service Bodies **3**

 Healthcare **2**

 Retail - Food **1**

 Semi-State Commercial **1**

 Sporting Bodies (NEW TO TOP TEN) **1**

 Financial - Bank **1**

 Food & Beverage **1**

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**

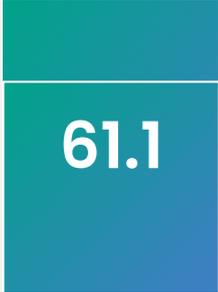
 Retail - General **1**

Average Pillar Score across 100 organisations 2024 and 2025

Each of the four Pillars improve.

ENVIRONMENTAL
IMPACT

62.6



61.1

SOCIAL
PERFORMANCE

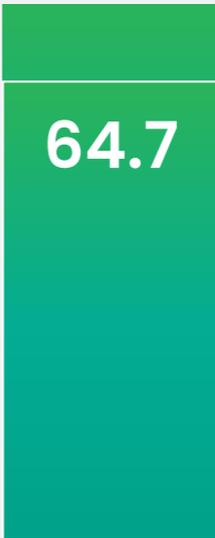
68



66.6

CONDUCT

66.4



64.7

WORKPLACE

69.1



67.1

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.

ENVIRONMENTAL
IMPACT



SOCIAL
PERFORMANCE



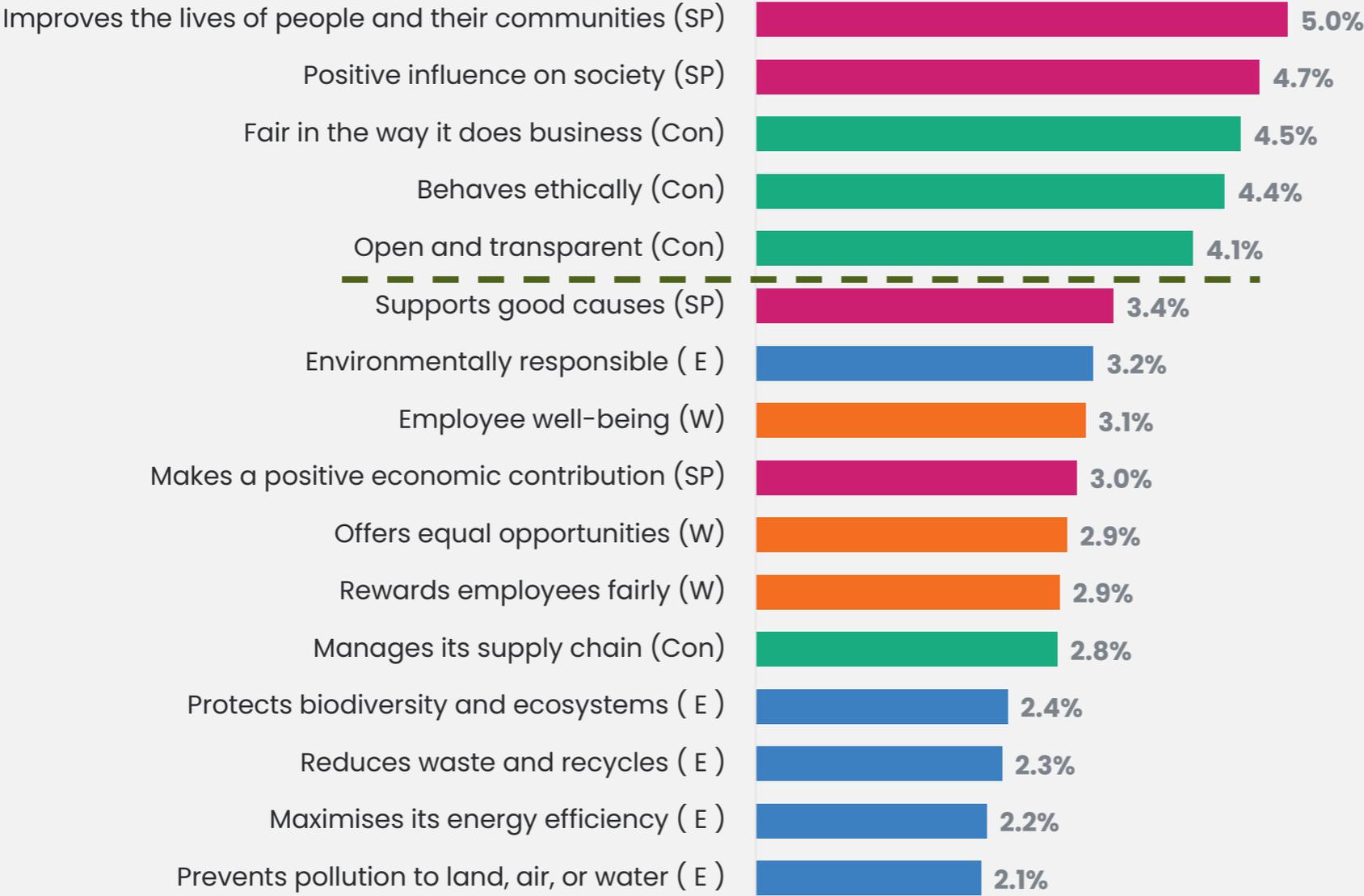
CONDUCT



WORKPLACE



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

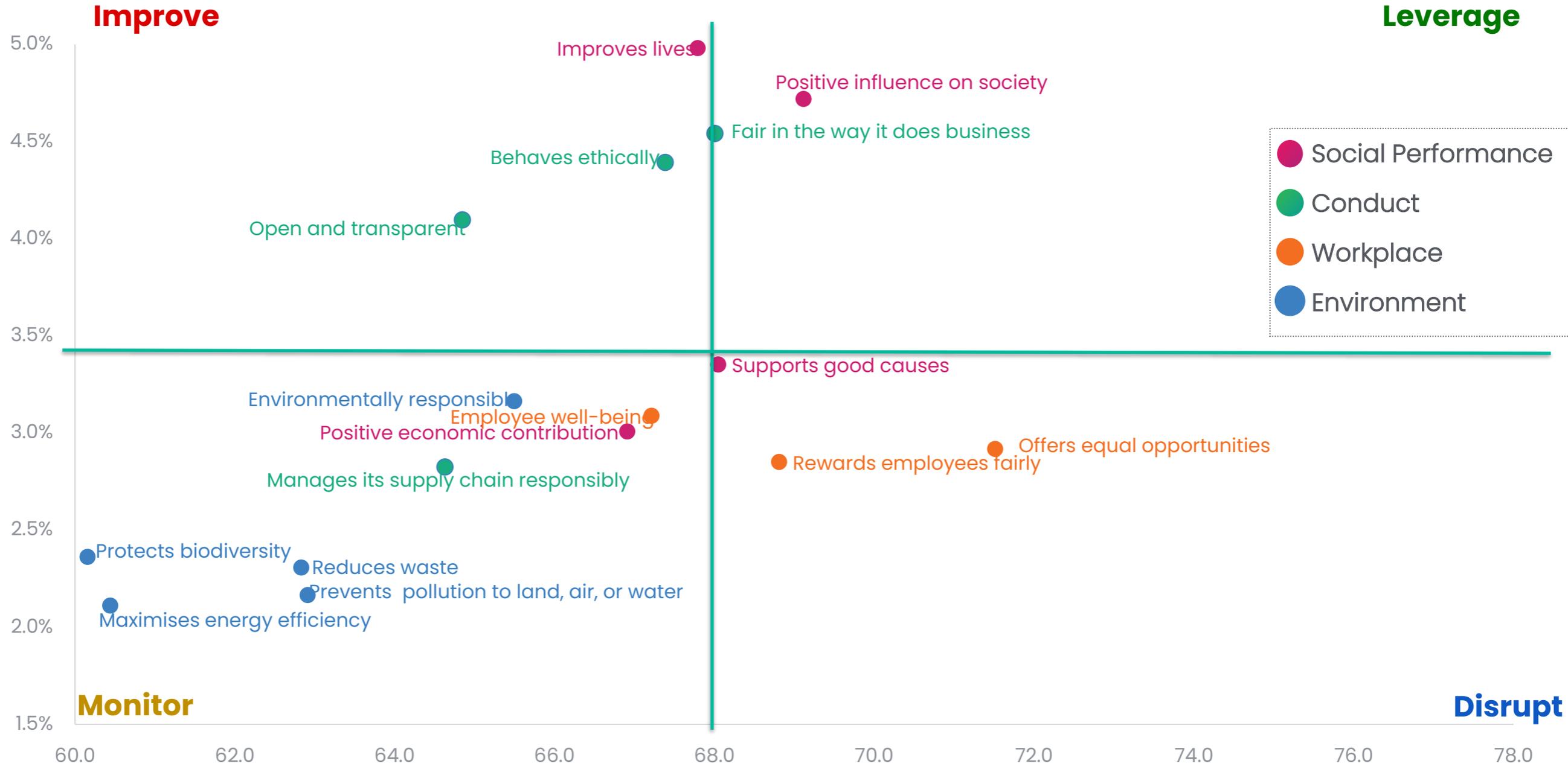


Just like the four Pillars, some Sustainability Factors are more important in driving the public's perceptions than others.

- Social Performance
- Conduct
- Workplace
- Environment

Strategic Imperatives – 16 Sustainability Factors

IMPORTANCE IN DRIVING REPUTATION



Factor score

1st – Improves Lives of people/communities

2nd – 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

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

3rd – Fair in the way it does business

4th – 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

POOR 0-39

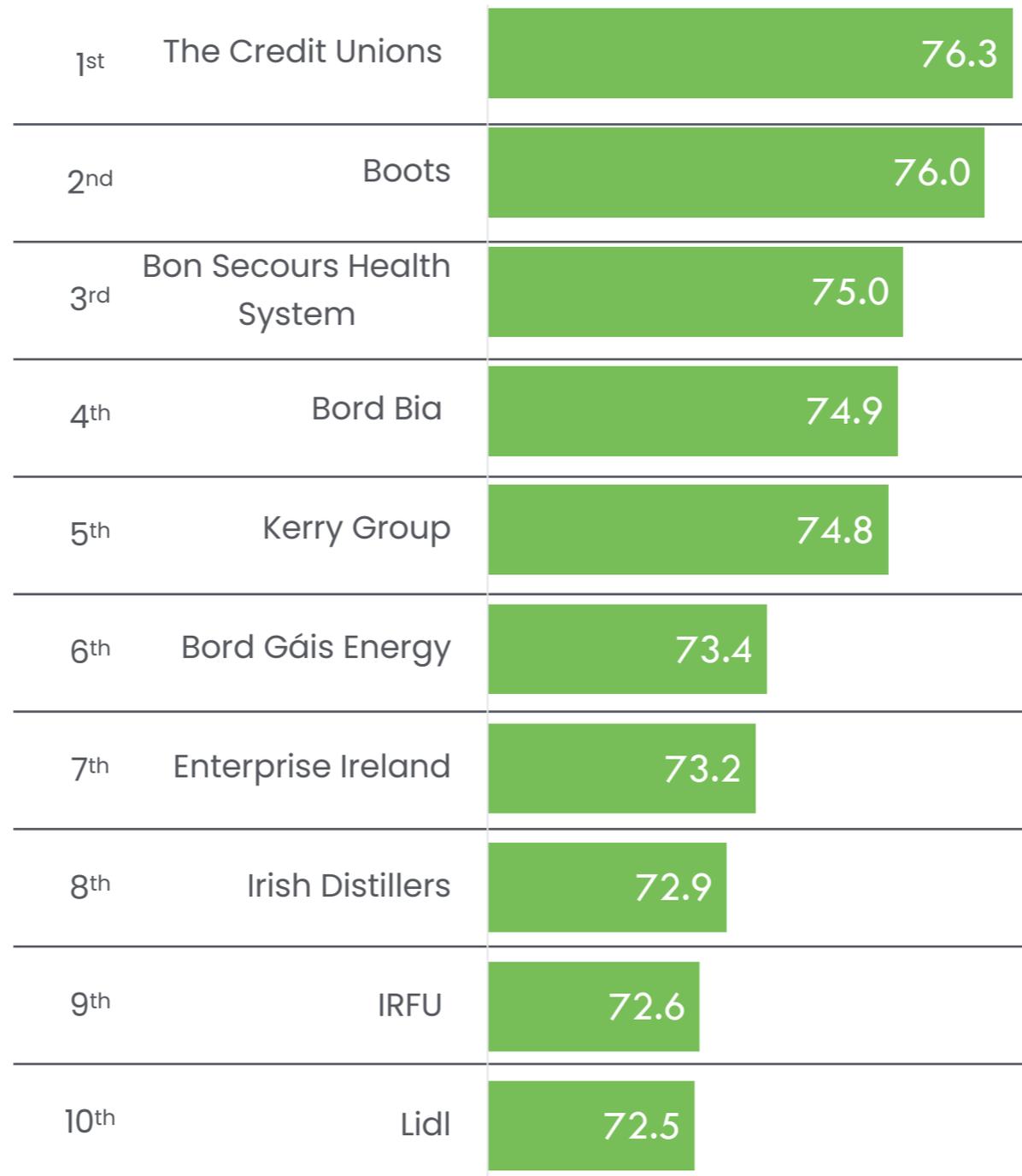
WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

5th – Open and transparent



POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+



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

5+
million ratings
annually

World's largest
database on
reputation

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



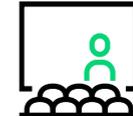
Insights

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?

FEEL

How do your stakeholders feel about your company?

DO

What actions will your stakeholders wish to take?

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

Reputation Score

ESTEEM - ADMIRE - TRUST - FEELING

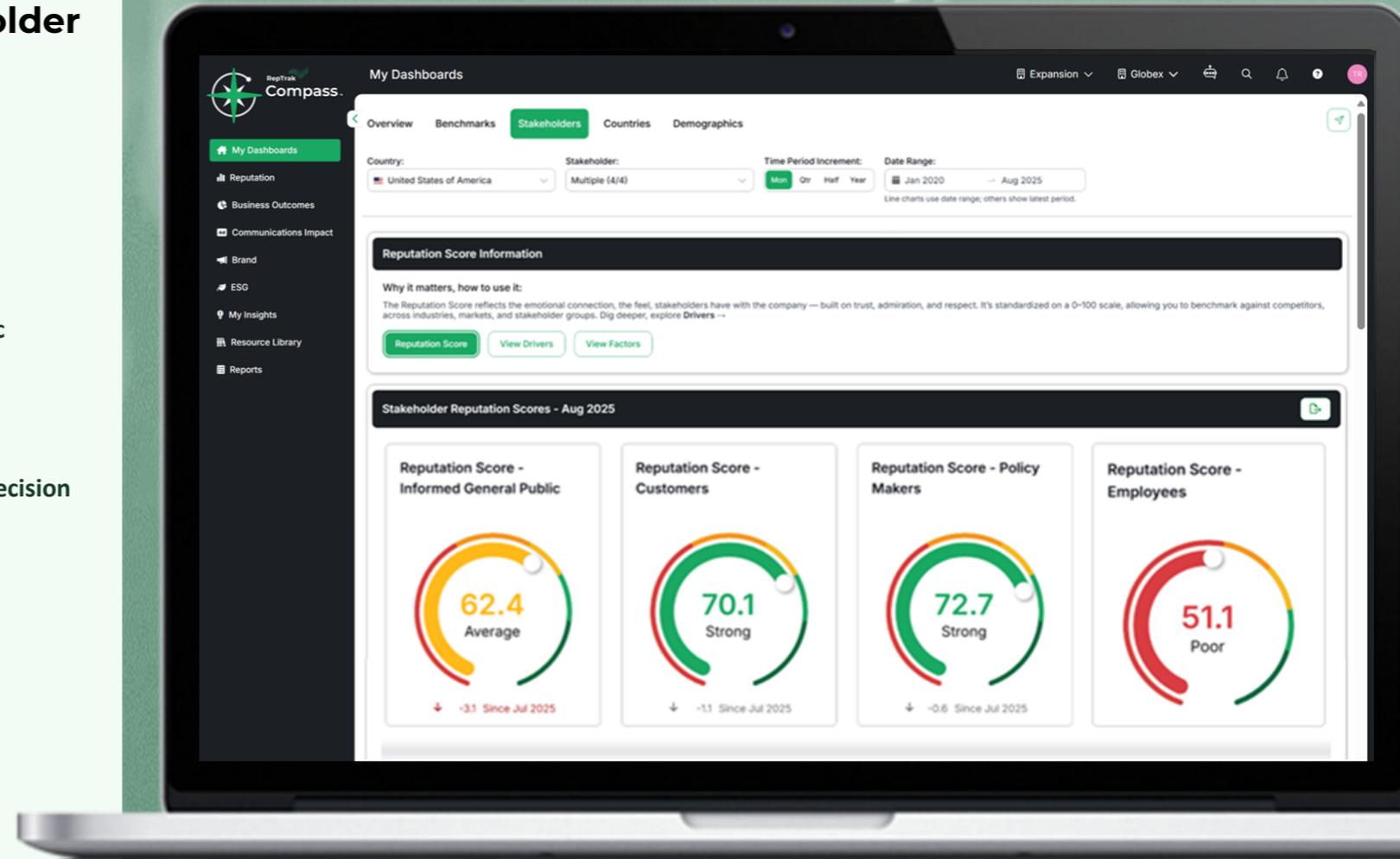
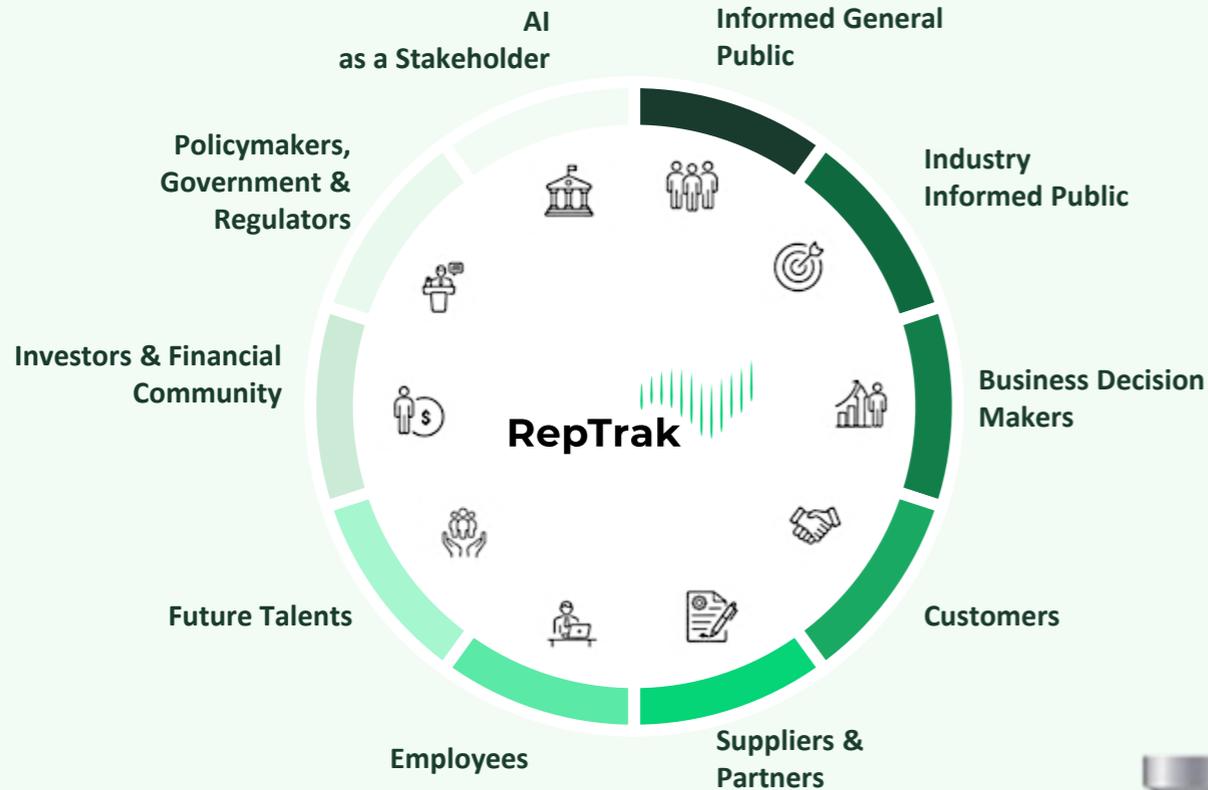


Business Outcomes

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.

RepTrak Standard Dashboard

RepTrak News

- RepTrak Resource Library - UK 2.0 Overview Video Available
- RepTrak Resource Library - UK 2.0 Overview Video Available
- Multi-Country Dashboard Now Available

New Data & Insights

- January 2025 Reputation Data Now Available
- December 2024 Reputation Data Now Available
- Global Global Data Review - Q4 2024

Reputation Overview

Informed General Public Jan 2025

Reputation Summary

95.0 Excellent

- Globally, in Feb 2025, Odebrecht's Reputation Score increased significantly by +2.4 points from 71.4 to 73.8 versus January 2025.
- Soylent Green is the strongest benchmark globally in August 2024 with an Average Reputation Score of 66.2, while Stark Corp is the lowest benchmark with an average Reputation Score of 55.1.
- Across all Markets, Italy is the strongest Market in February 2025 with an excellent Reputation of 94.3, while Canada is lagging behind with an average Reputation Score of 63.7.

Employees Jan 2025

Reputation Summary

65.0 Average

- In United States of America, in August 2024, Acme Corp's Reputation Score increased significantly by +17 points from 54.2 to 65.0 versus July 2024.
- Acme Corp is trailing behind the Transportation and on par with the benchmark index.
- Soylent Green is the strongest benchmark in August 2024 with an Average Reputation Score of 68.2, while Stark Corp is the lowest benchmark with an average Reputation Score of 60.1.

Influencers Jan 2025

Reputation Summary

85.1 Strong

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- Soylent Green is the strongest benchmark globally in August 2024 with an Average Reputation Score of 66.2, while Stark Corp is the lowest benchmark with an average Reputation Score of 55.1.
- Across all Markets, Italy is the strongest Market in February 2025 with an excellent Reputation of 94.3, while Canada is lagging behind with an average Reputation Score of 63.7.

Stakeholder Jan 2025

Reputation Summary

65.0 Average

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- Across all Markets, Italy is the strongest Market in February 2025 with an excellent Reputation of 94.3, while Canada is lagging behind with an average Reputation Score of 63.7.

Global Reputation Score

Stakeholder: Informed General Public

Score Over Time

Line chart showing scores from August 2024 to January 2025 for three countries: Country 1 (72%), Country 2 (70%), and Country 3 (57%).

Global Map

World map showing reputation scores by country. United States of America is highlighted with a score of 95.1.

Company: Global | Countries: Mexico, Canada, United States | Stakeholder: Informed General Public | Time Period: Current Month - Current Month

Help And Support

Your RepTrak Team

- Paula Parles - Senior Manager, Account Management (EMEA)
- Paula Parles - Senior Manager, Account Management (EMEA)

Support

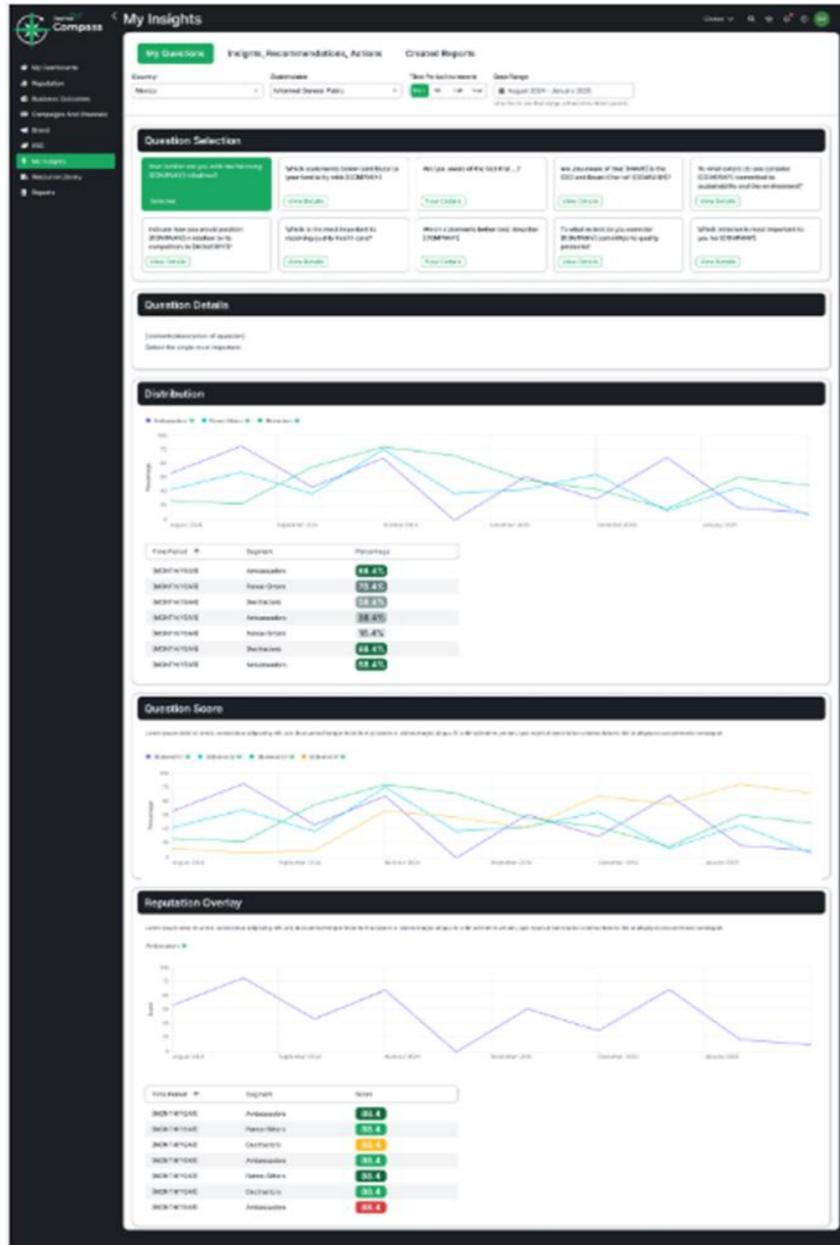
Get in touch with any questions, concerns or requests for additional features/data.

Contact Support

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.



My Insights

Country: Mexico | Stakeholder: Informed General Public | Date Range: August 2024 - January 2025

Question Selection

Question Details

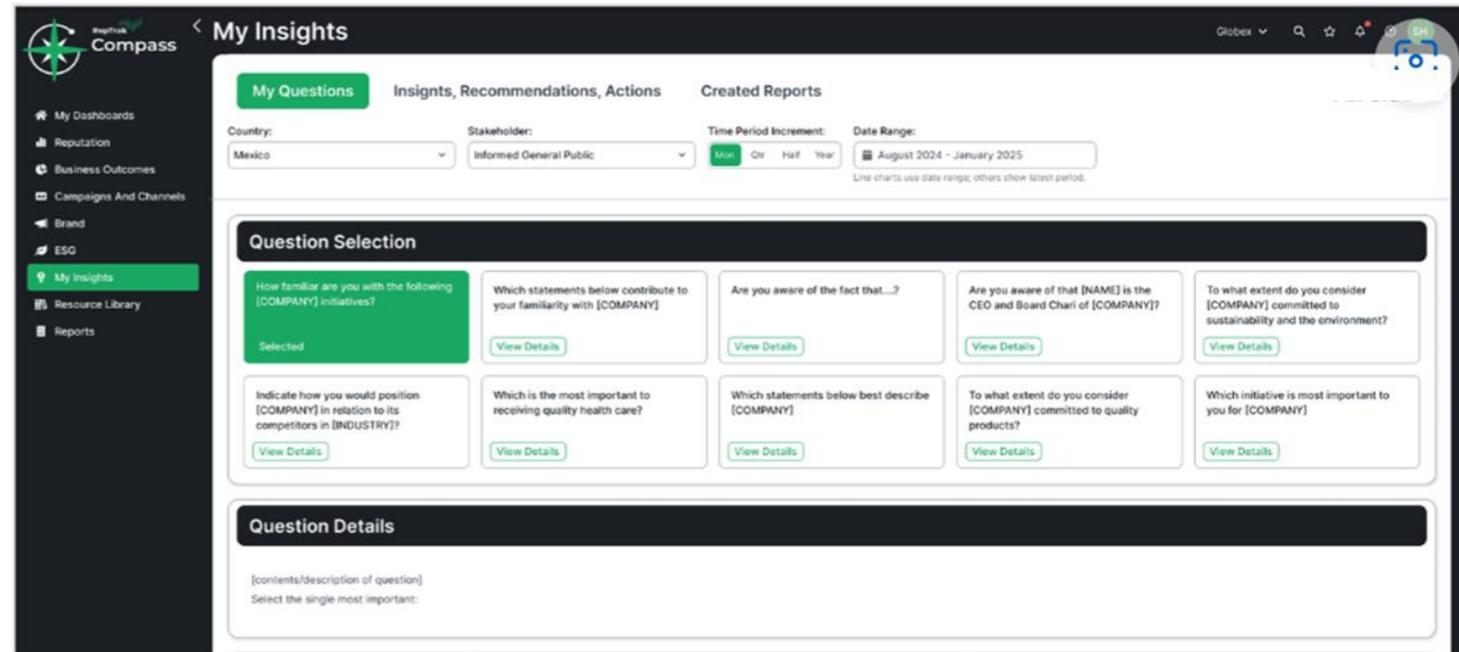
Data Evolution

Time Period	Segment	Percentage
INDUSTRY	Procedures	48.4%
INDUSTRY	Price Sens	32.4%
INDUSTRY	Structure	12.8%
INDUSTRY	Accessories	38.8%
INDUSTRY	Price Sens	30.8%
INDUSTRY	Procedures	42.8%
INDUSTRY	Accessories	42.4%

Question Score

Reputation Overlay

Time Period	Segment	Score
INDUSTRY	Procedures	20.4
INDUSTRY	Price Sens	20.4
INDUSTRY	Structure	20.4
INDUSTRY	Accessories	20.4
INDUSTRY	Price Sens	20.4
INDUSTRY	Structure	20.4
INDUSTRY	Accessories	20.4



My Insights

Country: Mexico | Stakeholder: Informed General Public | Time Period Increment: Mon | Date Range: August 2024 - January 2025

Question Selection

Question Details

[contents/description of question]
Select the single most important:

Ireland Sustainability
Reputation Index 2025
Top 100 Ranking

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

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 <small>PHARMACEUTICAL COMPANY OF Johnson & Johnson</small> 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 enèrgia 67.2	56 Vhi <small>HEALTHCARE</small> 67.5
55 FBD <small>INSURANCE</small> 67.5	54 M&S 67.5	53  daa 67.6	52 electric Ireland 67.7	51  EY <small>Building a better working world</small> 68.0

Ireland Sustainability Reputation Index 2025

Ranked 75 – 51

Overall Sustainability Score



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 50 – 26

Overall Sustainability Score



Ireland Sustainability Reputation Index 2025

Ranked 25 – 11

Overall Sustainability Score

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



Ireland Sustainability Reputation Index 2025 (Overall Sustainability Score)

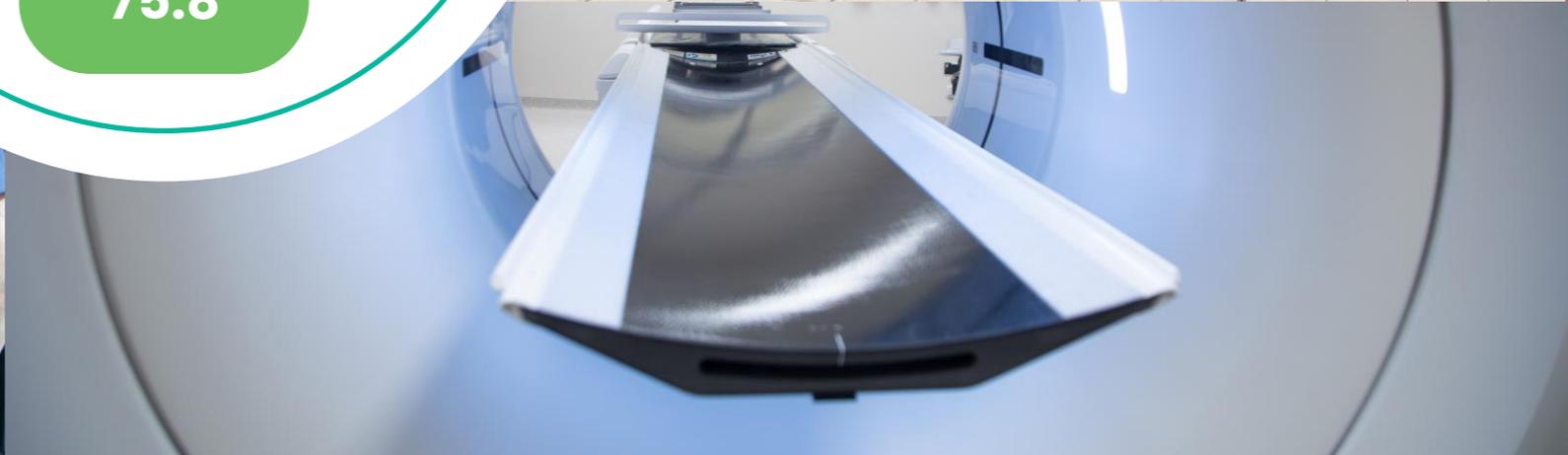
Ranked 10 - 4



Ireland Sustainability Reputation Index 2025

Top three winners overall

Ireland Sustainability Reputation Index 2025



Ireland Sustainability Reputation Index 2025



Ireland Sustainability Reputation Index 2025



OVERALL WINNER

Credit Union

78.0

