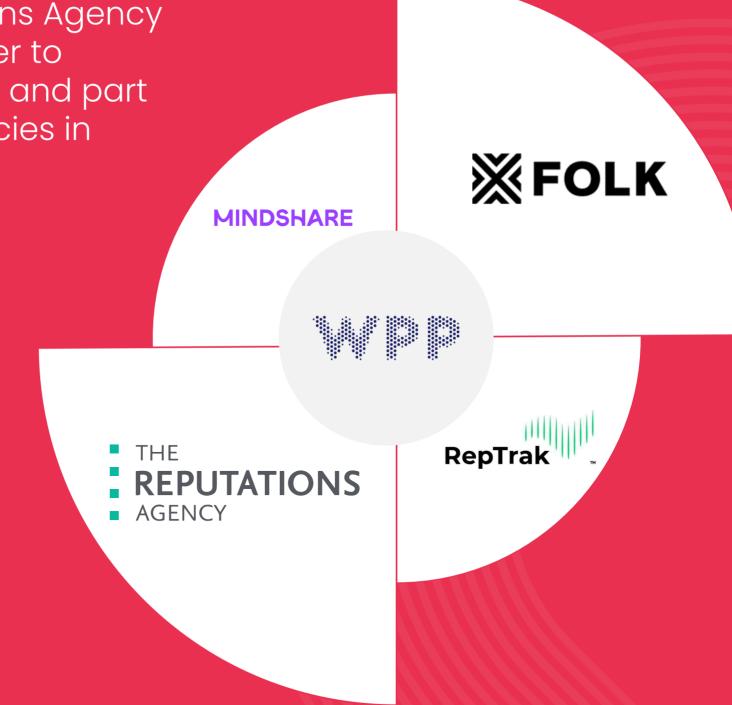
## Welcome

to the

Ireland Sustainability Reputation Index 2025

- 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.





REPUTATIONS

AGENCY



## 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

































- THE
- **REPUTATIONS**
- AGENCY











## Ireland Sustainability Reputation Index 2025 – Four Pillars

## **Approach**

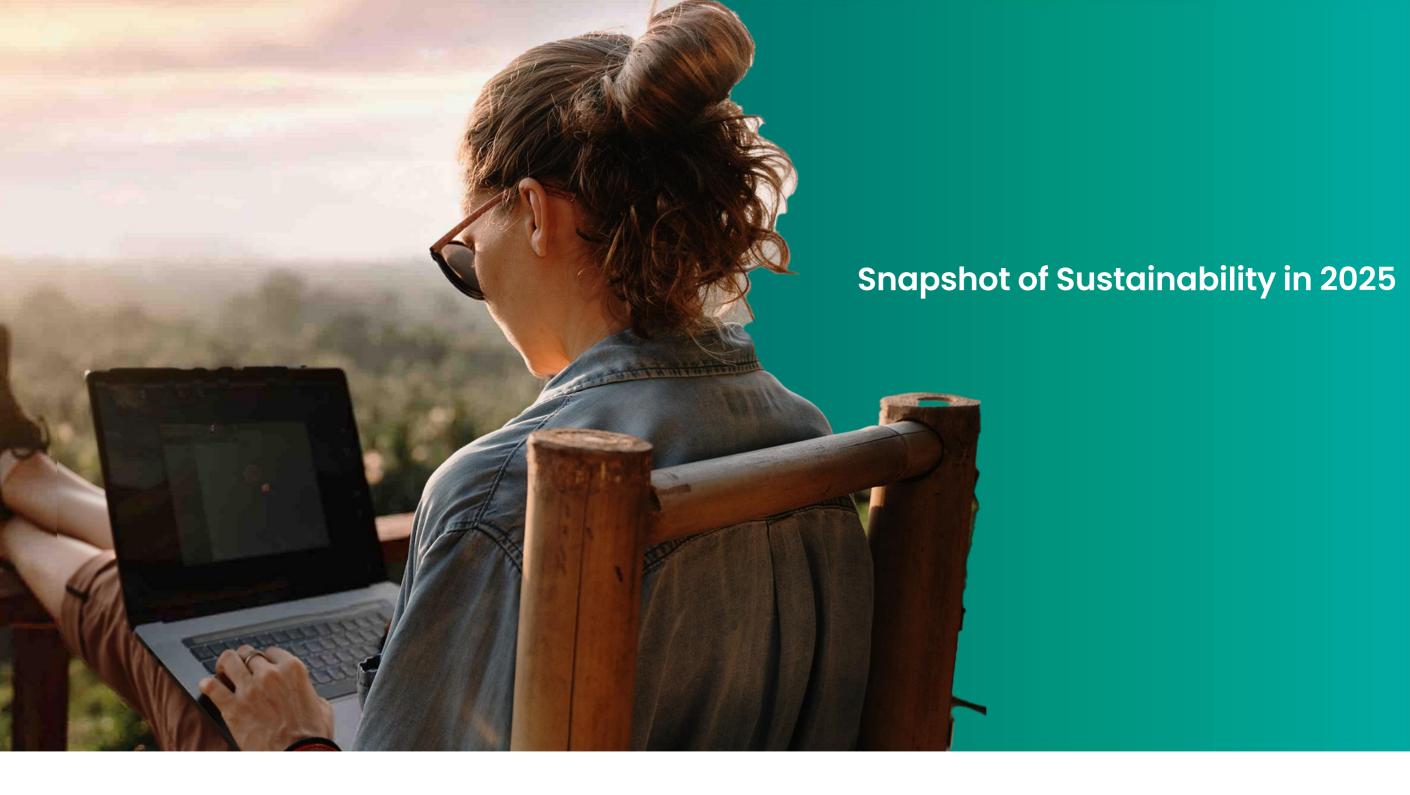
Measuring informed members of the public's views of 100 organisations' performance across four sustainability pillars



## 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.			



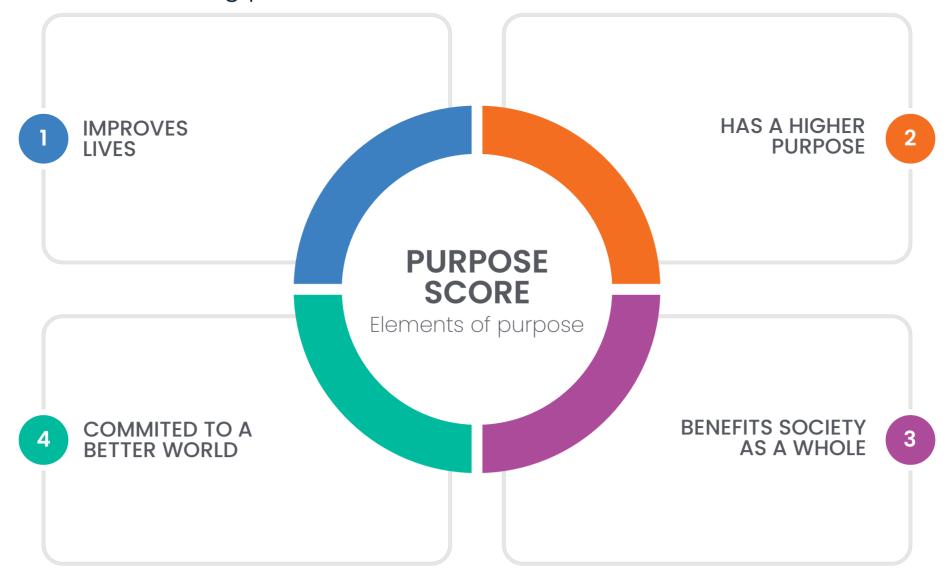


The public understands
the turbulent times we are in
and recognises organisations
that are continuing to prioritise Sustainability

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## **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)













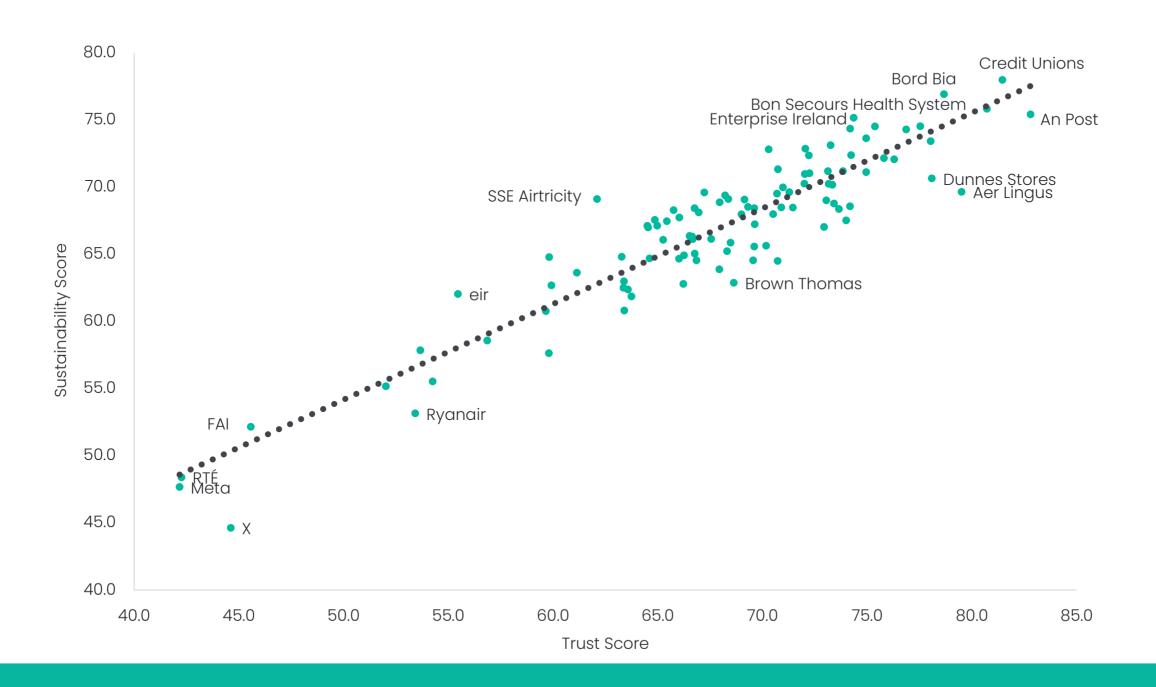








## Strong Correlation between Trust and Sustainability

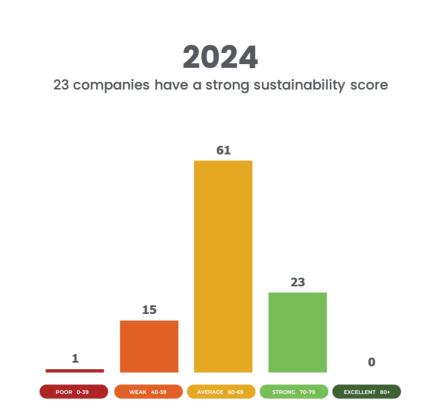




## Growing favourable perceptions towards organisations acting Sustainably

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







## **Sector Ranking**

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

### **Annual Average Sustainability Score**







/ERAGE 60-69

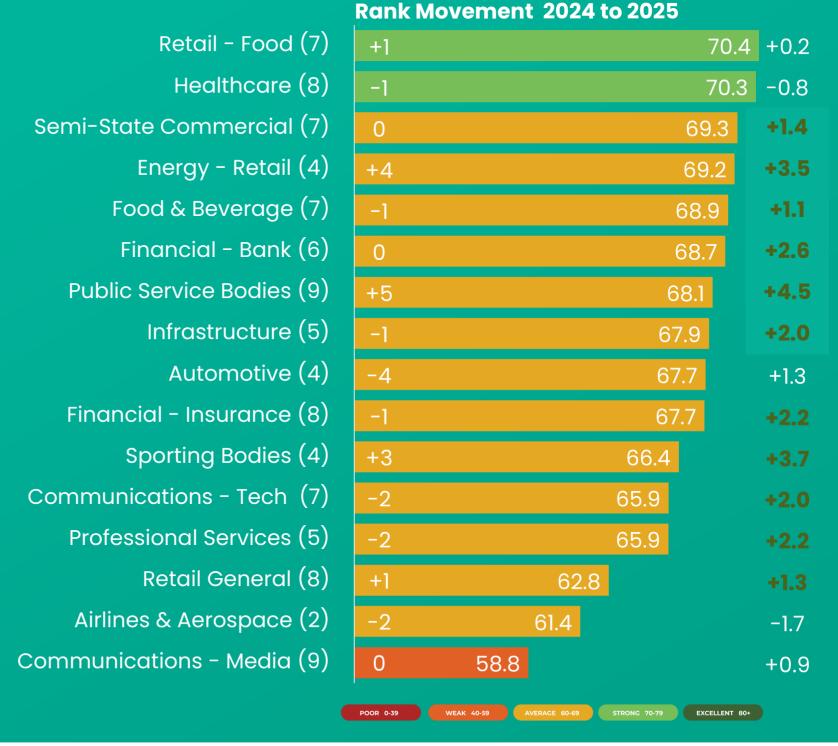
STRONG 70-79

EXCELLENT 80+

## **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



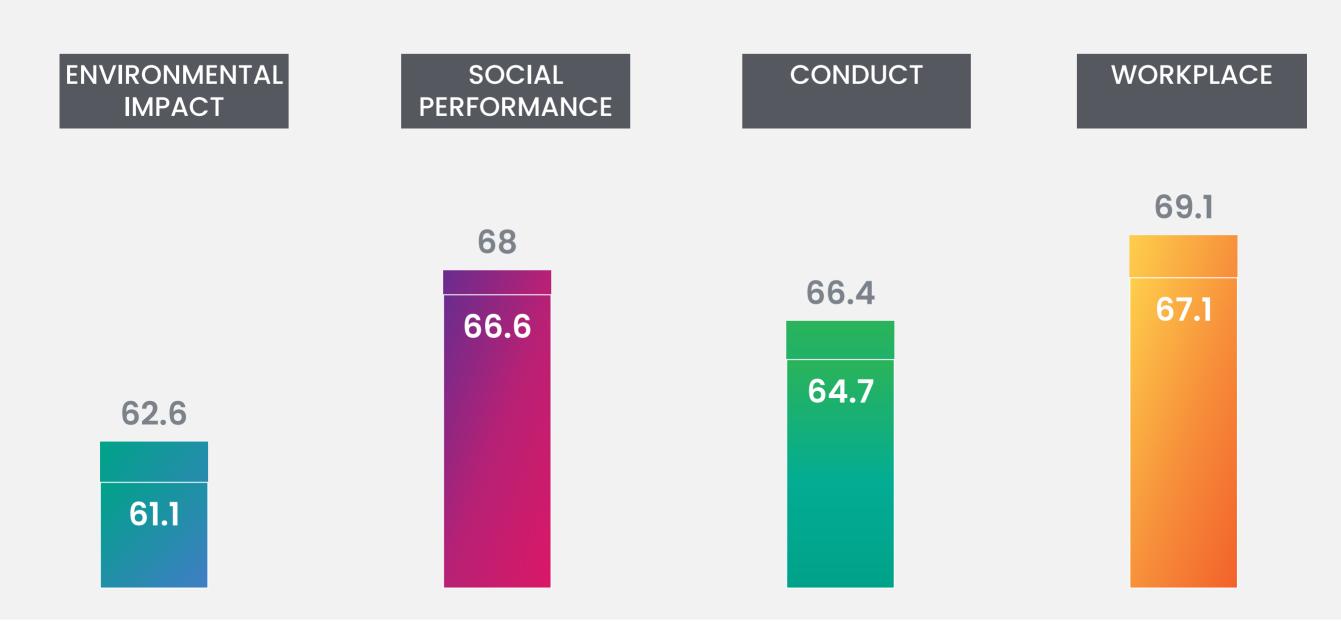
## Weak reputations in sustainability are also spread across several sectors

Six sectors are represented in the bottom ten organisations in 2025

2024	NO OF ORGANISATIONS IN THE BOTTOM TEN	2025	NO OF ORGANISATIONS IN THE BOTTOM TEN
Communications	s - Media 3	① Commu	inications - Media 4
Public Service Bo	dies 3	Public Se	ervice Bodies 2
🏛 Retail – General	2	Sporting	Bodies 1
<b>X</b> Communications	s - Tech	* Airlines	(NEW to the bottom ten)
Infrastructure	1	lnfrastru	icture
Sporting Bodies		⚠ Retail -	General

## Average Pillar Score across 100 organisations 2024 and 2025

Each of the four Pillars improve.



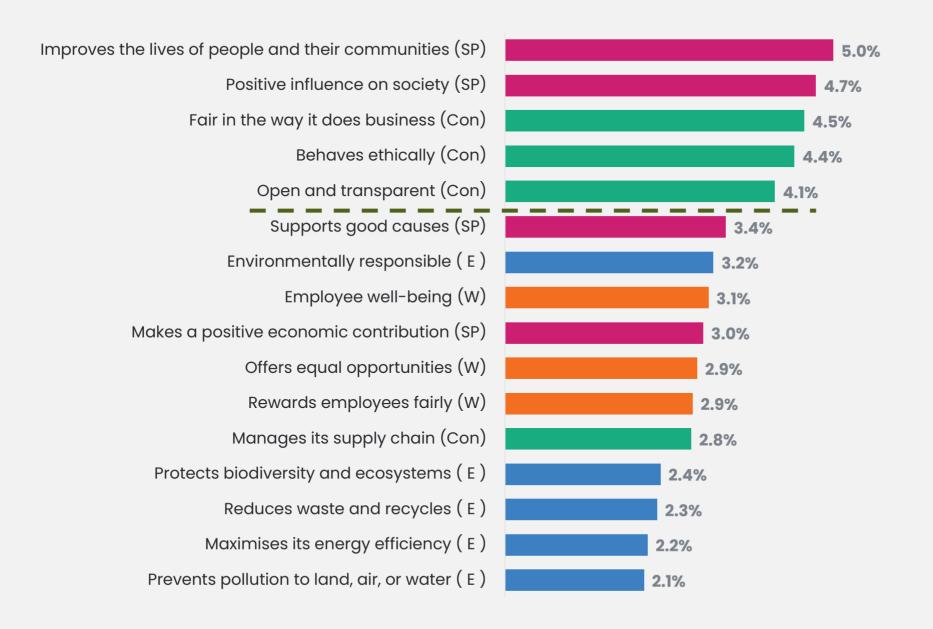
## Pillar Impact on Sustainability Score 2025

Environmental Impact increased in importance by 5% this year, increasing in four out of five Environmental Impact factors.





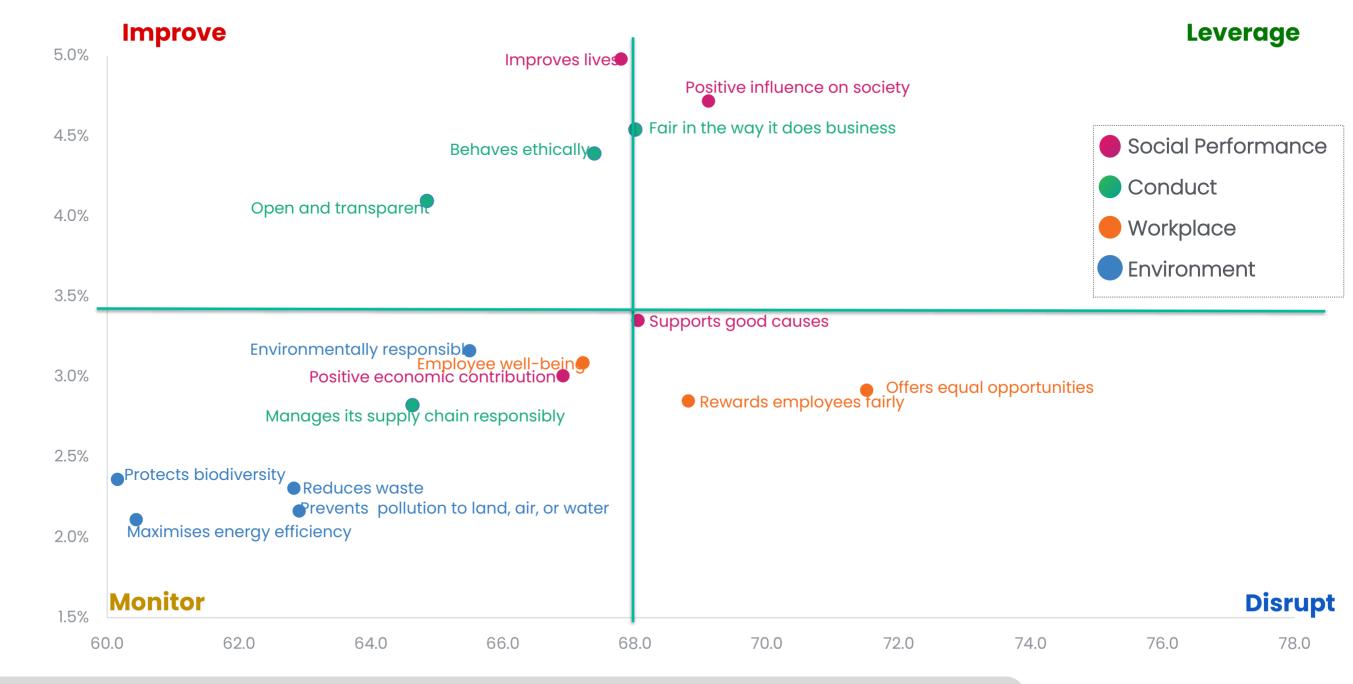
## 16 Sustainability Factors, in order of importance in building an organisation's reputation - 2025







## Strategic Imperatives – 16 Sustainability Factors



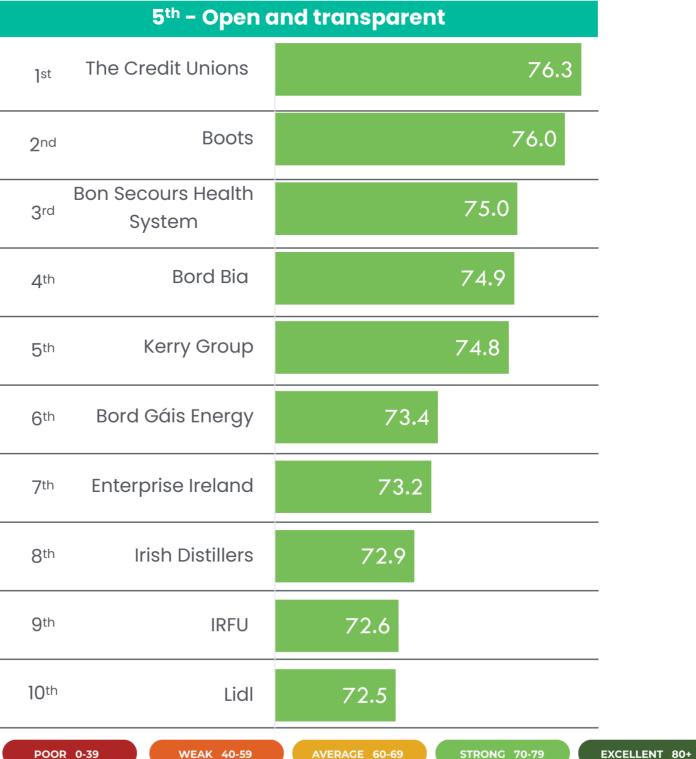
REPUTATIONS

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

REPUTATIONS
AGENCY

3 <sup>rd</sup> - Fair in the way it does business				4 <sup>th</sup> - Behaves ethically		
<b>]</b> st	The Credit Unions	81.0	<b>]</b> st	Bon Secours Health System	79.3	
2 <sup>nd</sup>	IRFU	79.2	2 <sup>nd</sup>	Bord Bia	78.8	
3rd	Bord Bia	78.7	3 <sup>rd</sup>	Credit Unions	78.6	
4 <sup>th</sup>	Lidl	77.1	<b>4</b> th	An Post	78.3	
5 <sup>th</sup>	Boots	76.9	5 <sup>th</sup>	Enterprise Ireland	77.3	
6 <sup>th</sup>	Enterprise Ireland	76.4	6 <sup>th</sup>	IRFU	76.7	
7 <sup>th</sup>	An Post	76.4	7 <sup>th</sup>	IDA Ireland	76.2	
8 <sup>th</sup>	Revolut	76.2	8 <sup>th</sup>	Boots	75.9	
9th	Kerry Group	76.0	9th	Tourism Ireland	75.5	
10 <sup>th</sup>	Fáilte Ireland	75.8	10 <sup>th</sup>	St Vincent's Private Hospital	74.8	
		POOR 0-39 WEAK 40-59	AVEDA	STRONG 70-79	EXCELLENT 80+	

REPUTATIONS
AGENCY







Managing Reputation for Tangible Business Outcomes



RepTrak | 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 quidance and tactical recommendations



#### **Impact**

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

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## **Global Cross-Industry Expertise**

#### Automotive, Transportation & Logistics





STELLANTIS





























ING M Rabobank









#### Financials & Real Estate









































































#### Consumer Goods & Personal & Household Care















































#### Healthcare, Life Sciences & Pharmaceuticals

Technology & Communication Services









































T Mobile



Telefinica

Aggs



swisscom





telenor

#### Materials, Energy & Utilities





















🐯 kpn







# 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**

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

#### **Reputation Score**

**ESTEEM - ADMIRE - TRUST - FEELING** 

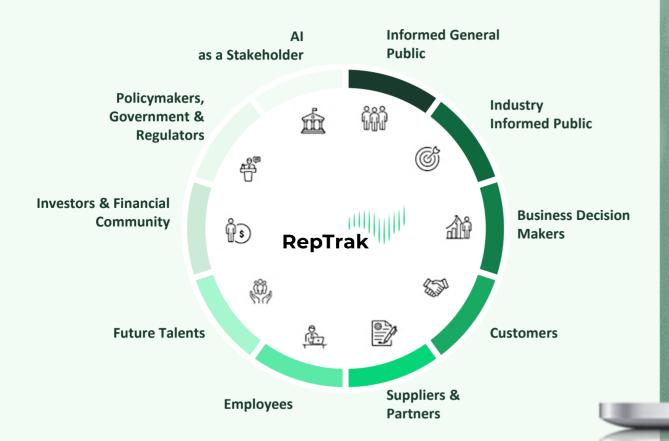


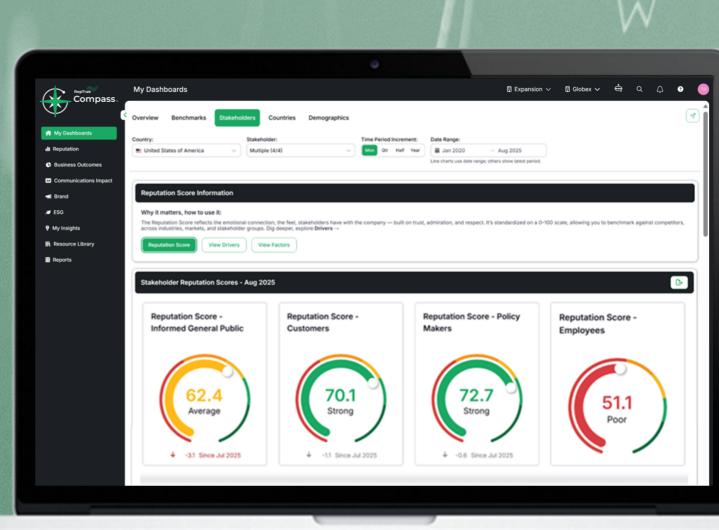
#### **Business Outcomes**

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:** 





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## 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**

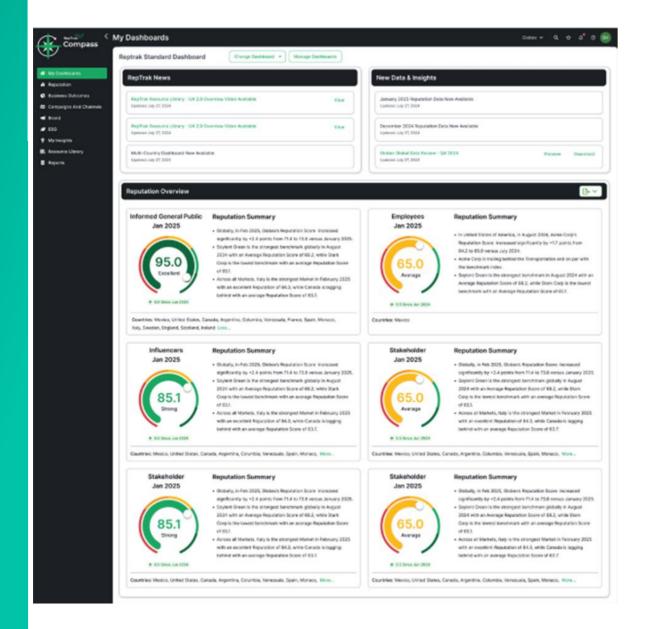
Strategic guidance from the experts at The Reputations Agency

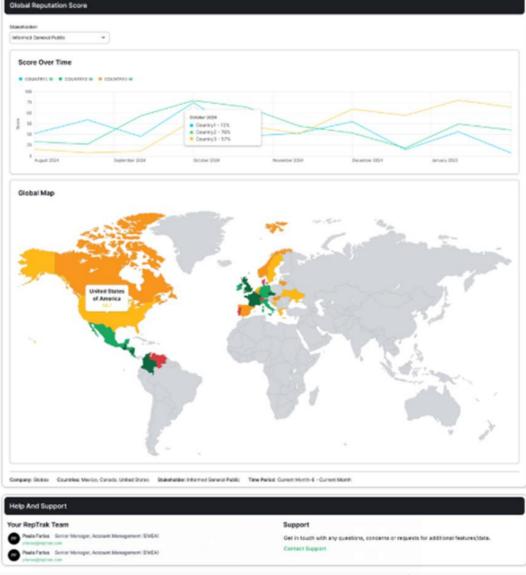
- Long-term strategic partner committed to your success
- Providing expert perspective on your reputational position in your local market
- Strategy meetings with meaningful, unbiased, and actionable recommendations to defend and build Reputational capital
- Client support and training
- The latest **global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







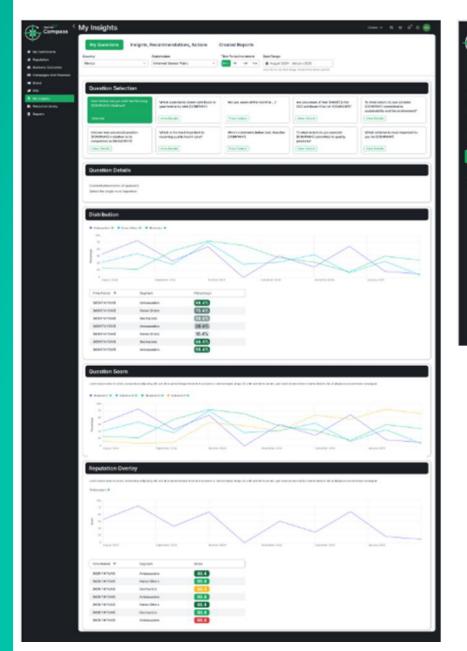


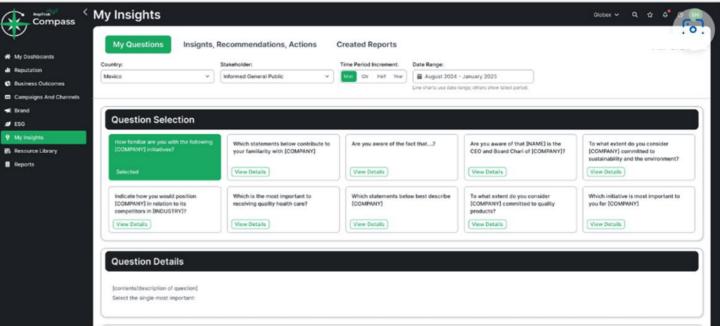


## **My Questions (Customised)**

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

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

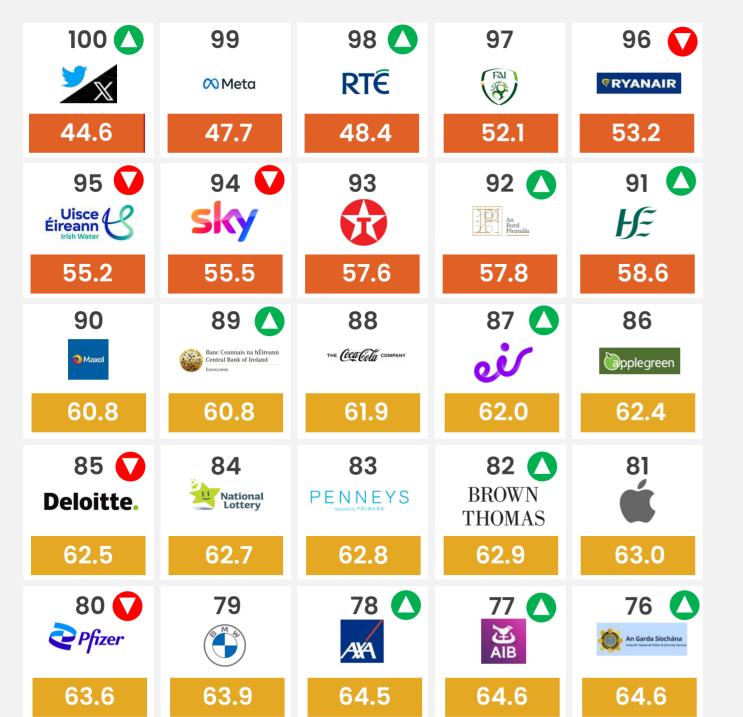








Ireland Sustainability
Reputation Index 2025
Top 100 Ranking



Ranked 100 - 76

Overall Sustainability Score

- Significant improvement since 2024
- Significant decline since 2024

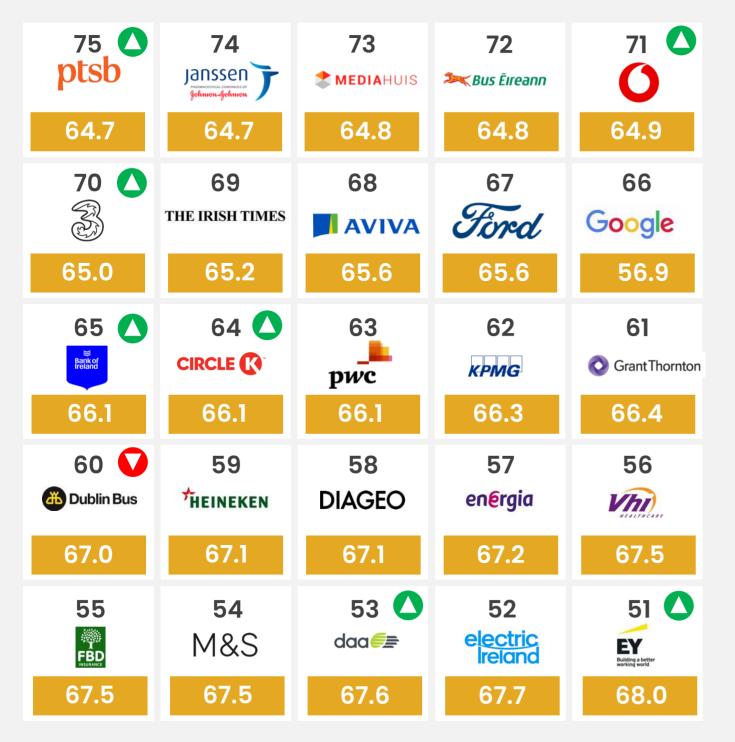
POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+



**Ranked 75 - 51** 

Overall Sustainability Score

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





**Ranked 50 - 26** 

Overall Sustainability Score

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

Overall Sustainability Score

Ranked 25 - 11

25 DUNNES STORES 70.6	24 Kelloggis 71.0	23 SuperValu Real Food, Real People 71.0	ST. VINCENT'S PRIVATE HOSPITAL EIM Park	21 Gas Networks Ireland
20 Energy for generations  71.2	19 LloydsPharmacy > CLOST TO THE STATE STA	18  BLACKROCK HEALTH  72.1	17 Tourism Ireland Marketing the Island of Prefaul 72.2	16 EirGrid GROUP 72.4
15  Irish Distillers Pernod Ricard	14  Bord Gáis Energy	13 △COILLTE	12 • IDA Ireland	11
72.4	72.8	72.9	73.1	73.4

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

## Ireland Sustainability Reputation Index 2025 (Overall Sustainability Score)

## Ranked 10 - 4



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R 0-39 WEAK 40-59 A

AVERAGE 60-69

STRONG 70-79

CELLENT 80+

# Top three winners overall

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- **REPUTATIONS**
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