



CDP Services

Helping you to maximise the value of CDP

2017



Our point of view

- With an increasing number of companies responding to CDP, it is important to understand: what's the real benefit of a CDP submission and how do smart companies get the most value from it?
- More and more companies consider it important to feature on what is regarded as a highly credible and well recognised investor survey.
- However, while disclosure is important, CDP is not just about transparency. Those who use it well, are seeking to future-proof their business from the impacts of climate change, water and resource scarcity.
- At Corporate Citizenship, we help our clients maximise the value of their CDP response through our expertise, insights and a range of practical tools.



CDP support options

We offer a range of support options to assist clients with their CDP response

Traffic light analysis

Our standardized traffic light analysis, highlights ways to improve your responses

Deep dive analysis

Our deep dive analysis of specific sections addresses underlying gaps in performance in depth

Full service support

We can provide full support in completing your submission making sure to tailor to your specific needs

Support options are tailored to your needs

Traffic light analysis

- We can analyse your scorecard to present a traffic light assessment of your performance in each area against historical, sector and leadership benchmarks
- Identify focus areas based on weighted scoring and greatest opportunities for improvement
- Outline steps necessary to improve overall CDP response and feedback results to client

Deep dive analysis

- For more detail we can conduct in-depth analysis of specific CDP focus areas
- Identify opportunities to close gaps in performance
- Create a presentation for each deep dive section requested that covers:
 - CDP assessment methodology
 - In-depth analysis of client's performance relative to best practice
 - Opportunities to improve performance and recommendations

Full service support

- We can support you through the entire CDP submission process, including:
 - Working through your data to craft the response
 - Offering expert advise on CDP's methodology
 - Reviewing your final response prior submission
 - Uploading your response onto the CDP's Online Response System

The value we add

Strengthen internal engagement

- Build stronger connections with existing and/or new CDP issue owners across company (on areas such as strategy, governance, communications, risks and opportunities)

Increase buy-in

- Enhance the case for more robust sustainability strategy and expanded initiatives based on CDP analysis
- Generate savings and improve efficiency by tackling key issues

Improve disclosure & performance

- Identify strategic and programmatic areas for improvement
- Uncover activities suitable for inclusion in CDP reporting

3rd party evaluation & feedback

- Gain recognition in investor community
- Improve standing relative to peers and competitors

Case Study

The Go-Ahead Group CDP Response

Objectives

- The Go-Ahead Group, one of the UK's leading providers of passenger transport services operating primarily in the bus and rail sectors, has been responding to the CDP Climate Change program for several years.
- In 2012, Go-Ahead asked Corporate Citizenship, a CDP consultancy partner and accredited provider, for support in completing and submitting its CDP response.

Actions

- Analysing The Go-Ahead Group's previous years scorecard to present a traffic light assessment of their performance in each area against historical, sector and leadership benchmarks and identifying future focus areas based on weighted scoring and greatest opportunities for improvement.
- Outlining steps necessary to improve Go-Ahead's overall CDP response and liaising directly with issue owners to address the improvement areas.
- Compiling a first draft of the CDP response based on the most current Climate Change Questionnaire and scoring methodology and reviewing final response prior submission.

Outcomes

- For the past three years we have worked closely with The Go-Ahead Group to help improve on their CDP Climate Change program scores.
- The first year that Corporate Citizenship assisted Go-Ahead with its CDP submission its Disclosure Score increased from 65 to 77, and its Performance band increased from C to B. Go-Ahead Group has since increased its Disclosure score year on year up to 96 in 2015, and an overall score of B in 2016.

“We have a long term working relationship with Corporate Citizenship by which we collaborate in a number of sustainability related projects. Corporate Citizenship has advisors who know the inside-outs of the CDP submission and this enables us to focus on the key areas for improvement year on year”

- Sarah Boundy, Director of Corporate Communications

About Us

Corporate Citizenship Fast Facts

- Global management consultancy specialising in sustainability and corporate responsibility.
- Established in 1997.
- Teams based in London, Melbourne, New York, San Francisco, Santiago and Singapore.
- Pro-business, and work with corporate clients to achieve their commitments to responsible business behaviours and sustainable practices.
- Projects completed in more than 45 countries.
- Published more than 45+ [thought leadership papers](#) and regularly host events, webinars and seminars.
- Advised Fortune 1000 and 50% of FTSE 100 companies, whilst also working with small- to medium- sized companies.
- Current and past CDP clients include; Abbott, Centrica, Go-Ahead Group, Hiscox, Rexam, Royal Mail, SembCorp, XL Group.
- Publish [Corporate Citizenship Briefing](#) and provide daily news and monthly analysis on sustainable and responsible business.
- Founder and manager of [LBG](#), the globally recognised measurement framework for corporate community investment. The LBG network consists of more than 220 companies internationally.
- [Team](#) of 45+ has valuable in-house knowledge and experience, each with their own expertise area.
- Part of [Chime Communications Limited](#).

We've worked with more than 300 clients

DE BEERS



centrica

S&P Global



HITACHI



DIAGEO



Linklaters

Go-Ahead



L'ORÉAL



Whitbread

ALLEN & OVERY



CATERPILLAR



WILLIAMS-SONOMA

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