Corporate Citizenship

*Sustainability, Simplified.*

Unlocking the mysteries of the Dow Jones Sustainability Index

14\textsuperscript{th} March 2013
Corporate Citizenship
*Sustainability, Simplified.*

Unlocking the mysteries of the Jones Sustainability Index

14th March 2013
Agenda

- Introduction
- DJSI structure
- DJSI selection
- Tips for managing the submission
- Questions and answers
Presenters

Peter Truesdale – Associate Director
Peter is an Associate Director of Corporate Citizenship, he specializes in a number of aspects: reporting, report assurance, and external standards. He has worked with a range of global companies and professional firms including ARM Holdings, ANZ, Cisco and Mars.

Megan DeYoung – Director, United States
Megan manages Corporate Citizenship’s US practice and works with clients to develop and implement citizenship strategies that are closely tied with the business and to communicate clients’ initiatives to internal and external stakeholders. She has worked with many global companies including Abbott, AbbVie, Aramark, Molson Coors and Xylem.
Corporate Citizenship’s work is global

- Corporate Citizenship is a corporate responsibility management consulting company with offices in the US, UK and Singapore
- Since 1997, we have advised leading, global corporations on how to enhance and align their citizenship and traditional business activities to create strategic business value
- We have a team of 35 and experience in 40 countries

“They have a real understanding of the issues in diverse countries around the world”
- Unilever
We work in all areas of corporate responsibility

- Advised on what it means to be a good corporate citizen, including addressing contentious business impacts, in different parts of the globe
- Develop best practice and strategy for some of the largest and most influential corporations
- Devised and implemented environment data management systems in over 100 countries
- Advised or wrote more than 125 reports
- Global market leaders for assurance (200 reports verified)
- Help businesses invest £1.4bn in local communities annually

“They understood what was important to the way we operate, and where we could make the greatest difference” - Abbott
DJSI is a financial index first and foremost

- Managed by the investment group RobecoSAM
- DJSI tracks the financial performance of the world’s leading sustainability-driven companies
DJSI offers many benefits

Build network
- Meet people otherwise wouldn’t
- Share workload for DJSI response

Gain buy-in
- Illustrate link between corporate responsibility and business value
- Make case for more robust corporate responsibility strategy

Improve reporting
- Uncover activities suitable for inclusion in reporting
- Increase content with greater transparency

Elevate reputation
- Gain recognition in investor community
- Achieve equivalent of corporate responsibility Oscar
DJSI uses a comprehensive approach

DJSI assesses a company’s sustainability performance by...

...examining these credentials...  ...using these tools

- Economic
- Social
- Environmental

- Survey
- Company Documentation
- Media and stakeholder analysis
Eligibility is based on financial performance

Not eligible

Dow Jones Total Global Stock Market Index

Regional

DJSI World  DJSI Europe  DJSI N. America  DJSI Asia/Pacific
Evaluation by industry - 2013 changes!

- Pre-determined
- Compared only to companies in your sector for listing

59 Industries

24 Industry group

- Combination of 2 or more industries
- Company with highest score of sectors in group named industry group leader
Only the best companies are listed on DJSI

Top 7% of eligible companies automatically listed

8-13% of eligible companies buffer zone

Buffer zone factors:
- Higher percentage of best company scores in their score
- Reward consistent performance
- Avoid churn
- Target market cap (within industry group and currency)
Short time period to provide a lot of information

- 4th April - Invitations are sent out
- 4th June - Submission deadline
- 12th September - Announcement of results

8 weeks
Mantras to ease the application process

Start early

The more the merrier

Don’t be modest

Be brave

Explain it

It’s elementary, my dear Watson!
We help clients better showcase performance

<table>
<thead>
<tr>
<th>Submission management and advice</th>
<th>Deep dives</th>
<th>Traffic light analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Share detailed insight on approach to each question</td>
<td>• Create presentation for each deep dive section covering: DJSI overview, client’s overall performance, steps to improve response for deep dive section</td>
<td>• Analyze your scorecard and quantitatively identify quickest and easiest wins</td>
</tr>
<tr>
<td>• Provide range of support:</td>
<td>• Hold phone call with section contributors to discuss presentation and each question</td>
<td>• Identify focus areas when completing submission</td>
</tr>
<tr>
<td>• Review drafts</td>
<td></td>
<td>• Outline steps to improve response in each criteria</td>
</tr>
<tr>
<td>• Be a hotline</td>
<td></td>
<td>• Share common mistakes when responding</td>
</tr>
<tr>
<td>• Manage entire process</td>
<td></td>
<td>• Conduct phone call to discuss analysis</td>
</tr>
</tbody>
</table>
Contact us

Peter Truesdale
Associate Director

Corporate Citizenship
5th Floor, Holborn Gate
330 High Holborn
London, WC1V 7QG

E: peter.truesdale@corporate-citizenship.com
T: 020 7861 1631
W: www.corporate-citizenship.com

Megan DeYoung
Director, United States

Corporate Citizenship
241 Centre Street
4th Floor
New York, NY 10013

E: megan.deyoung@corporate-citizenship.com
T: +1 212 226 3702
W: www.corporate-citizenship.com