

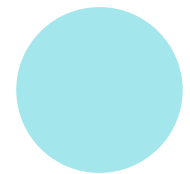
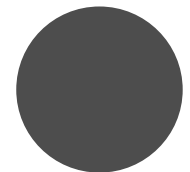
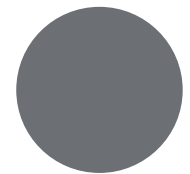
Corporate
Citizenship



Sustainability, simplified

Unlocking the mysteries of the Dow Jones Sustainability Index

March 2012



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 ANZ, Lafarge, Mars, and SABMiller.



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, Hershey's, Aramark, and Unilever.



Corporate Citizenship's work is global

- Corporate Citizenship is a corporate responsibility management consulting company with offices in the US and UK
- 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 30 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

Our partners



“They understood what was important to the way we operate, and where we could make the greatest difference” - Abbott

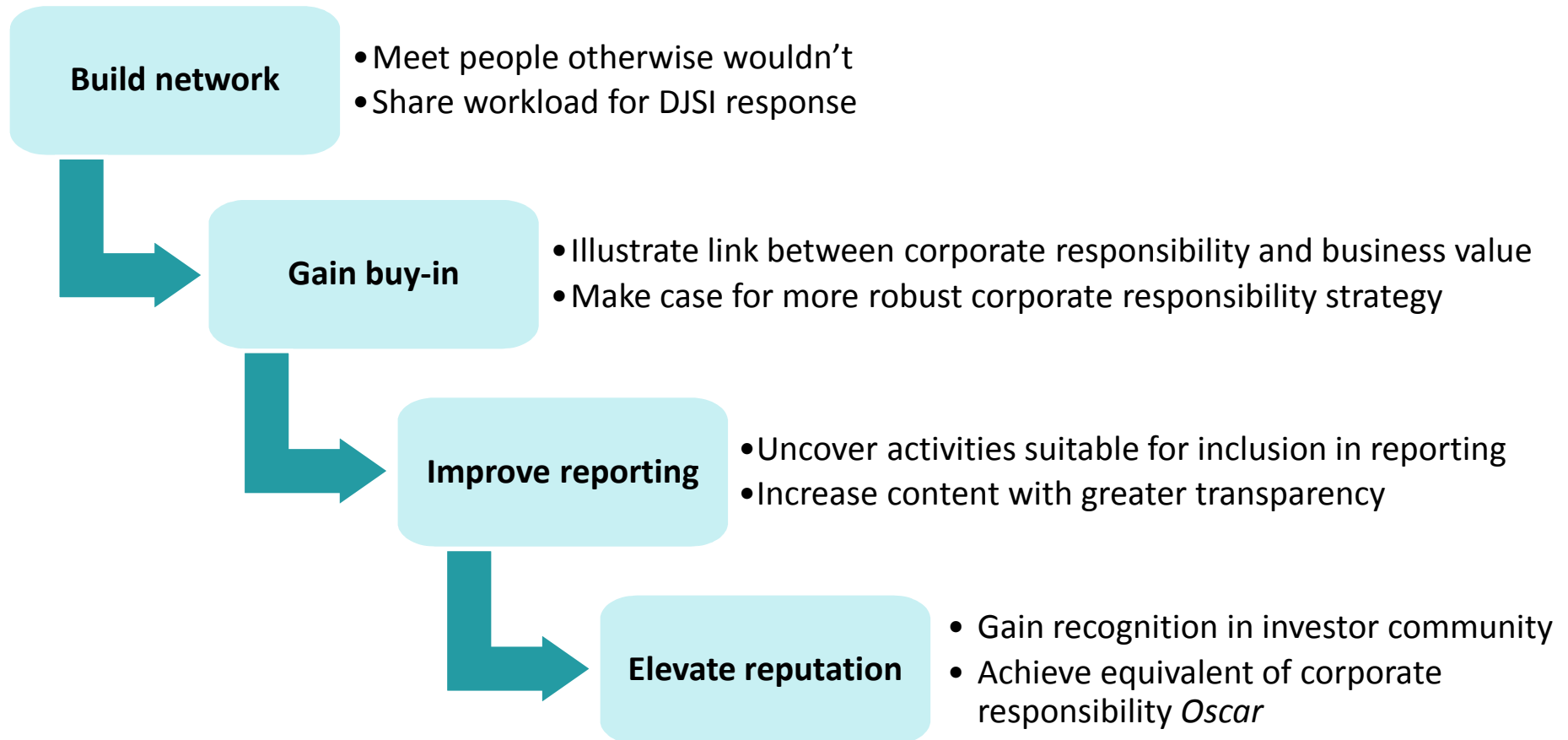


DJSI is a financial index first and foremost



- Managed by the investment group Sustainability Asset Management (SAM)
- DJSI tracks the financial performance of the world's leading sustainability-driven companies

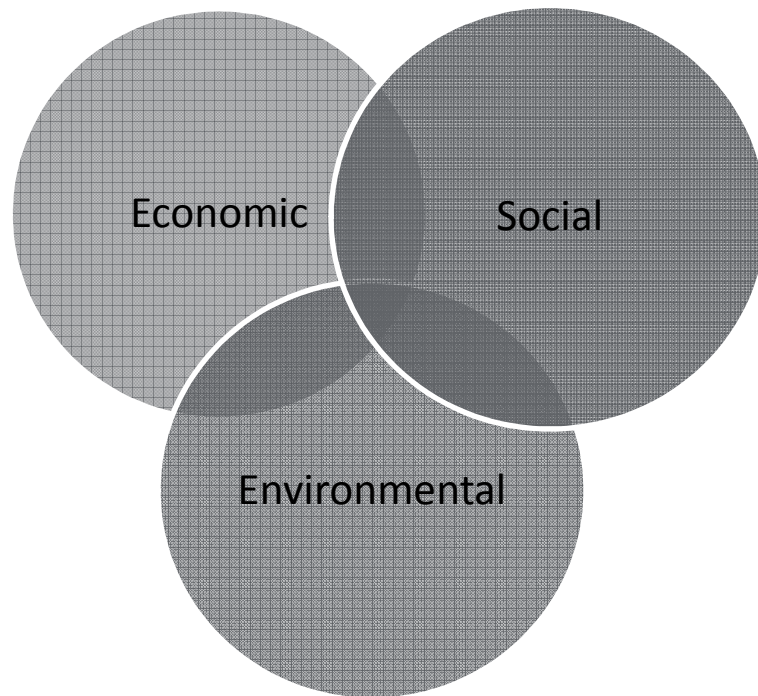
DJSI offers many benefits



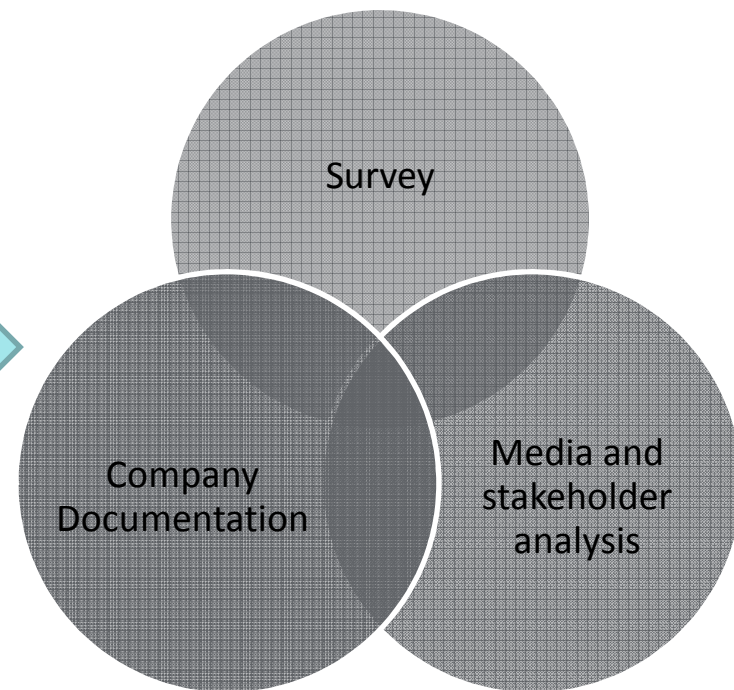
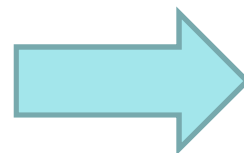
DJSI uses a comprehensive approach

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

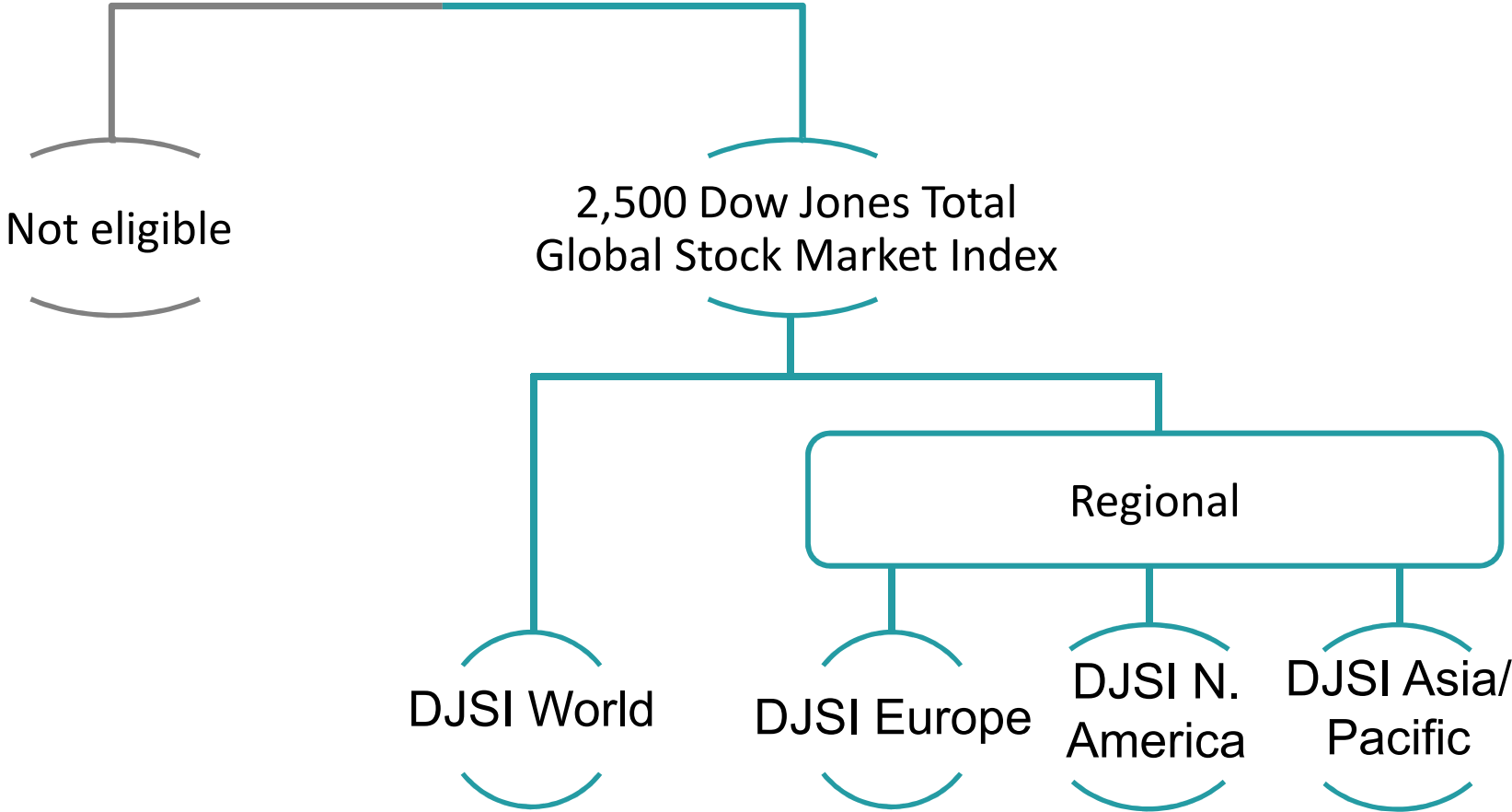
...examining these credentials...



...using these tools



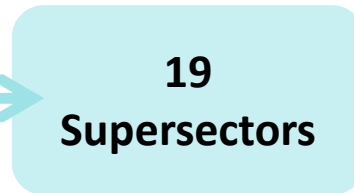
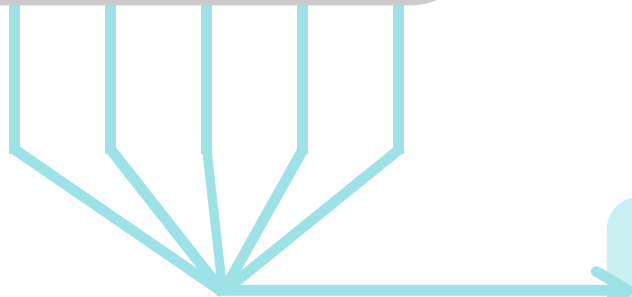
Eligibility is based on financial performance



Companies are evaluated by sectors

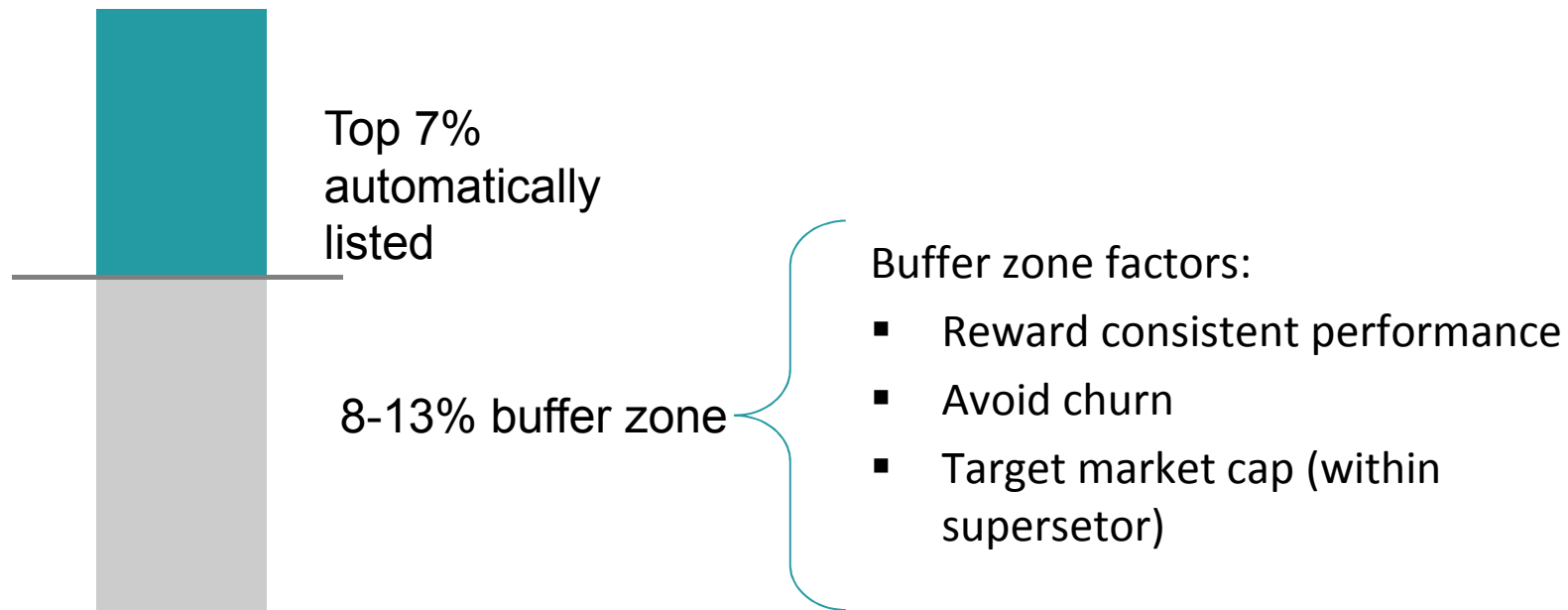


- Pre-determined
- Compared only to companies in your sector for listing



- Combination of 2 or more sectors
- Company with highest score of sectors in group named supersector leader

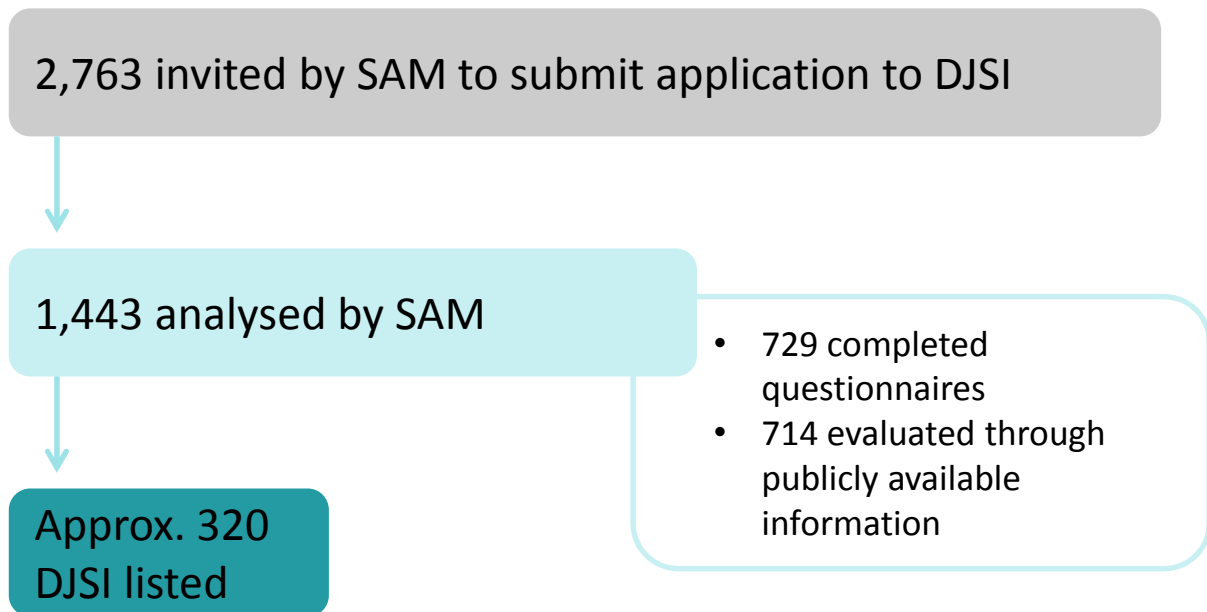
Only the best companies are listed on DJSI



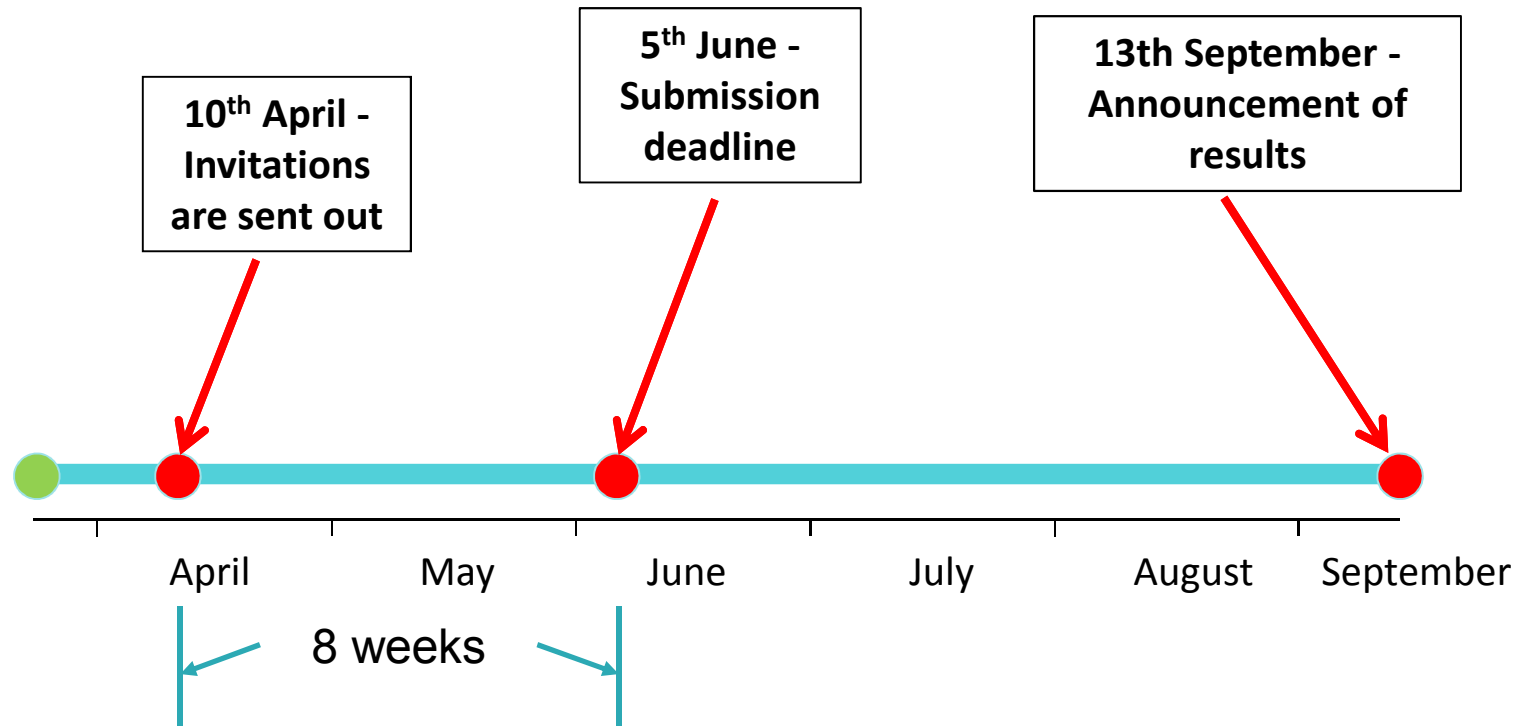
Competition for DJSI is fierce

A tough application process ensures exclusivity and guarantees that the DJSI listing remains the *Oscar* of corporate sustainability.

2011 application process in numbers:



Short time period to provide a lot of information



Mantras to ease the application process



The more the merrier



Don't be modest



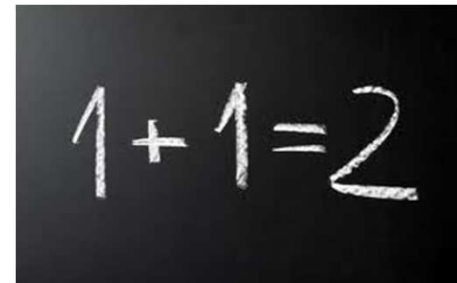
Be opportunistic



Be brave

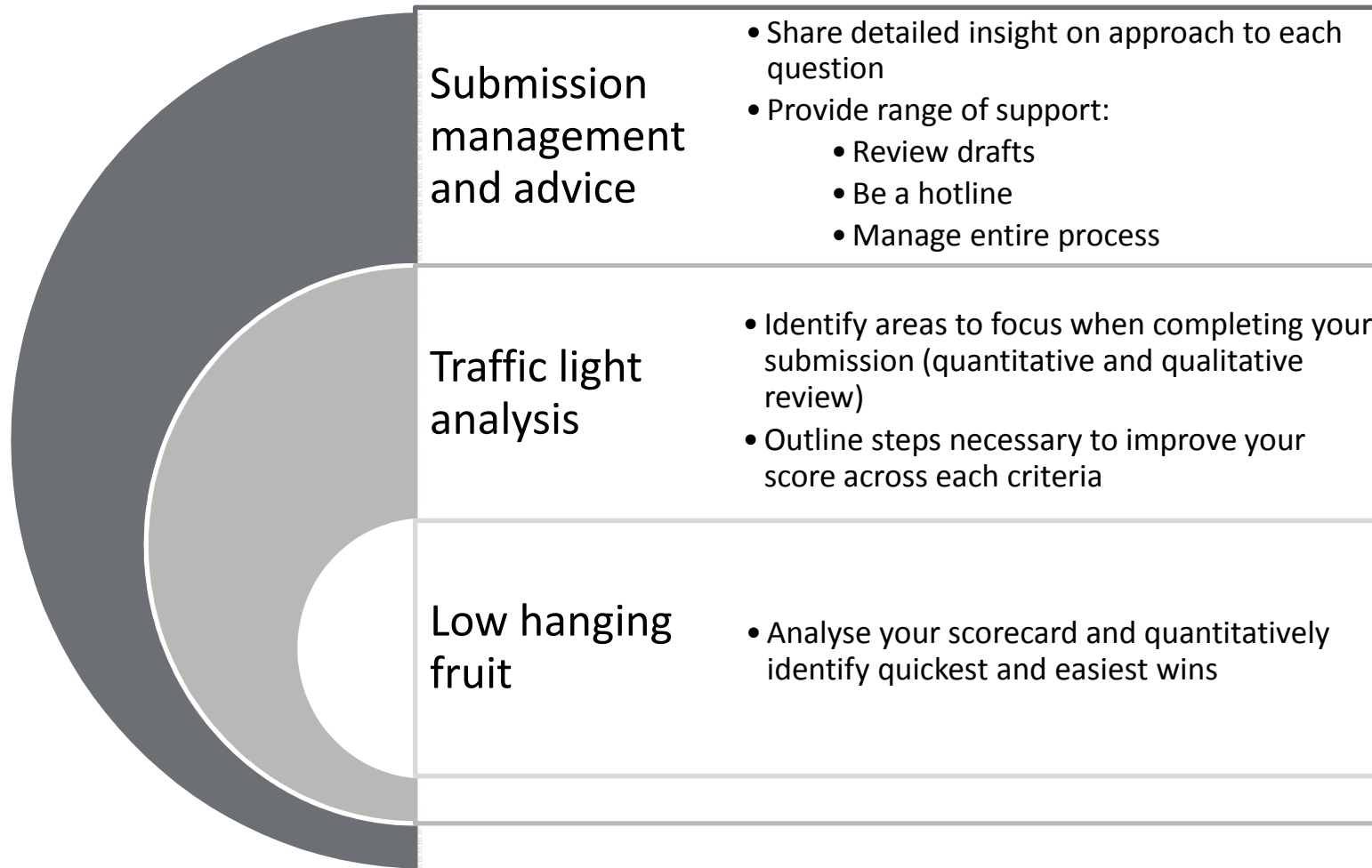


Start early



It's elementary, my dear Watson!

We help clients better showcase performance



Contact us

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