



Measure the drivers of sustainability perception for **your brand.**

Sustainability is important to all stakeholders.

Investors demand it, employees desire it, and consumers choose it. In the long run, your business success depends on it.

\$53_{Tn} **7_{in}10** **1_{in}2**

ESG assets under global investment management*

Employees want to work for a responsible business**

Consumers have switched brands based on ESG***

Do you have the data needed to prove the value of your sustainability efforts?

Introducing Social Responsibility Score™

The Social Responsibility Score™ (SRS) system helps align your sustainability strategy with stakeholder needs, prove the value of existing investments and identify opportunities for sustainability driven growth.

SRS measures how people perceive a brand's social and environmental performance. It enables the collection of reliable, consistent, and comparable feedback from different stakeholders, such as consumers, customers, and employees.

Source: *Bloomberg, **IBM, ***Glow US Food & Grocery Report March 2023

Businesses can use SRS to:

- Support ESG business case creation
- Inform strategy & program development
- Identify the \$ scale of sustainability driven risk and opportunity
- Understand how your brand compares to competitors: where are your perceived strengths/weaknesses
- Identify 'white space' sustainability areas
- Understand who your supporters and detractors are
- Identify if your sustainability communications are effective in driving consumer perceptions
- Create repeatable, comparable progress reporting for management
- Inform category management (assortment, pricing etc)

How SRS works.

The system consists of a single score performance metric and a structured diagnostic framework.

The single score is comparable across brands, categories, markets, audiences and time to enable businesses to benchmark & track brand performance.

The diagnostic spans 13 E, S & G areas and can be used to support businesses to evaluate and optimize strategy, programs, products or communications.



Development & validation.

3M

Brand interviews

15

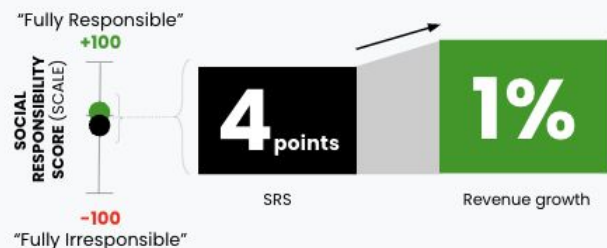
Categories

700

Brands

The SRS system has been developed over more than two years based on **3 million** brand interviews in **3 markets** across **15 categories** about more than **700 brands**. The metric has been validated across multiple studies to align with key business indicators including brand trust and revenue growth.

An improvement in consumer perception, as measured by SRS, has been **proven to align with revenue growth***



* based on multiple studies linking SRS to over \$1T in sales data from US Food & Grocery industry.

SRS Solutions (All prices in USD)

SRS Benchmarks:

- **SRS Snapshots:** Point in time comparison of perceived brand ESG performance
- **SRS Tracker:** Quarterly reports for 5 or more brands
- **SRS Question License:**
 - Single question - negligible data cost / LOI impact
 - Add to your existing tracker to allow integration with all other data collected
 - Ask across all brands within the tracker

From \$2,000
From \$16,000
From \$2,800

SRS Diagnostic Tracker:

- Monthly survey - 12 month subscription
- Driver performance by brand
- 400 respondents per brand/month*
- Data feed: available within 7 days
- Requires corporate end client license

* nat rep 18+; sample size = total respondents shown brand: SRS data for brand aware

\$6,000 per brand per market
\$3,000 per ref industry benchmark

PDF report: \$2,100 per report (10 brands)

SRS Now - Diagnostic:

- Point in time evaluation
- Industry driver importance & performance
- Driver performance by brand
- 1,000 respondents (nat rep - 18+)
- 5 brands included
- 5 custom questions
- Standard PDF report
- Delivery within 21 days

\$25,000

Offer: 12,500 where all brands included are part of diagnostic tracker subscription

13 Drivers across E, S and G

Environmental

- Respecting and protecting natural resources
- Protecting wildlife and ecosystems
- Reducing plastic and managing waste
- Reducing emissions and climate change

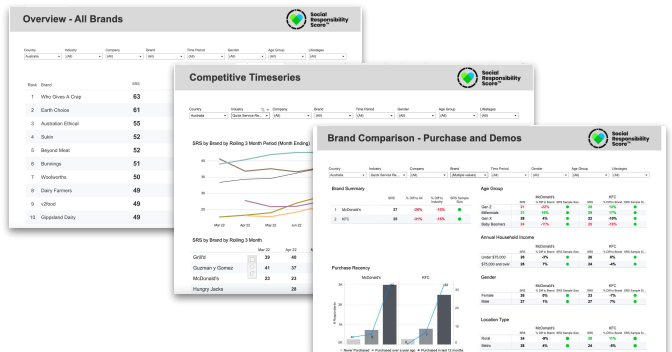
Social

- Caring about my health and well being
- Giving to charity and helping others
- Supporting education and employment programs
- Contributing to community programs

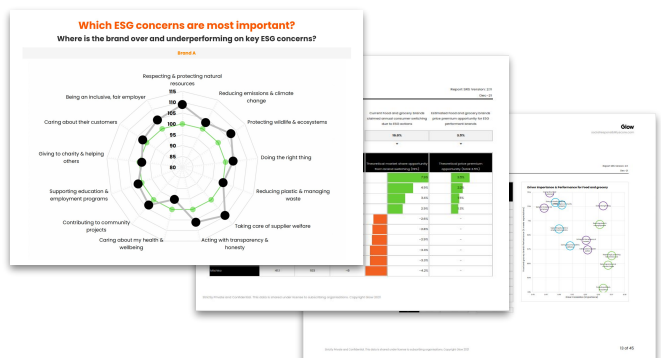
Governance

- Doing the right thing
- Caring about their customers
- Acting with transparency and honesty
- Taking care of supplier welfare
- Being an inclusive, fair employer

Benchmark Reports



Diagnostic Report



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