

# ESG Ratings Prioritization and Strategy

We will work with you to develop a strategy that enables your company to focus on the ESG ratings that provide the most benefit to your business.

## Why create an ESG ratings strategy?

The ratings landscape is becoming more crowded, complex and time consuming.

- The number of corporate ratings and rankings has risen more than five-fold since 2010.
- Stakeholders of all kinds — investors, consumers, employees and others — are increasingly using ratings to inform their decisions and perceptions of companies.
- The amount of time and budget your company can spend responding to ratings is limited.
- An ESG ratings strategy is crucial to gain the most value from the time your team invests.

## What are the benefits?

With our support, you will be able to create a strategy that:

- Focuses team effort on a few high value ratings, saving time and resources.
- Reduces stress from tracking hundreds of ratings.
- Clearly outlines how time spent on ratings delivers business value.
- Ensures your target stakeholders are more effectively and efficiently reached through ratings.
- Can be easily updated as the ratings landscape evolves.



## Our approach and scope of services

We draw on our deep expertise in the corporate ratings field from our landmark 2010-2012 Rate the Raters project and 2018-2019 Rate the Raters refresh, as well as direct consulting experience. We customize our approach to your business's context and needs. Our ESG ratings prioritization and strategy process includes several steps:

### 1. Explore the existing ratings landscape

We draw on key trends, events and metrics to create an overview of the current ratings landscape calling out risks and opportunities specific to your company.

### 2. Identify relevant ratings

Through investor and other stakeholder interviews and desk research, we identify the range of ratings that are most relevant for your business, both well established and emerging.

### 3. Develop a strategy

We provide a clear framework to determine which ratings and rankings are most strategic for the company to respond to based on our Rate the Raters methodology. We work with you to create a strategy that maximizes impact and efficiency.

The result of our project is a clear and logical strategy that enables you to reach your stakeholders by harnessing the power of targeted ratings response and proactive disclosure.

## Our experience

### Making the future the cause of our present.

We inspire and enable businesses like yours to lead the transition to a more sustainable economy.

Since 1987, we have worked tirelessly to catalyze innovation and provide solutions to make businesses and markets more sustainable. We are at the forefront of the sustainability agenda.

Our knowledge is extensive — we know what works and what doesn't for hundreds of other organizations. We are uniquely positioned to advise clients on how to collaborate in ways that give your business the greatest potential to deliver change on a huge scale.

Some of our ESG ratings strategy clients...



## Are you ready?

Understanding the ratings landscape and prioritizing ratings will help your company optimize finite team resources and maximize impact and recognition.

## Get in touch

[Learn more about how we can help you](#)

- [sustainability.com](https://sustainability.com)
- [info@sustainability.com](mailto:info@sustainability.com)