

Penta Policy Insiders

Stakeholder Spotlight:

Social Impact Initiatives

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policyinsiders.pentagroup.co

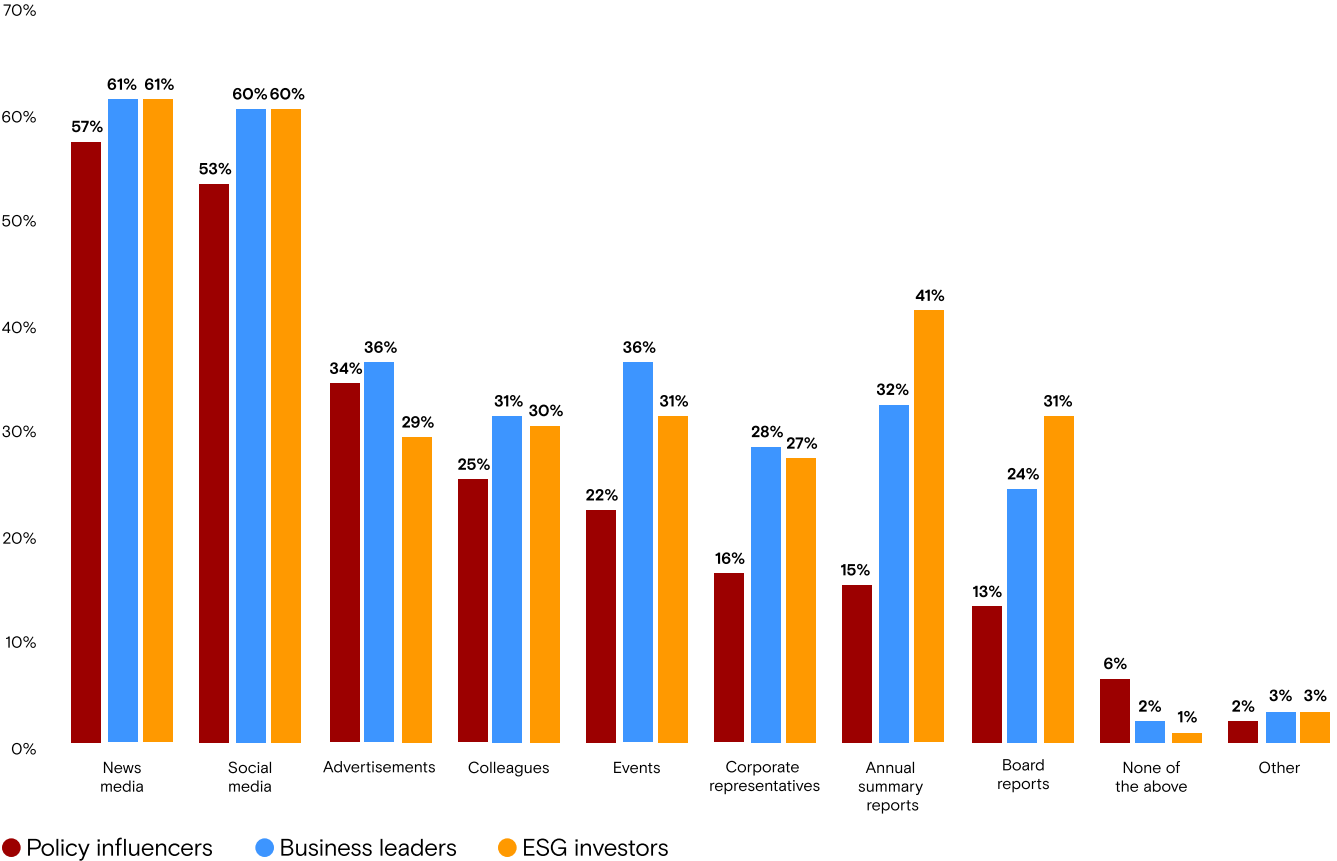
Introduction

Companies are continuously developing social impact or ESG (Environment, Social and Governance) programs as they engage and respond to different stakeholder audiences. However, the effectiveness of the programs varies dramatically. In order to understand how companies can most effectively engage on social impact initiatives and programs, Penta Policy Insiders conducted a quantitative survey of more than three thousand global stakeholders in eight global markets. This research focused on three stakeholder audiences: policymakers and influencers, business leaders, and ESG investors – our key opinion formers.

Our research indicates the majority of individuals in positions of leadership across the policy, business, and ESG investing spaces, indicate that it is “critically” important for corporations to have programs dedicated to social impact. However, fewer than a third of policy influencers, business heads, and ESG investors believe that current corporate strategies within industries are “excellent,” indicating significant room for improvement across the board.

Media shapes perceptions of social impact initiatives

While news media is the predominant source of information all stakeholders use to learn about corporate societal and environment programs, notably only 16 percent of policy influencers learn about these programs directly from the companies themselves. In comparison, over a quarter of both business leaders (28 percent) and ESG investors (27 percent) receive information from corporate representatives. This suggests that there is room for improvement for corporations and policy staff to directly engage on important issues that may influence policymaking decisions.

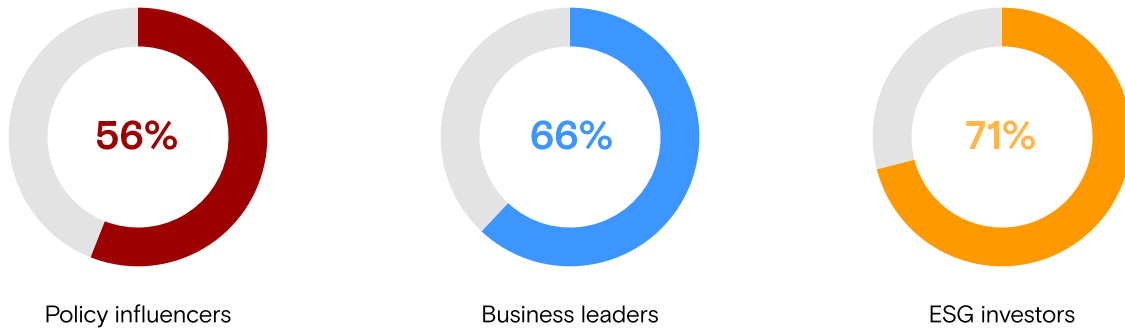


A significant gap

While a majority of key opinion formers around the world believe it's important for corporations to have programs in place to address environmental and social issues, fewer than a third of them believe companies across a multitude of industries have "excellent" programs.

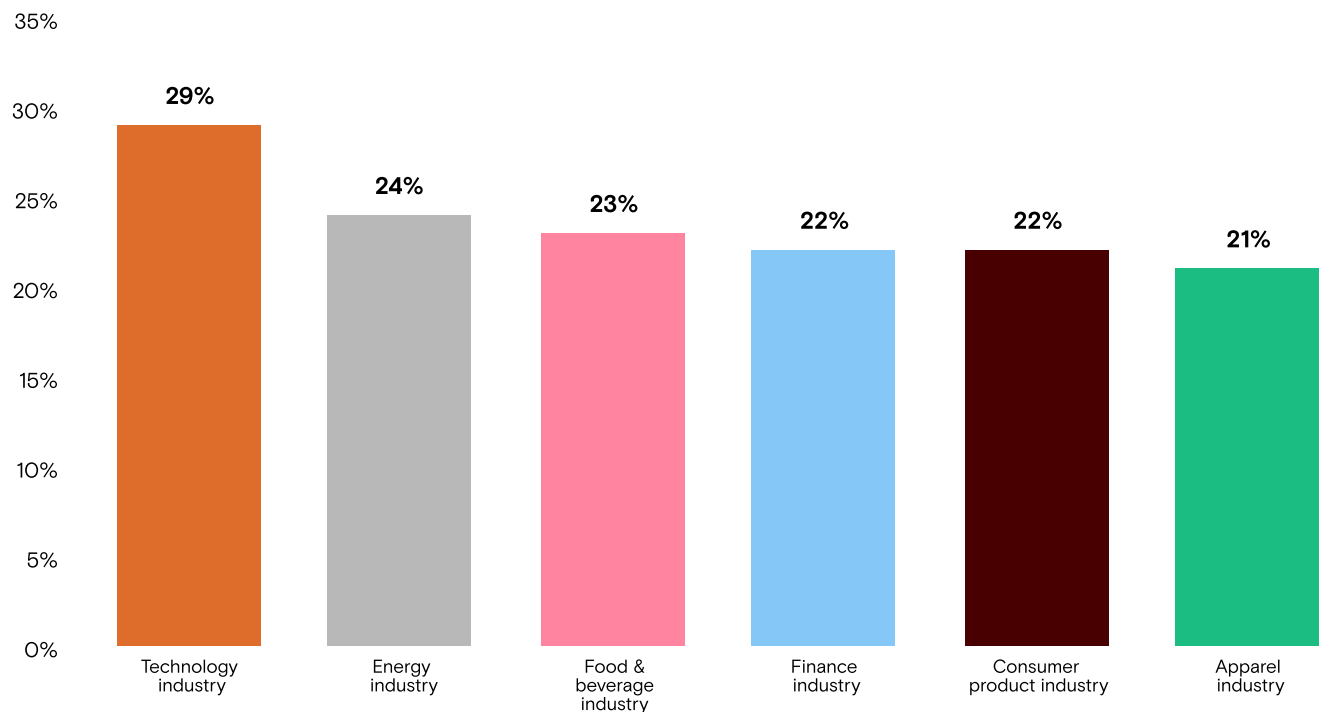
Importance of having environmental and social Issue programs in place

Percentage of respondents who selected "critically important"



Rating of corporate environmental and social programs by industry

Respondents who rated overall corporate environmental and social programs as "excellent"



Tech takes the lead

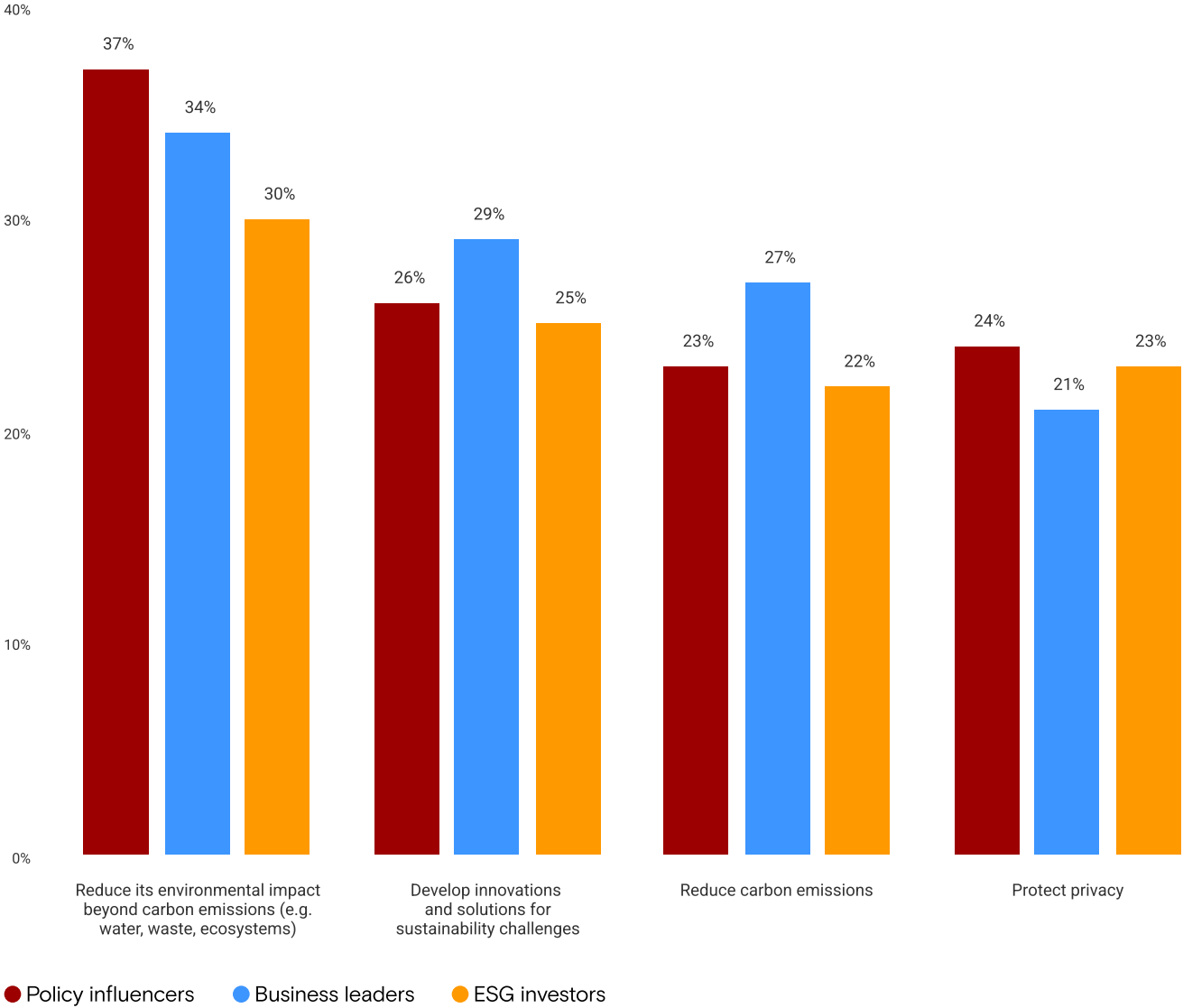
While there may be some variance regarding the efficacy of social impact programs, there is consensus among global leaders about which industry is currently the frontrunner when it comes to existing corporate environmental and social initiatives. Key opinion formers believe that the technology industry’s performance in the societal impact space has a modest lead over other industries, and note that the consumer product and apparel industries are particularly behind.

Tech talk

Tech industry priorities for the next two years, according to key opinion formers

Multiple selections permitted

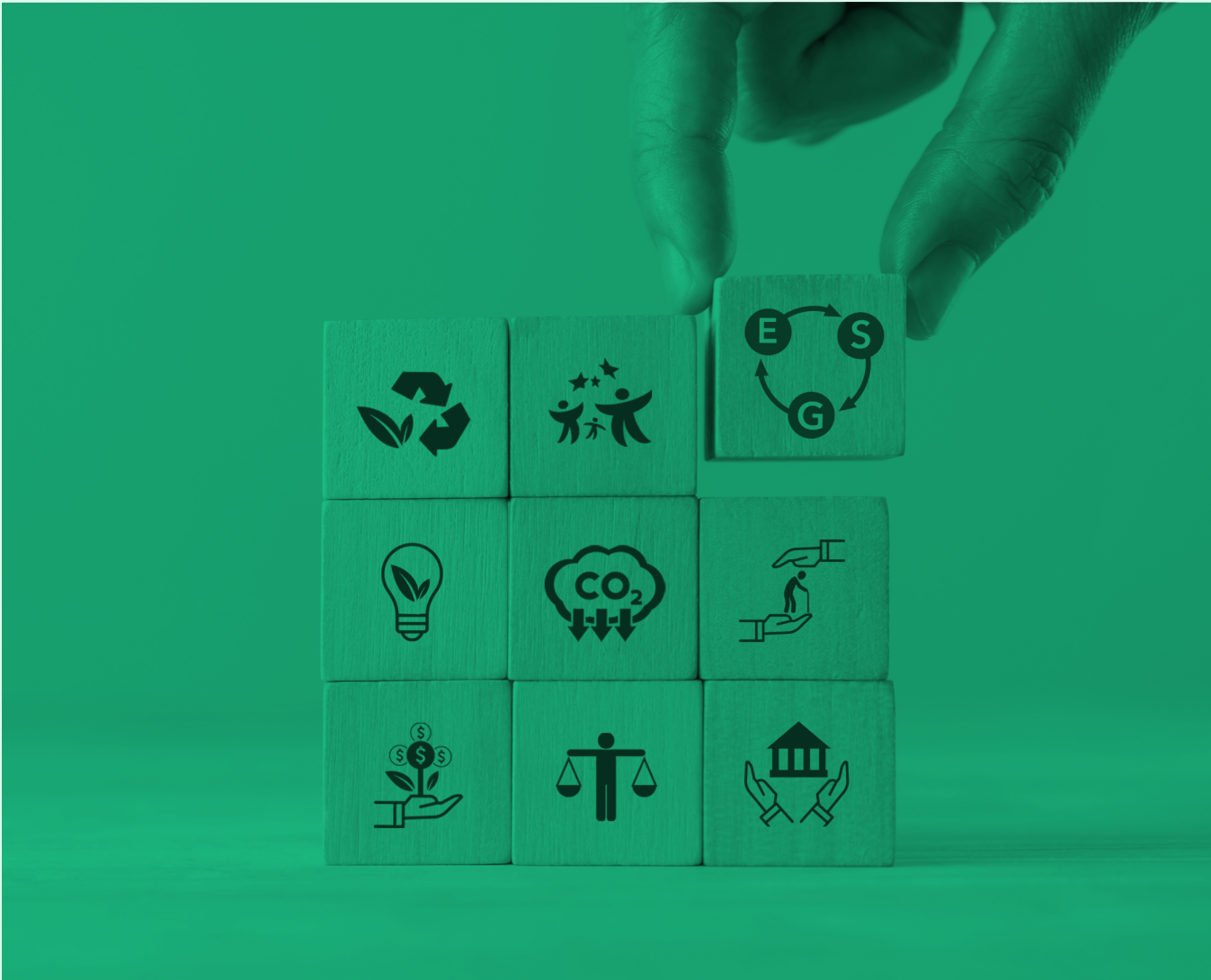
When asked what programs technology companies should prioritize over the next two years, the largest cohort of stakeholders emphasized the importance of an environmental focus.



International stakeholders want tech companies to place priority on environmental programs. However, while key opinion formers highlight environment-related efforts, it is not the leading factor that makes leaders view a company as a model in the social impact space. In fact, our research indicates that technology-related programs and responsibility have a bigger impact on perceptions among stakeholders.

Conclusion

Corporate initiatives on social and environmental impact issues are increasingly top-of-mind for key opinion formers, who see opportunities for companies to further engage on issues ranging from accessibility to sustainability. Leaders view the technology industry as being at the forefront of other sectors in its approach to SI initiatives, highlighting their higher expectations for those operating in this space. While there are differences between what currently sets the technology industry apart and what key opinion formers hope to see in coming years, environmental impact reduction and sustainability innovation are clear priorities for the future.



About Penta Policy Insiders

Penta Policy Insiders provides direct feedback from policymakers to government relations professionals, improving advocates' ability to understand, validate, and improve the efficiency and effectiveness of their engagement.

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Content Associate

Maddie Markenson

Senior Content Associate

Kinda Ahmed

**Associate Director, Government
Insights & Research Products**

Natalie Bahmanyar

Director, Research

Sehare Hemani

Chief Research Officer

Michael Griffin

VP, Policy Insiders

Scott Luginbill

President

Michael Gottlieb

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