



CONNECTING BUSINESSES AND INVESTORS ON THE FINANCIAL IMPACTS OF SUSTAINABILITY



Financially Material: SASB's mission is to help businesses around the world identify, manage, and report on the sustainability topics that are critical to investors.



Market Informed: SASB standards are developed based on extensive feedback from companies, investors, and other market participants as part of a transparent, publicly documented process.



Industry Specific: SASB standards are tailored to specific industries, enabling investors and companies to compare peer performance within each industry.

How Does SASB View Sustainability In Business?

- › For beverage manufacturers, effective water management—especially in certain regions—is essential to ensure the availability and cost-stability of a critical input.
- › For a consumer finance firm, safeguarding the privacy of customers' data is critical for driving revenue growth and avoiding legal or regulatory action.
- › For a producer of containers and packaging, innovative use of recyclable, reusable, and compostable materials can capture shifting consumer preferences and create competitive advantage.

Learn more at the [SASB Materiality Map](#)[®]

SASB for Companies

Businesses today face unique challenges to their long-term sustainability, from climate change and resource constraints to urbanization and technological innovation.

And investors increasingly want companies to identify how they are managing these risks and opportunities and how sustainability issues impact corporate value creation.

SASB standards are helping companies ...

- › identify, assess, manage, and monitor the handful of sustainability factors most likely to impact their ability to create value over the long term
- › communicate consistent, comparable, and reliable sustainability data to investors
- › implement principles-based reporting frameworks including Integrated Reporting and the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD).

SASB standards can be a core part of any robust reporting system. Whether used alone or alongside other reporting frameworks, SASB standards and metrics enable companies to communicate with investors in a detailed, powerful way.

Find your SICS industry and download the standards at [SASB.org](https://www.sasb.org)



HOW CAN SASB STANDARDS HELP INVESTOR RELATIONS?

Own Your Narrative

As investors increasingly integrate third-party ESG information into their investment management and stewardship strategies, SASB standards can help companies take proactive control of their sustainability story. The standards can facilitate more constructive two-way dialogue between the firm and its investors, building trust, expanding the investor base, and ensuring fair market valuation.

Questions to Ask Yourself

- › Who are the company's key shareholders? What is their approach to sustainability and what additional information are they seeking?
- › Is the financial community asking the company about sustainability issues—e.g., supply chain management, data security, or product safety—without using the term “sustainability”? How can Investor Relations help break down any language barriers that may exist?
- › What is the company's approach to identifying key sustainability issues and the relevant stakeholders for its ESG-related communications? How can communications with investors better connect sustainability and strategy?
- › How and by whom is sustainability performance data collected, verified, and reported within the company? What is the involvement of the disclosure committee?
- › What message does existing sustainability reporting send to investors about the company? What message might it send?
- › How do third-party ESG ratings and rankings characterize the company's sustainability performance?
- › What sustainability information are the company's peers disclosing to investors? What reporting frameworks are they using to do so?
- › Could investor-focused sustainability reporting facilitate more constructive shareholder engagement and help leadership put its best foot forward?
- › How might financially material sustainability information help the company encourage the market to focus on its long-term strategy?
- › How confident is the company in the quality and reliability of the sustainability information it discloses? How confident are its investors?
- › How much of the company's market valuation is driven by off-balance-sheet items such as intellectual capital, customer relationships, and brand value? How can performance data related to financially material sustainability factors give the company a better story to tell about how it safeguards that value?

Other Resources

KPMG, [*Communicating With Investors About ESG Performance*](#)

NIRI, [*“ESG Reporting Basics – A Primer for IR Professionals”*](#) webinar

NIRI, [*Policy Statement – ESG Disclosure*](#)

SASB, [*SASB Engagement Guide for Asset Owners & Asset Managers*](#)

SASB, [*ESG Integration Insights*](#) (2019 Edition), (2017 Edition), (2016 Edition)



[Visit SASB.org for sector resources and to download the standards.](#)

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