



Dear << Test First Name >>>,

Welcome to the third issue of the Global Initiative for Sustainability Ratings (GISR) *INSIGHT*. We are pleased to report significant progress in recent months in regard to the GISR standard, governance of the initiative and communications.

Launched in June 2011 as a joint project of Ceres and Tellus Institute, **GISR** is a new participant in the family of initiatives aimed at making capital and other markets agents of, rather than impediments to, achieving the Post Rio+20 sustainability agenda. As a global, multistakeholder initiative, its vision is to transform the definition of corporate value in the 21st century such that markets reward the preservation and enhancement of all forms of capital – human, financial, intellectual, natural, and social. Its mission is to build and steward a generally accepted, world-class corporate sustainability ratings, ranking and index standard and associated accreditation process.

Release of Exposure Draft for Public Consultation of the Principles Component

The **[Exposure Draft for Public Consultation of the Principles Component](#)** of the future GISR standard for sustainability (ESG) ratings, rankings and indices is now available. The Principles is the first component of a three-part standard as depicted below. It reflects the outcome of a research and consultation process that began in mid-2012 under the oversight of the GISR Steering Committee and with guidance from the Technical Review Committee. It is the result of collective input from scores of meetings and discussions with investment managers, pension funds, NGOs, companies and ESG research and rating practitioners. These stakeholders, in concert with the Secretariat, provided critical feedback that shaped the current draft Principles.

Please address questions and comments to: [Melissa Small](#) or [Mark Tulay](#)

GISR INSIGHT is a periodic newsletter to keep you informed about the latest developments of the Global Initiative for Sustainability Ratings (GISR). Please [follow us on Twitter](#) for additional updates. [Visit the GISR website](#) for more information.

ABOUT GISR

Launched in June 2011 as a joint program of CERES and Tellus Institute, GISR is a global non-profit, mission driven program aimed at moving markets to the advantage of true sustainability leaders.

GISR's mission is to design and steward a global sustainability (ESG) ratings standard to expand and accelerate the contribution of business and other organizations worldwide to sustainable development. GISR will not rate companies. Instead, it will accredit other organizations to apply its standard through a process of training and follow-up quality assurance.

Participating and supporting organizations include:



Components of the GISR ratings standard and levels of accreditation

GISR welcomes feedback from stakeholders worldwide. To provide feedback, please visit our brief survey [here](#) and also share the survey with other relevant stakeholders. The closing date for comments is **April 2, 2013**.

Principles Launch Events

A revised version of the Principles will be launched on May 2, 2013 at the [Ceres Conference](#) in San Francisco and on May 24, 2013 at the [Global Reporting Initiative Conference](#) in Amsterdam.

GISR Welcomes Pavan Sukhdey and Antonio Vives to Steering Committee

Pavan Sukhdey is founder-CEO of GIST Advisory and author of *Corporation 2020: Transforming Business for Tomorrow's World*. He was special advisor and head of UNEP's Green Economy Initiative and study leader for the G8+5 commissioned project on The Economics of Ecosystems and Biodiversity (TEEB). He was a former senior executive at Deutsche Bank.

Antonio Vives is a principal associate of Cumpetere, a consulting firm on infrastructure finance, sustainable development, and corporate social responsibility, and a consulting professor at Stanford University. He is the former manager of the Sustainable Development Department of the Intern-American Bank.

For a complete list of Steering Committee members, click [here](#).

Bob Willard Joins Technical Review Committee

Bob Willard is a leading expert on quantifying and communicating the business value of corporate sustainability strategies. Bob's 34-year career at IBM Canada focused on engaging the business community to advance environmental, social and governance (ESG) strategies. He is the author of several books, including *The*



New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line.

For a complete list of Technical Review Committee members, click [here](#).

GISR & IRRIC Institute Develop Users' Guide for Sustainability Ratings

A User's Guide to Sustainability Ratings is a five-part report that will be published in Spring 2013. With the support of the [IRRC Institute](#), the public report is based on new survey data and will profile user attitudes and ratings attributes to inform decisions of investors and other stakeholders. Report topics include:

- Ratings research
- Interviews with raters, investors and companies
- A survey of ESG investors and companies
- Profiles of sustainability ratings
- Opportunities and challenges in the field of sustainability ratings

Launch of Supporting Stakeholder Program

GISR recently launched its [Supporting Stakeholder Program](#), a vehicle for organizations and individuals to support GISR activities. GISR cordially invites investors, companies, NGOs and other stakeholders to invest in GISR through an annual contribution scaled to annual turnover. For more information or to make a donation, contact [Mark Tulay](#) or visit the [Make a Donation](#) page on the GISR website.

Participation in Upcoming Events

- [Capital Link's Annual CSR Forum](#) (March 13, 2013), New York, NY – Mark Tulay will be participating in a panel discussion about updates on reporting solutions, ratings standard and guidelines.
- [NAEM's Corporate Sustainability Management Conference](#) (April 18, 2013), Arlington, VA – Join us for an interactive session to discuss recent developments in the GISR program and to share your input in order to help shape the future of the GISR Standard. Register [here](#).
- [Ceres Conference](#) (May 1-2, 2013), San Francisco, CA – Please join us at the GISR breakfast session on May 2, 2013 from 8 – 9 a.m. PST.
- [Global Reporting Initiative Conference](#) (May 24, 2013), Amsterdam - We will unveil the Principles in Europe at a GISR session on May 24, 2013 at 2:30 p.m.

Recent Media Coverage

- **CSRWire:** [2013: Life on the Edge of the](#)

[Sustainability Cliff](#)

- **Newsday:** [Goldmark: Identifying the Polluters and the Greens, with Standardized Tools](#)
- **Private Sector Opinion:** [Redefining Value: The Future of Corporate Sustainability Ratings](#)
- **The Guardian:** [How Should We Determine a Company's Value](#)
- **TriplePundit:** [Life on the Edge of the Sustainability Cliff: Rebuilding the Bonds Between Companies, Investors and Society](#)
- **US News:** [Rating Business Rating Systems](#)

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