



Dear << Test First Name >>>,

Welcome to the fourth issue of the Global Initiative for Sustainability Ratings (GISR) INSIGHT. We are pleased to report significant progress in regard to the GISR standard, the Supporting Stakeholder Program, network expansion and communications initiatives.

Launched in June 2011 as a joint project of Ceres and Tellus Institute, GISR's mission is to design and steward a global sustainability (i.e., Environmental, Social, and Governance - 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 existing and future sustainability ratings, rankings or indices to apply its standard for measuring excellence in sustainability performance.

### Launch of Beta Version for Public Consultation of the Principles Component

GISR launched the *Beta Version of Component 1: Principles*, the first component of the three-part standard (depicted below) in May at the Ceres Conference in San Francisco and the GRI Conference in Amsterdam.



The Beta Version incorporates the results of feedback GISR from companies, investors, NGOs and ESG research and ratings practitioners in response to public consultation on the Exposure Draft of the Principles, released in February 2013.

As GISR looks to Q3 2013 to release Version 1.0 of the Principles, **we want to hear your voice!** During a 60-day consultation period from June 1 - July 31, 2013, GISR invites on all stakeholders - investors, companies, raters and NGOs - to provide feedback on its *Beta Version of*

Please address questions and comments to: [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

GISR is a global, multi-stakeholder, not-for-profit initiative whose mission is to design and steward a standard for corporate sustainability ratings, rankings and indexes. GISR's core products will be publicly and freely available. It will not rate companies. Each of the three components of the standard - Principles, Issues, and Indicators - will be accompanied by an accreditation process. Existing and future ratings, rankings and indices may voluntarily seek GISR accreditation at three different levels.

**Participating and supporting organizations include:**

*Component 1: Principles.* Stakeholder comments are essential to ensuring that this first, foundational component of the GISR standard achieves the highest level of clarity, rigor and utility for all GISR stakeholders. Comments will become part of the revision process leading to Version 1.0 of the Principles, to be released in 2013.

The Beta Version and accompanying feedback survey can be found [here](#). We look forward to your feedback.

### McDonald's & UPS Become First Supporting Stakeholders

GISR welcomes UPS and McDonald's as the first companies committed to its Supporting Stakeholder (SS) Program, a vehicle for organizations and individuals to support GISR activities. They join a growing list of companies, investors and NGOs involved in the GISR standard development process, including Bloomberg, TIAA-CREF, UBS, AVIVA, State Street Global Advisors (SSGA), Intel, AMD, Deloitte, Pax World Management, GRI and SASB and Oxfam. GISR cordially invites stakeholders to invest in GISR through an annual contribution scaled to annual turnover. For more information, please visit the [GISR website](#) or contact [Mark Tulay](#).

### New Website Launch

GISR launched a new website with enhanced features and content. We invite you to visit our website today at [www.ratesustainability.org](http://www.ratesustainability.org) to learn more about GISR, keep up to date on our progress and get involved.

### GISR Welcomes Dan Hanson, Chris McKnett and Steve Waygood to the Steering Committee

**Dan Hanson, CFA**, is a US equity portfolio manager and a member of the research team with Jarislowsky Fraser USA. Mr. Hanson has more than 20 years of experience in U.S. and global equities, and U.S. credit and mortgage securities. Prior to joining Jarislowsky Fraser Ltd. in 2013, Mr. Hanson spent 10 years at BlackRock, most recently as a Managing Director and Portfolio Manager.

**Chris McKnett** is a Vice President of State Street Global Advisors. He is the head of the firms' global Environmental, Social and Governance (ESG) investments business. Chris works across asset classes, investment teams and key functional domains to champion sustainable and responsible investment on behalf of SSGA and its clients.

**Steve Waygood** is responsible for Aviva Investors' analysis, engagement and voting on environmental social and governance (ESG) issues across the £260bn of assets under management. He founded the Sustainable Stock



Exchanges initiative as well as the Corporate Sustainability Reporting Coalition, which is aiming to catalyze a UN Convention in this area.

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

## Ratings Spotlight

In May 2013, oekem research published an impact study analyzing to what extent the demands of sustainable investors and the evaluations of sustainability rating agencies influence the design, structures, outputs and processes in the companies evaluated.

*Key highlights of the study include:*

- For nearly two-thirds of the companies surveyed, requests from sustainability rating agencies were a decisive factor in prompting them to tackle the issue of sustainability.
- Inquiries from sustainability analysts influence the overall strategy of one in three of the companies surveyed and the sustainability strategies of two-thirds of companies.
- Thirty percent of the companies surveyed state that their performance in sustainability ratings affects management remuneration.

The full impact study can be viewed [here](#).

## Upcoming Events

- **BSR Member Webinar** (July 10, 2013) - GISR and Business for Social Responsibility will host a webinar to brief members on GISR's mission, progress and company engagement opportunities. To register, contact [Mark Tulay](#).
- **Redefining Corporate Value: The Future of Sustainability Ratings Webinar** (September 5, 2013) - GISR with the support of IFC Global Corporate Governance Forum will host a webinar in which GISR Founder and Co-Chair Allen L. White will lead a discussion based on his GCGF Private Sector Opinion titled, "Redefining Value: The Future of Corporate Sustainability Ratings." Registration will be posted soon on the [GISR website](#).
- **New Metrics of Sustainable Business Conference**, Philadelphia, PA (September 24-25, 2013) - Hold the date for another stellar conference convened by Sustainable Brands where GISR will be featured.
- There are a few slots available for the upcoming **Sustainability Forum conference in**

**Washington, DC** on July 9, 2013, where GISR will be featured. Please join us for this forum held under the auspices of the Corporate Environment Health Safety & Sustainability Roundtable on management issues of sustainability. The Roundtable, a 28-year-old group of senior leaders, cross industry and non-advocacy in nature, will hold a full day meeting to look at sustainability from the standpoint of managing and communicating corporate performance, product stewardship, life cycle analysis, and risks & challenges of sustainability. Speakers include **Mark Tulay** from GISR, **Carol Singer** from NAEM, **Jim Thomas** from Petco, and **Shelia** from McKinsey for a lively discussion on emerging ESG standards and metrics. [Click here](#) for a PDF with full details about the event.

## Recent Media Coverage

- *Asset.tv*: Mark Tulay is featured in a [three-part video series](#) by Asset.tv and SOCIAL3 on the impact of ESG factors on investments and the financial services industry as a whole.
- *Sea Change Radio*: [Rating Sustainably: Allen White & Mark Tulay](#)
- *Environmental Leader*: [ESG Ratings Standard Open for Public Comment](#)
- *Ceres Conference*: [An Interview with Allen White](#)
- *Ceres Conference*: [An Interview with Mark Tulay](#)
- *Greenbiz.com*: [GISR Launches Principles for Rating the Raters](#)
- *Greenbiz.com*: [A Gold Standard for Truly Sustainable Enterprises](#)
- *Greenbiz.com*: [3 Reasons Investors Will Care about ESG in 2015](#)
- *The Guardian*: [Closing the Context Gap: Sustainability Reporting is Failing Us](#)
- *The Guardian*: [Capitalism Needs Thinking But What Are the Options?](#)
- *Escopolitca*: [Buscando a excelência em sustentabilidade](#)

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