

# CORPORATES ENDORSE COVID-19 VACCINATIONS

## THE BIG IDEA

Companies are taking action to address vaccine skepticism and connect both employees and consumers to vaccines. Broadly, these actions provide tangible proof of an earnest Environmental, Social, and Governance (ESG) strategy and the positive impact it can have on overall reputation. Ride-sharing services Uber and Lyft partnered with cities, pharmacies, and local businesses to offer free rides to vaccination sites for drivers and customers. Bike company, Lime, implemented a similar program in London and Tel Aviv called 'Ride to Recovery'.

## REPTRAK PERSPECTIVE

Customers and employees look to their favorite brands for more than just great products. COVID-19 forged new stakeholder values and forced companies to adapt. Now, businesses are activating ESG strategies through creative social & governance initiatives.

## REPUTATION CONTEXT

**Why is this important now?** ESG metrics are now crucial to a company's success. The factors contributing to its increased importance include the public's greater respect for the value of intangible assets, higher demand for corporate transparency, and a shift in corporate ethos towards stakeholder capitalism. Specific to vaccinations, March Continuous RepTrak Data indicates 58% of the U.S. general public support paid time off to recuperate from the vaccine, and 53% support increased vaccine education efforts from employers.

**What's the reputation connection?** Governance and Citizenship remain the second and third most important drivers of global Reputation Scores in 2021, behind only Products. Because today, stakeholders look beyond Products and Innovation. Companies such as Uber, Lyft, and Lime all use this trend as an opportunity to re-direct corporate initiatives to influence their overall reputation positively. Of particular importance, "having a positive influence on society" was the highest scoring Citizenship Factor among various industries.

**What are other companies doing?** Around the globe and across industries, companies are taking action. The Meydan Group, a Dubai-based hotel operator, offers a 25% discount on rooms for fully vaccinated guests. Krispy Kreme offers a free donut to those with proof of vaccination, part of a campaign to promote the COVID-19 vaccine amid increasing vaccine skepticism in the U.S. In India, Food-tech giant Swiggy recently announced a 4-day work week for the month of May, allowing their nearly 5,000 employees an extra day to rest and take care of themselves, family, and friends.

## CONVO STARTERS

What steps can your company take to increase transparency about ESG initiatives?

How can you help your stakeholders bounce back in 2021 from the effects of the COVID-19 pandemic?

### RepTrak LIVE Resources

- ESG as a Mainstream Metric (August 2020)
- Important Reputation Lessons From The COVID-19 (coronavirus) Pandemic (April 2020)

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