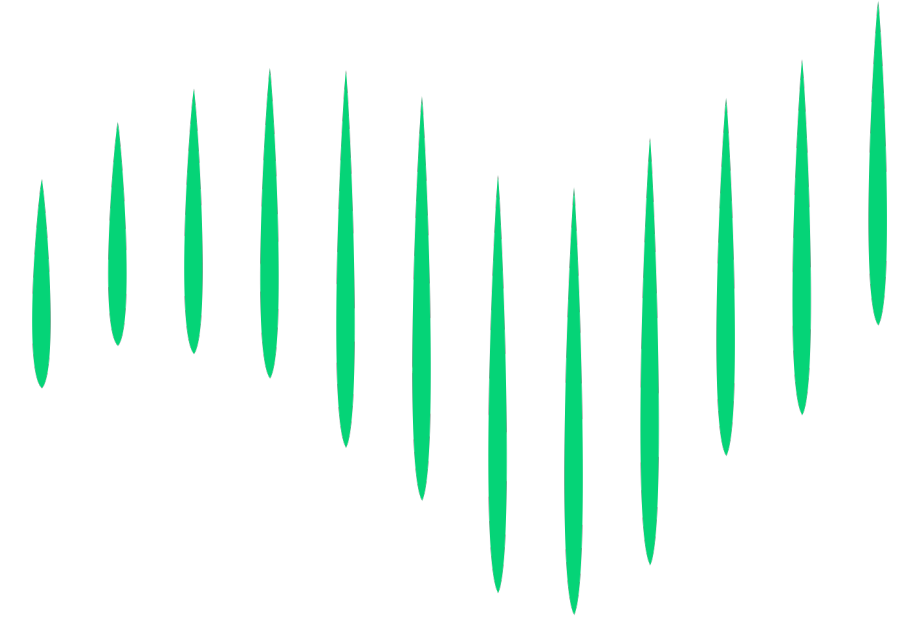

Rep-Xpress



The RepTrak Company

Davos World Economic Forum 2022

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Economy, Inflation, and Recession

Economic Concerns Are Front and Center

Global leaders at the 2022 World Economic Forum say global economic performance and avoiding the risk of recession are priorities.

In the news [here](#).

We've never had a Davos like this one. The challenges of the world feel pretty immense. **There is a lot of uncertainty and anxiety about the tightrope governments need to walk to contain inflation without pushing economies into recession.**

May 2022
Rich Lessler, Global Chair, BCG

Davos

RepTrak

RepTrak data confirms that for the global IGP, "it's the economy."

Among the top three global issues the public believes companies should act on, "inflation and the rising cost of living" was the clear consensus across the Americas, EMEA, and APAC regions.

April 2022
To read more, see [April 2022 Current Issues Analysis](#)

Inflation

While inflationary concerns permeate the economic conversation, there is uncertainty on the solution.

In the news [here](#).

Davos

When inflation gets into the system, **it takes a while to get in but it takes a lot longer to get out.** It's taken a couple of years to get it in; **it's going to take a while to get it out.**

May 2022
David M. Rubenstein, Co-Founder, Carlyle Group

RepTrak

To date, there is no indication that rising inflation affects consumer perception of product value – despite global inflation and price increases, there are no adverse public perception changes for companies in our reputation data, yet.

March 2022
To read more, see [Inflation: How an External Threat Affects Reputation](#)

Energy, Oil, and Going Green

Going Green

In the face of supply uncertainty, green energy champions urge countries to stay the course.

In the news [here](#) and [here](#).

Davos

Despite the Russia-Ukraine conflict, Davos participants pledged to continue the shift to renewable energies. European Commission president Ursula von der Leyen argued that the Russian invasion of Ukraine increases the urgency to avoid becoming dependent on fossil fuels from “untrustworthy [state] actors.”

However, Saudi Aramco head Amin Nasser says the energy shock caused by the conflict showed a need to overhaul transition plans and “maintain investment in oil and gas production.”

May 2022
[Associated Press](#), [Financial Times](#)

RepTrak

Competing stakeholder interests pose a unique threat to important European energy goals, including reducing environmental impact and shifting to renewable energy. From a reputation perspective, the Energy industry's weak perceptions across Governance (57.6) and Citizenship (57.1) harm its ability to demonstrate concern for stakeholders and manage its credibility in the near term.

November 2021
To read more, see [Green Progress Faces Likely Setbacks in Winter](#)

Limiting Fossil Fuels

Despite green transition commitments, there is a reluctance to divest fully from fossil fuels.

In the news [here](#).

Davos

My worry is that some people may well use Russia's invasion of Ukraine as an excuse for a large-scale new wave of fossil fuel investments. I worry about that for two reasons. **It will forever close the door to reach our climate targets.** [And] it may not be, as it seems now, a lucrative business.

May 2022
Fatih Birol, Executive Director of the International Energy Agency

RepTrak

The top three global issues the public believes companies should act on are:

1. Inflation and rising cost of living
2. Employee well-being
- 3. Climate change**

April 2022
To read more, see [April 2022 Current Issues Analysis](#)

Davos in Wartime

Top Global Concerns

Corporations are searching for insights into current issues. Today, inflation and the Russia-Ukraine war are top of mind.

In the news [here](#).

Davos

Jane Fraser, CEO of Citigroup is on the [Global Economic Outlook] panel, and she warns that **Russia, Recession, and (interest) Rates are the key factors to watch.**

May 2022
The Guardian

RepTrak

The top three global issues the public believes companies should act on are:

1. **Inflation and rising cost of living**
2. Employee well-being
3. Climate change

Following Russia's invasion of Ukraine, the global public believes companies should:

1. **Suspend operations in Russia**
2. End investment and partnerships with Russian companies
3. Donate money to support the people of Ukraine

April 2022
To read more, see [April 2022 Current Issues Analysis](#)

Sanction of Russia

The Russia-Ukraine War takes center stage at Davos this year. Ukrainian officials gathered to urge organizations to support Ukraine and place maximum sanctions on Russia.

In the news [here](#).

Davos

This is what sanctions should be: They should be maximum, so that Russia and every other potential aggressor that wants to wage a brutal war against its neighbor would clearly know the immediate consequences of their actions...

It is necessary to set a precedent so that **your brands will not be associated with war crimes.**

May 2022
Volodymyr Zelensky, Ukraine President

RepTrak

RepTrak clients, with distinct business ties to Russia, have responded with:

- Divestments in Russia
- New regional procurement decisions
- Suspended or limited operations in Russia and Belarus
- Suspended sales in Russia
- Considerations for long-term supply chain adjustments
- Increased 1:1 customer support in war-torn areas

April 2022
To read more, see [Bold Decisions Responding to the Russia-Ukraine War](#)

No Neutrality

Governments and corporations alike move past neutrality and take a stance in the Russia-Ukraine war.

In the news [here](#).

Davos

There can be **no neutral attitude to the brutal violation of fundamental values** which are also our values...

Neutrality does not mean standing on the sidelines. **The political twin of our neutrality was, and is, solidarity.**

May 2022
Ignazio Cassis, Swiss Confederation President

RepTrak

RepTrak clients' views around how to approach external comms:

Publicly

- “We were quick to suspend our operations in Russia. I made sure our name was on that Yale list.”

Limited public messaging

- “We have shared messaging on our website but are otherwise muted externally.”

April 2022
To read more, see [Bold Decisions Responding to the Russia-Ukraine War](#)

The Climate Crisis

Climate and Geopolitics

The climate crisis intersects economic concerns; both must be equally prioritized.

In the news [here](#).

Davos

We have at least four crises, which are interwoven. We have high inflation ... we have an energy crisis... we have food poverty, and **we have a climate crisis. And we can't solve the problems if we concentrate on only one of the crises.**

May 2022
Robert Habeck , German Vice Chancellor

RepTrak

Western companies must balance domestic values with those of their foreign consumers and governments or face potential economic retaliation.

This controversy comes as consumers, investors, and other **stakeholders increasingly prioritize corporate governance and global citizenship** as a critical part of reputation.

March 2021
To read more, see [Global Companies Navigate Geopolitics](#)

Stronger Climate Policies

Pledges for change are not enough. Organizations must show tangible action against the climate crisis.

In the news [here](#).

Davos

During the COP26 climate conference, 130 countries, representing over 80 percent of global emissions, committed to achieve net-zero carbon by around mid-century. **But we urgently need to close the gap between ambition and policy.**

May 2022
Kristalina Georgieva, IMF Managing Director

RepTrak

Companies must adjust their ESG reporting to contend with regulators' oversight. Strong ESG Scores show a positive correlation with stakeholder intent, including "Benefit of the doubt" and "Trust it to do the right thing." A lack of clarity on sustainably driven earnings from financial services firms may decrease ESG credibility and quickly tarnish stakeholder advocacy.

February 2022
To read more, see [More Stringent Guidelines Force ESG Transparency](#)

Health Equity

Closing the Health Equity Gap

Pfizer announces its intent to supply current and future patented medicines to lower-income countries, announcing an accord for a “healthier world.”

In the news [here](#).

I’m certain that the other pharmaceutical companies will follow. **I’ve spoken to several of the CEOs and they want to be part of it. So medicines will be available I hope but it’s not going to be enough.** We need to also work on the ground for diagnosis, treatments, and for that we need the help of WHO, Doctors without Borders and many other organisations.

May 2022
Albert Bourla, CEO, Pfizer

Davos

RepTrak

Companies with an excellent Reputation Score are three times more likely to be trusted in a crisis, according to RepTrak data. **At the height of the COVID-19 pandemic, health companies stepped up to help their patients, employees, and the public.**

As we move past the pandemic, sustaining these new levels of trust is top of mind among seven health organization clients who took part in a conversation RepTrak convened recently.

April 2022
To read more, see [Health Companies Show How to Build Trust](#)

For more –

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