

TECH ESG IS DOWN!

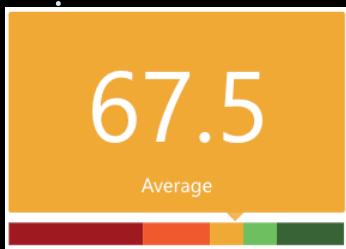


Only you can save it.

Across tech industries, ESG (Environmental - Social - Governance) Scores have decreased in Q1 & Q2 2022.

Technology Hardware & Equipment

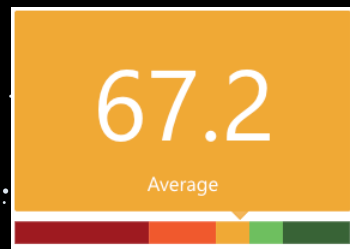
2022 Q1 & Q2 ESG Score



▼ 1.5 since 2021

Software & Services

2022 Q1 & Q2 ESG Score



▼ 2.7 since 2021

Media & Entertainment Technology

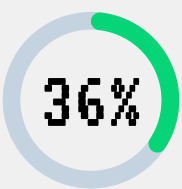
2022 Q1 & Q2 ESG Score



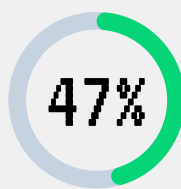
▼ 1.5 since 2021



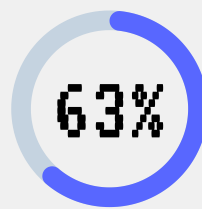
Consumers have higher ethical expectations than ever before.



have felt "betrayed by what a company stands for"



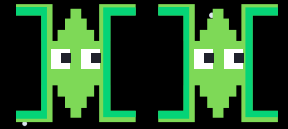
have stopped doing business with a company as a result



of global consumers prefer to buy from companies that "stand for a purpose that reflects their values and beliefs" and will avoid those that do not.



This Tech ESG decrease is bad news when ESG has a widespread impact.



REPUTATION

.86 statistical correlation (R²) between ESG Scores and Reputation

PURCHASE INTENT

.78 statistical correlation (R²) between ESG Scores and "Willingness to Buy"

RECOMMEND

.83 statistical correlation (R²) between ESG Scores and "Recommend Products"

TALENT ACQUISITION

.66 statistical correlation (R²) between ESG Scores and Talent Acquisition

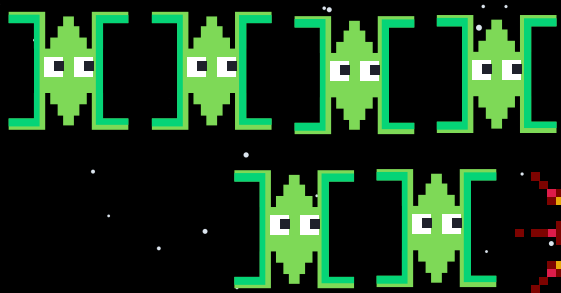
TRUST

.85 statistical correlation (R²) between ESG Scores and Trust in a time of crisis

Strong and positive correlation



Recommended areas of impact for Tech include:



Take a targeted approach to ESG

ENVIRONMENTAL

Ramp up climate-related actions as public expectations are on the rise for action, not just corporate statements.

SOCIAL

Employees are playing an increasingly important role in helping build corporate reputation. Include them in your Social efforts.

GOVERNANCE

Find the balance between taking a stance on social issues while managing the geopolitical differences.

COMPANIES WITH OUTSPOKEN CEOs ACROSS SOCIAL JUSTICE, ENVIRONMENTAL, AND POLITICAL ISSUES HAVE HIGHER AVERAGE REPUTATION SCORES.

Read the 2022 Tech Reputation Report

For more data, more insights, and more action items, read the full report.