



PR GUIDE FOR RECIPIENTS OF THE ESG TRANSPARENCY AWARD 2024

December 11, 2024 | Steigenberger Icon Grandhotel & Spa Petersberg near Bonn

Communications Embargo

*Embargo period for any form of internal and external communication about the ESG Transparency Award recipients:
Including December 11, 2024*

Press Release

The official press release (DE/EN) will be published on the morning of December 12, 2024. The press release will be sent to our press distribution list, consisting of >9000 contacts in the European sustainability industry. If you would like a specific medium to be included, please send it to us.

On request, we will be happy to send you our press release in advance as a guide for your press department. Please note that this is intended as a guide and not for copying the texts it contains.



TEXT ELEMENTS AND INFORMATION FOR USE IN YOUR PR AND PRESS RELEASES

General Information on the ESG Transparency Award and the Initiating EUPD Group

Sustainable engagement is becoming increasingly important in business, science, politics and society. Issues in this context are the focus of public debate and are also of enormous relevance for stakeholders and shareholders. With the Corporate Sustainability Reporting Directive (CSRD) coming into force, sustainability is becoming mandatory for more and more European organizations

The **ESG TRANSPARENCY AWARD** honours those organizations that have already anchored forward-looking sustainability concepts in their organization and communicate these transparently in the form of a sustainability report.

These pioneers serve as role models because they change the world and show that sustainable investment and economic viability go hand in hand.

Since its foundation in 2000, the **EUPD Group** has established itself as a recognized research and certification institute in the fields of sustainability, renewable energies and corporate health. Based in Germany and with a strong international focus, the EUPD Group concentrates on comprehensive approaches in the ESG sector and on the technology areas of photovoltaics, energy storage, heat pumps and electromobility, complemented by the corporate health and social sustainability sector. The company is known for its in-depth market analyses and sets standards for many sectors with its comprehensive industry reports and awards. The aim of all activities is to support the respective stakeholders in becoming and remaining competitive, creating optimal framework conditions and developing business and social potential.

More about the ESG Transparency Award

The applied ESG Transparency Evaluation Standard includes a systematic division into thematic clusters that contain regulatory and practical parameters for a comprehensive transparency measurement. The weighting of these clusters is based on a combination of applicable regulatory requirements (Compliance 20.5%), stakeholder/shareholder relevance definitions and an integrated approach to analyzing impact, risk and opportunity management (Transparency 45%). Additional weightings within the ESG categories Environment, Social and Governance (34.5%) were assessed by the ESG Transparency Committee, which is made up of leading ESG experts with practical corporate experience who were honored with the ESG Transparency Award in 2023. The evaluation process is based on over 200 specific fields, which are specified by individual parameters in the clusters and enable a differentiated assessment of sustainability reporting. The following parameters illustrate the content of the individual clusters:

- **Transparency:** Evaluation of the transparency and clarity of communication, including the forewords, objectives, performance measurement and target descriptions as well as the targeted and target group-specific approach to certain stakeholders.
- **Compliance:** The regulatory framework is evaluated, including the requirements of ESRS 2, dual materiality (as an optional additional point) and the requirements of the categories ESRS E1 and ESRS S1.
- **Environment:** Environmental performance is assessed by evaluating the relevant sets of ESRS E1 to E5.
- **Social:** For the social dimension of the ESG model, all relevant sets from ESRS S1 to S4 are assessed.
- **Governance:** Governance issues are assessed using the ESRS G1 set.

The weighted and interdependent ratings within the individual dimensions and the relative ratings of sub-themes, such as ESRS S2 in relation to ESRS S3, are based on a prioritization by the current **ESG Transparency Committee**. This expert assessment from the field ensures that the practical relevance of the topics is reflected.

For 2024, the dual materiality approach will only be included as an additional point value in the Compliance cluster, so that companies that fulfill this criterion can positively influence their overall rating. From 2025, however, dual materiality will be mandatory for certain groups of companies in the standard assessments and will be taken into account in the scores, enabling a precise, standardized assessment in accordance with the updated ESG requirements.

Overall, the **ESG Transparency Evaluation Standard** offers a differentiated method for evaluating transparency and performance in ESG reports and sets new benchmarks for sustainability reporting from a stakeholder and shareholder perspective, as well as its perception and comparability in business and society.

Participation in the process is free of charge for all applicant organizations. All "**Leading Companies**" will also be invited free of charge to the award ceremony as part of the all-day conference program of the European Sustainability Week. With this transparent approach, the initiators ensure that the award is presented to those organizations that demonstrate exemplary results in their respective category, regardless of their size and financial strength

All Leading Companies and the other recipients of the award in the Excellence and Predicate categories are also given the opportunity to license the seal of quality they have achieved for use in the media. On the one hand, this is in line with the aim of offering all successful companies further communication opportunities to increase the reach of their success; on the other hand, this approach ensures long-term free access to the application and award process for all European organizations.

SOCIAL MEDIA GUIDE:

The ESG Transparency Award as your Multiplier on LinkedIn:

We are happy to support you in your communication strategy and interact with your posts as "external evidence". To ensure this support, please tag **@EUPD Research ESG** in any post published by your organization or employee accounts about the award and the event: <https://www.linkedin.com/company/eupd-research-esg/>

Official Hashtags:

Please use the following hashtags for your posts to maximize the reach of your social media presence and ensure consistent communication

#ESGTA24 #ESGSummit #EuropeanSustainabilityWeek #ESW24

Example for your Social Media Communication:

We are delighted to announce that we have been awarded the #ESGTransparency Award by @EUPD Research ESG! This recognition is more than an award - it is a testament to our commitment to sustainability, social responsibility and ethical corporate governance. The trust of our stakeholders and a transparent foundation for our future-oriented business are important values for us. We are honored that this award confirms that we are on the right track with our sustainability reporting. #ESGTA24 #ESGSummit #EuropeanSustainabilityWeek

Image Materials and Website (Only for Participating Award Winners on Site):

- All companies participating in the ESG Transparency Award on site will receive a press photo on request in the week following the event. In addition, you can of course also take a photo of the presentation of the certificate with your own media device for short-term use of the image material.
- In the weeks following the event, the pictures of the companies honored on site will also be posted on the website of the ESG Transparency Awards (<https://esg-transparency-award.de/en/home-english/>).

General Information

- The overview of the companies honored this year will be published on the website after the event.
- The use of the ESG Transparency Awards logo is expressly prohibited and is reserved for explicit media requests. In order to support the publication of an emblem, all certified participants have the opportunity to license their quality seal of the award.



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EUPD Research



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