

SAATCHI & SAATCHI

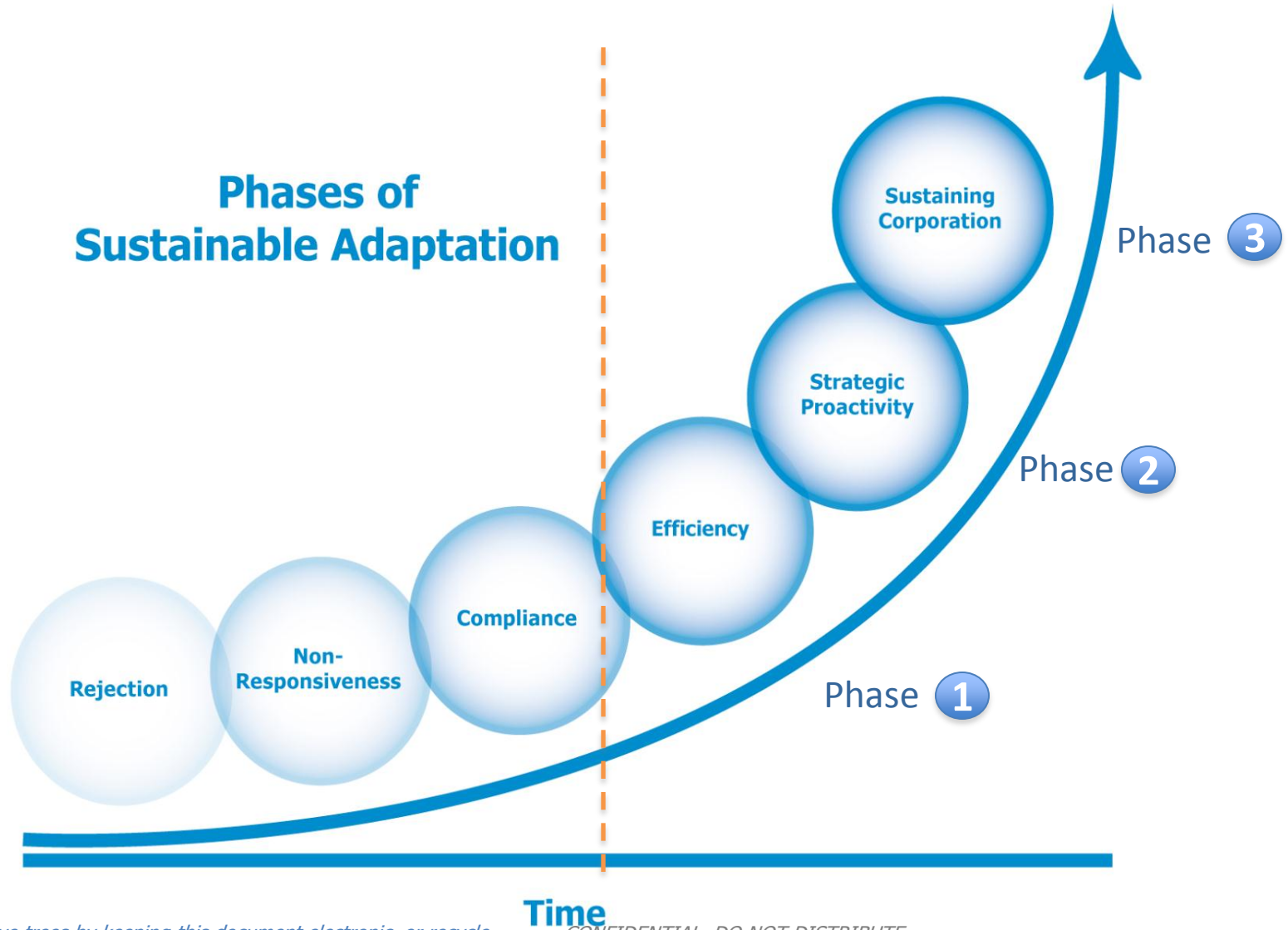
ACTIVATING COMPANIES FOR GOOD



HOW IS GOOD MEASURED?

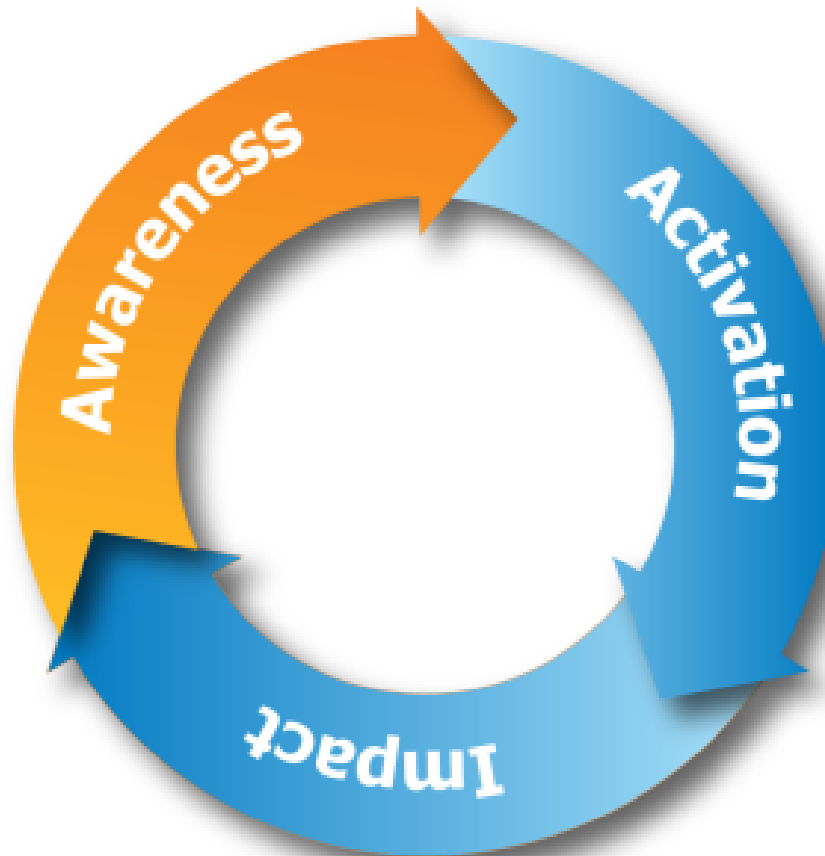


HOW GOOD HAPPENS: WHERE GOOD IS MOST EFFECTIVE





MEASURING GOOD: SAATCHI & SAATCHI S FRAMEWORK





INTERNAL & EXTERNAL METRICS



MEASURING GOOD: SAMPLE INTERNAL METRICS

Saatchi & Saatchi S
North America

INTERNAL

	AWARENESS	ACTIVATION	IMPACT
1	Personal Knowledge	Personal Action	ROI
	<ul style="list-style-type: none"> • Able to articulate mission & values • Can name 3 company initiatives focused on good • Employee-based education and training 	<ul style="list-style-type: none"> • # of personal practices • Employee Volunteer Hours • Health program participation 	<ul style="list-style-type: none"> • Reduced risk by minimizing safety, resource extraction and pollution liabilities • EEWV reductions, efficiencies • Sustainability included in performance management process
2	Friends & Family	Group Action	Retention, Recruitment, & Productivity
	<ul style="list-style-type: none"> • # of employees sharing company's sustainability efforts with F&F • Employee referrals to friends for recruitment • Educational materials made available for family members 	<ul style="list-style-type: none"> • C-suite level executive appointed • # of Sustainability/Green Teams formed as a percentage of population • # of department based projects launched 	<ul style="list-style-type: none"> • % turnover • Employee Retention Rate • Engagement, empowerment, happiness survey metrics • Health care costs
3	Brand Ambassador	Innovation	Virtuous Cycle
	<ul style="list-style-type: none"> • Customer service surveys • Employees publicly recommend their company as place to work • Company values reflect employee values 	<ul style="list-style-type: none"> • Use of alternate materials • End of life or re-purposing factored in design phase • Open innovation platform for employees with recognition 	<ul style="list-style-type: none"> • Financial statements reflect true costs & expenses • Aspirational goal • Pursuing and/or establishing certifications and scorecards



	AWARENESS	ACTIVATION	IMPACT
1	Awards/Rankings <ul style="list-style-type: none">• # of appearances on credible rankings• Relevant awards pursued and won• Best Places to Work Ranking	Information Resource <ul style="list-style-type: none">• Published experts• Speaker circuit• Number of sustainability related web pages & visitors	Accountability <ul style="list-style-type: none">• Clearly articulated goals in the form of public report• Member of 3rd party reporting agencies• Relevant issues evaluated in risk management plan
2	Brand Equity <ul style="list-style-type: none">• Favorable media mentions• Listing on key brand indexes• Customer Loyalty Index• Sustainability in brand guidelines, positioning and media sheets	Partnerships <ul style="list-style-type: none">• Relevant sponsorships• Supply chain & stakeholder engagement (+ adversaries)• NGO partnerships	Product/Service <ul style="list-style-type: none">• Life Cycle Assessment/Analysis (LCA)• Number of products designed to address social & environmental issues as % of total• Eco Labels: C2C, Sustainable Packaging, Energy Star, etc.
3	Reputation/Trust <ul style="list-style-type: none">• Favorable net promoter score• Loyalty metrics• Preferred partner/supplier designation	Advocate for Change <ul style="list-style-type: none">• Transparency and disclosure of lobbying efforts• Member of leading industry coalitions• Supplier scorecards inform purchasing decisions	Industry Leader <ul style="list-style-type: none">• Incorporates sustainability metrics in P&L statement• CEO includes sustainability issues in Quarterly Earnings calls and meetings• Setting trends that others will follow