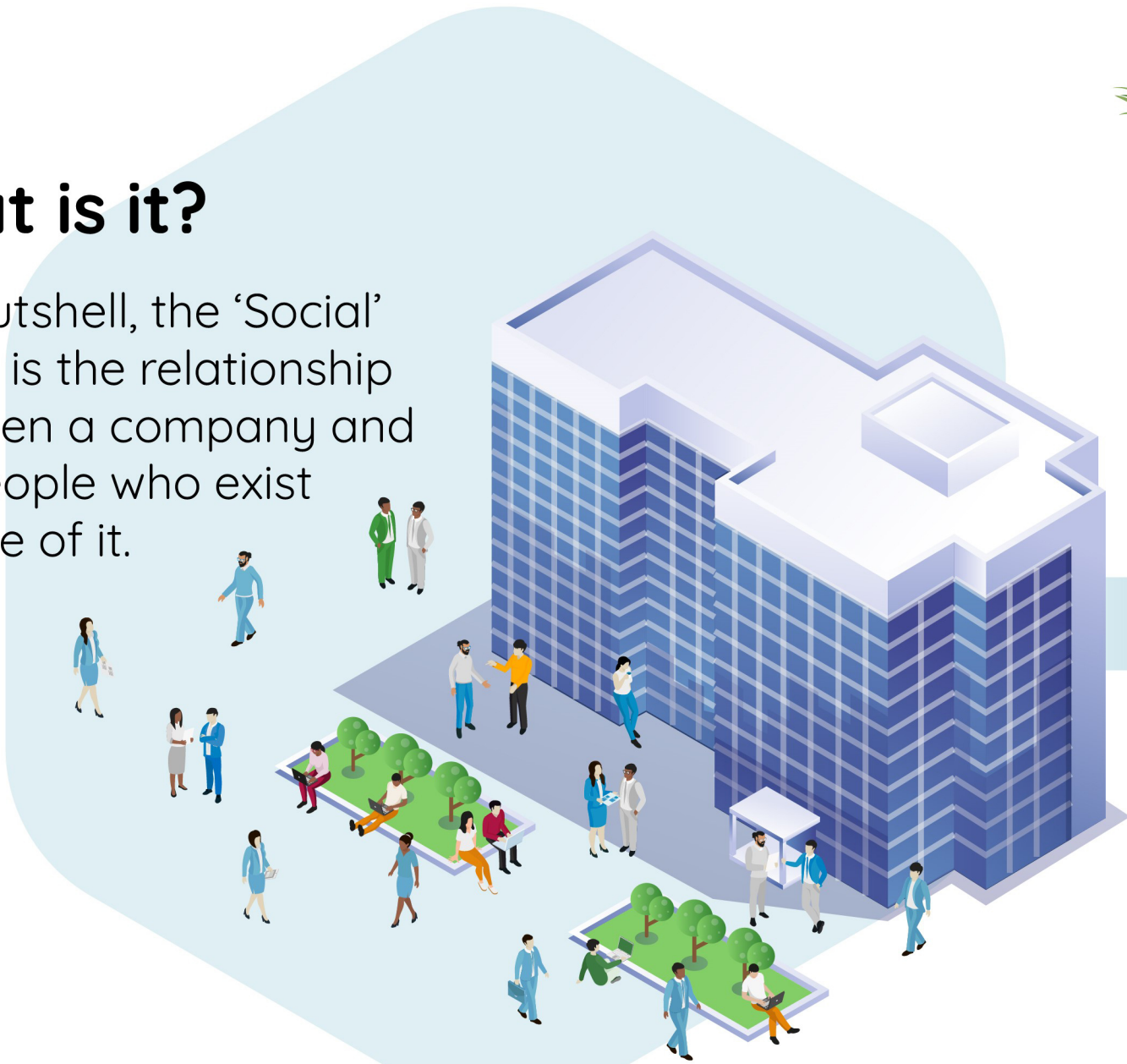


Putting the Social in

What is it?

In a nutshell, the 'Social' factor is the relationship between a company and the people who exist outside of it.



Who does it affect?

The United Nations 'Sustainable Development Goals', breaks it down in its draft Social Taxonomy.

Communities



Preserving inclusive, sustainable communities.
Centres on the promotion of universal, basic economic infrastructure.
Ensuring access to power, transport, financial services and other community services.

Consumers



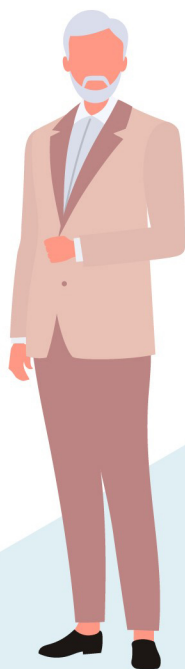
Ensuring adequate living standards
Access to basic services, from healthcare to education, food and housing.

Employees



Preserving human rights across supply chains.
Ensuring protections for stable employment.
Promoting diversity, equality and inclusion.

Why should businesses care?



Shifting public opinion and changing preferences can lead to long-term reputational damage where organisations don't change with the times.



Regulators want to see corporate boards that reflect the society they serve.



Unhappy or striking workers and labour disputes can damage productivity, profitability and public opinion. Happy workers can help you attract and retain new employees.



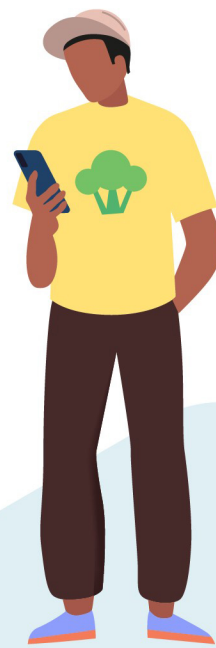
Businesses who embrace social responsibility can use it as a competitive advantage.



Ineffective data and security controls can erode consumer trust and confidence.



Firms who fail to acknowledge social risk can be exposed to geopolitical and social conflicts within their finances and supply chain.



Investors are increasingly showing preference towards socially-minded organisations.