

2009-03-09 *NIRI Executive Alert*

Summary:

The National Investor Relations Institute (NIRI) invited a sample of 1,040 corporate members to take a survey on Sustainability. Based on the responses of 123 corporate members (median market cap \$2.5 billion), the results show that:

- Business sustainability is most associated with Business ethics, Employee health and safety, Consumer health and safety, Energy/resources policy, Ecology/ environmental policy, Carbon/other emissions, Risk management, Governance, and Long-term profitability—items cited by over 60% of respondents.
- Most IR professionals rank sustainability as less pressing than Maintaining analyst relationships/coverage, Changes in the capital markets, Earnings guidance (whether/when/what to provide), Growth and impacts of hedge funds, Quantitative trading, Evolving regulations, Shareholder activism and Replacement of GAAP with IFRS.
- IR professionals rank sustainability as equally or more pressing than Globalization, XBRL encoding of financial statements, Communications convergence (IR, PR, Web, etc.) Governance changes and Other technological advancements in reporting.
- Compared with five years ago, IR teams are spending more time on sustainability during Board meetings, Executive staff meetings, Management staff meetings, IR staff meetings, IR roadshow presentations, IR one-on-one meetings and Daily IR inquiries. Moreover, they expect to devote even more time to sustainability in 5 years.

Link to Original:

http://www.niri.org:80/irresource_pubs/alerts/EAGate.cfm?pdf=ea090309.pdf&Submit=Printable+Version

The National Investor Relations Institute (NIRI) is the largest organization serving the IR field, with over 4,000 members, representing nearly 2,000 publicly held companies.

Title:

NIRI Survey Reveals Current Member Posture Towards Sustainability