



ecovadis
Communications Kit
For Rated Companies

Last Updated: July 2024 V2.0

Congratulations on completing your EcoVadis sustainability assessment!

This communication kit is designed to help you get the most value out of your EcoVadis Rating by communicating your achievements internally and externally.

The guide includes several customizable templates and resources for promoting your results.





Promoting your relationship with EcoVadis

Over 130,000 companies globally have been rated by EcoVadis. While every company is unique, there are 10 common reasons to promote your results...

- ✓ Satisfy public demand for sustainability transparency.
- ✓ Increase trust with customers and stakeholders.
- ✓ Improve brand reputation and awareness.
- ✓ Validate sustainability practices and performance.
- ✓ Generate new business, increase sales and differentiate against competitors.
- ✓ Secure more favorable financial and investment terms and rates.
- ✓ Benchmark performance and communicate a clear roadmap internally for improvement.
- ✓ Identify and mitigate sustainability risks affecting the business.
- ✓ For the employee(s) or team that leads the rating process, to raise visibility and showcase professional achievements internally.



Tip: To take full advantage of communication opportunities to effectively promote your relationship with EcoVadis ensure that your company has a Premium, Select, or Corporate subscription. You can upgrade your subscription in the "[Subscription & Billing](#)" area of the platform.

EcoVadis Medals and Badges

EcoVadis medals and badges recognize companies that have completed the EcoVadis assessment process and, compared to other assessed companies, have demonstrated a strong management system that addresses sustainability criteria, as outlined in the [EcoVadis methodology](#). For more details on the eligibility criteria, please click [here](#).

ECOVADIS BADGES



FAST MOVER

Score between 34-44 with a 6+ point improvement



COMMITTED

Minimum score of 45 and not qualified for a medal

ECOVADIS MEDALS



BRONZE

Top 35%



SILVER

Top 15%



GOLD

Top 5%



PLATINUM

Top 1%

Where you can promote your Medal or Badge

Companies must meet specific licensing and eligibility criteria to promote themselves externally with the EcoVadis medal or badge. EcoVadis customers with **an active Premium, Select, or Corporate subscription can promote their medal or badge externally***. For full guidelines, view our [usage policy](#).

*In order to publicly share an EcoVadis medal or badge, Basic subscribers can easily upgrade their subscription level in the “Subscription & Billing” area of the platform.

	BASIC	PREMIUM	SELECT	CORPORATE
Internally	✓	✓	✓	✓
EcoVadis Network	✓	✓	✓	✓
Social Media	✗	✓	✓	✓
Website	✗	✓	✓	✓
External Marketing Materials	✗	✓	✓	✓
External-Facing presentations	✗	✓	✓	✓
Packaging or Product	✗	✗	✗	✗
EcoVadis Logo (in any context including those listed above)	✗	✗	✗	✗

Event Displays



Website



Brochure



T-shirt



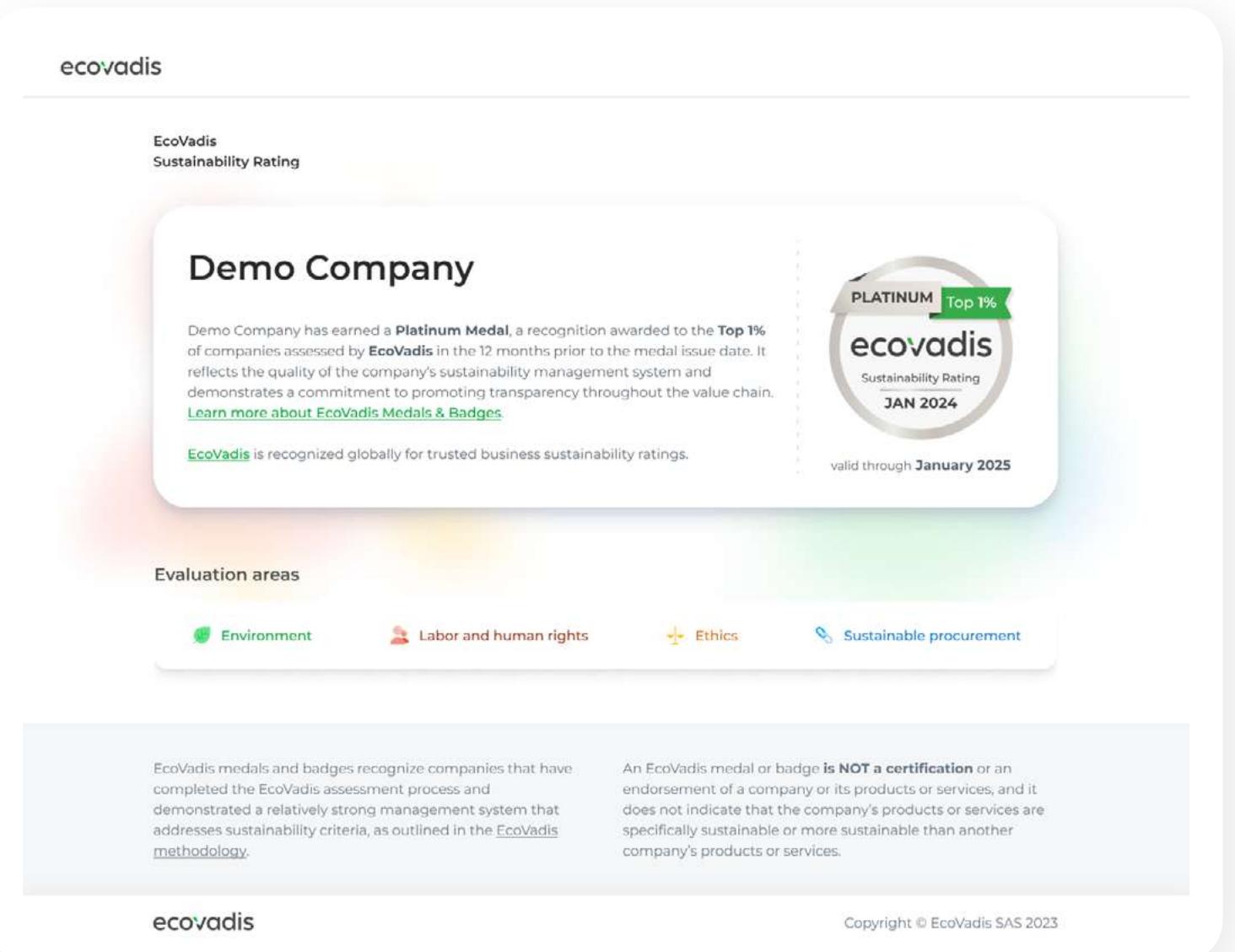
Why you should link your medal or badge to the recognition page

The recognition page is a public page that contains information unique to your achievement including your company name, your medal/badge, its validity period, and what it means. It is an easy way to promote your achievement while also providing some useful details. You will be able to share this page whenever you publish your medal/badge online or you can even share it with your customers or prospects directly through a link. The recognition page is hosted by EcoVadis so your customers and prospects can be confident that your achievement is valid and up-to-date.

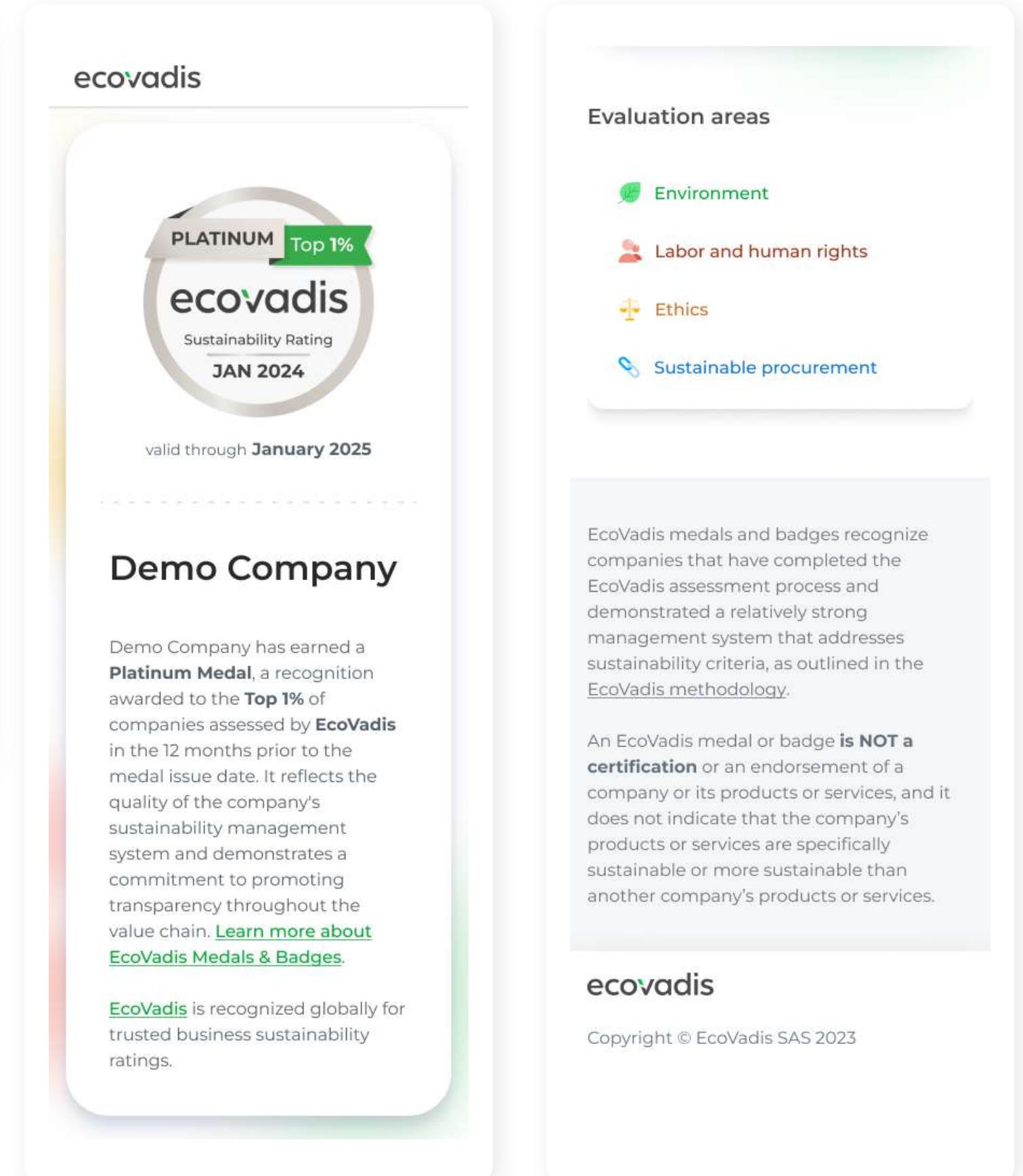
Note: The recognition page is only available to EcoVadis customers with an active Premium, Select, or Corporate subscription* that have earned a medal or badge from January 2024.

For full guidelines, view our [usage policy](#).

Desktop



Mobile



*In order to publicly share an EcoVadis medal or badge, Basic subscribers can easily upgrade their subscription level in the "Subscription & Billing" area of the platform.

How to access sharing options for your medal or badge

To access your EcoVadis medal/badge:

1. Log into the EcoVadis platform
2. Click the “Useful Resources” menu item on the left side of the screen.
3. Select the “Share my Performance” tab on the top of the screen.

4. Look for the “EcoVadis Medals” or “EcoVadis Badges” resource topic.

5. Click Sharing options to access a preview of your recognition page and to explore the different sharing options.

[Here](#) is a step-by-step video guide on how these options work.

Note: These sharing options are only available to EcoVadis customers with an active Premium, Select, or Corporate subscription*.

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Internal Communication

Executives
HR
Employees
Marketing
Sales
Finance
Investor relations

**Promote across
external marketing
channels**

Equip your sales team

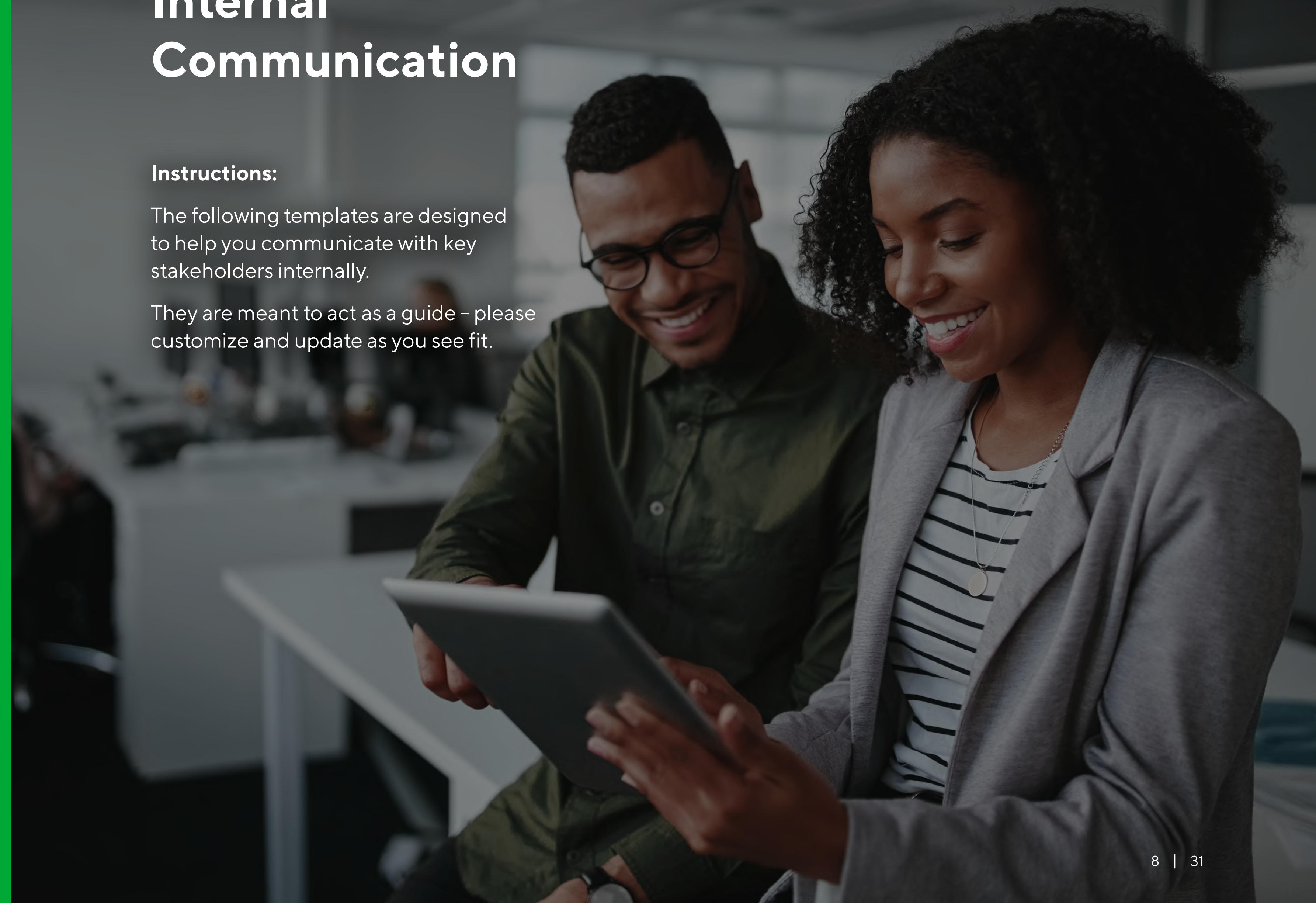
**Communicate to key
investment and financial
partners**

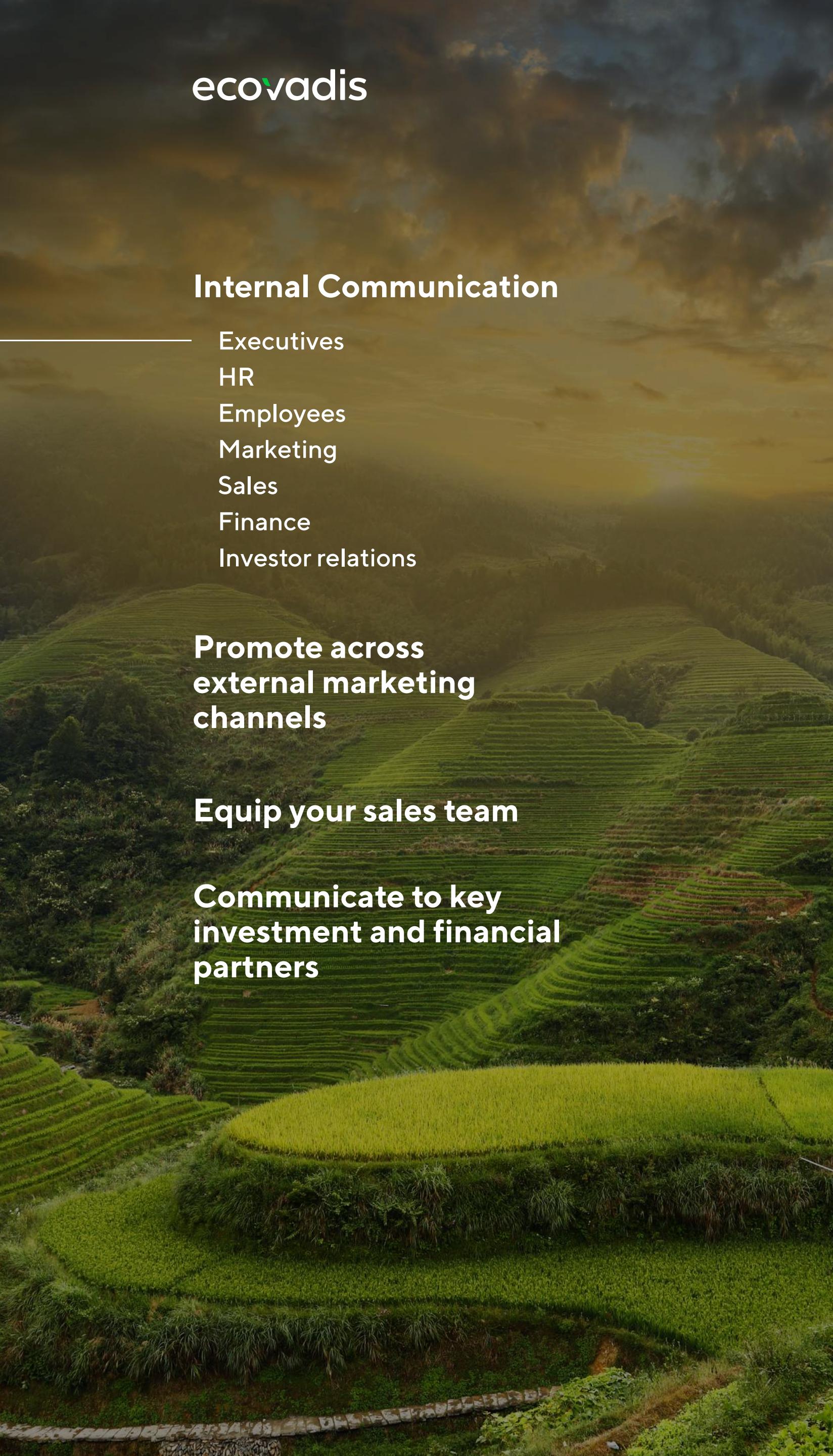
Internal Communication

Instructions:

The following templates are designed to help you communicate with key stakeholders internally.

They are meant to act as a guide - please customize and update as you see fit.





Internal Communication

- Executives
- HR
- Employees
- Marketing
- Sales
- Finance
- Investor relations

Promote across external marketing channels

Equip your sales team

Communicate to key investment and financial partners



CEO / Executives

Hi [First Name],

I'd like to share an important sustainability initiative led by the [insert department or team description] team.

We recently completed an assessment with [EcoVadis](#), a global leader in business sustainability assessments.

Option 1: Our rating places us in the top [insert percentile] among all companies rated in the past year, earning us a [insert medal].

Option 2: Our rating has earned us a [insert badge] that demonstrates our progress toward sustainability.

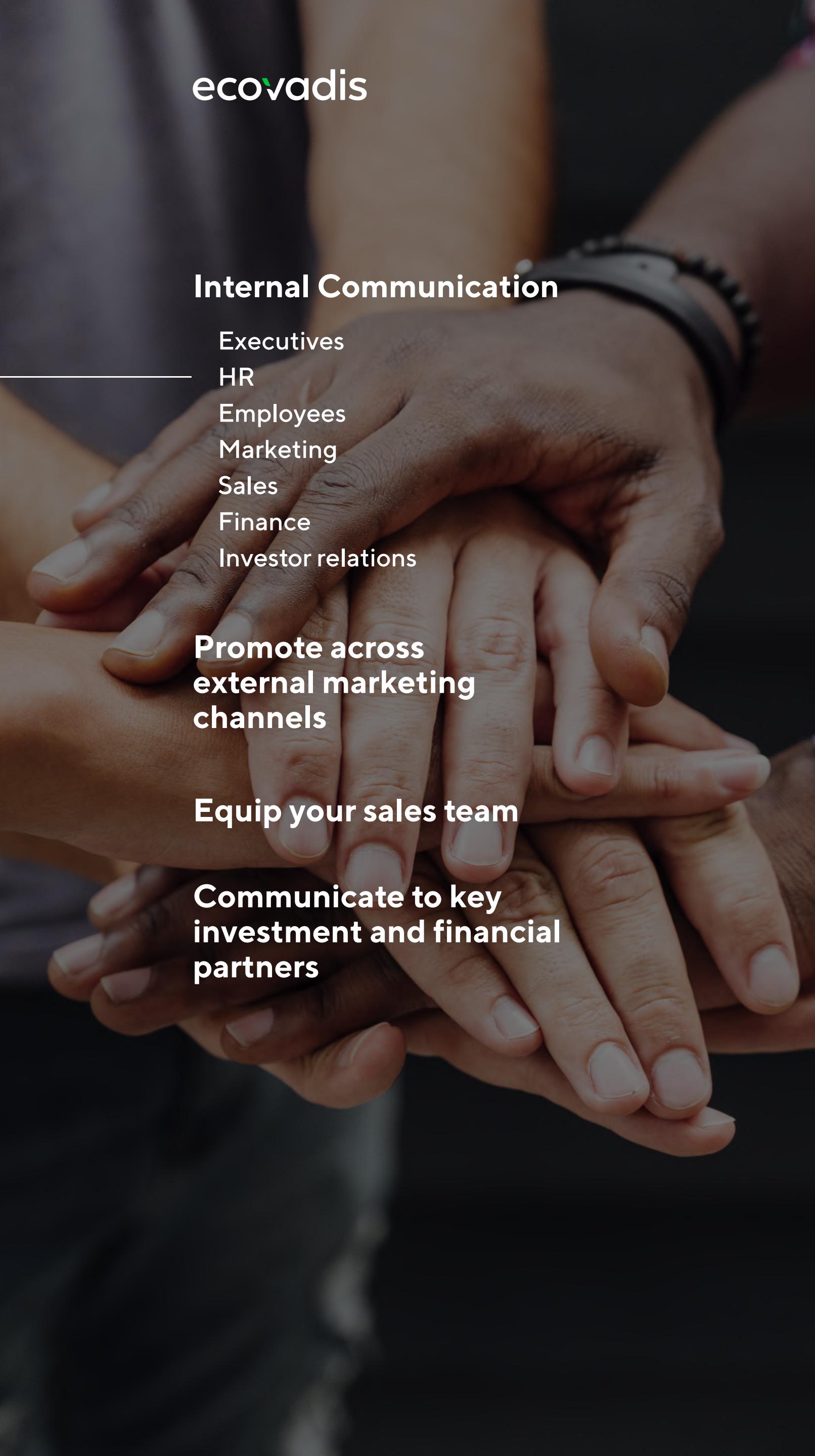
Our overall score was [insert score] – which is [insert percent] above industry average. Our top performing sustainability assessment themes were [insert theme 1] and [insert theme 2].

Looking at our risks, our most important focus areas moving forward are [insert improvement area 1] and [insert improvement area 2]. We are actively working on each.

This is a big accomplishment for our team. The EcoVadis process validates our sustainability commitments, practices and performance, and offers a clear roadmap for continuous improvement. There are numerous benefits for our entire business, including sales, finance, marketing, HR, operations and more. We are actively coordinating with the appropriate teams.

Our full scorecard is attached. Do you have 15 minutes to discuss this next week?

[Your Name]



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HR

Hi [First Name],

I'd like to bring your attention to an important sustainability initiative that should positively impact employees recruitment, engagement and retention.

We recently completed a business sustainability assessment with [EcoVadis](#), a global leader in business sustainability assessments.

Option 1: Our rating places us in the top [insert percentile] among all companies rated in the past year, earning us a [insert medal].

Option 2: Our rating has earned us a [insert badge] that demonstrates our progress toward sustainability.

The rating validates and demonstrates our commitment to sustainability and supports our company goal to [insert company goal].

Can we leverage this for HR and internal communications? It would be valuable to share the accomplishment with our team internally and reference the rating in recruitment materials.

I've included a sample copy that you can customize and leverage below. Do you have 30 minutes to talk it through next week?

[Your Name]

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Finance

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Employees

Executives or HR to Employees through Email

Hello Team,

We are proud to share that we recently completed a thorough evaluation of our operational sustainability practices with [EcoVadis](#), a global leader in business sustainability assessments.

Option 1: Our rating places us in the top [insert percentile] among all companies rated in the past year, earning us a [insert medal].

Option 2: Our rating has earned us a [insert badge] that demonstrates our progress toward sustainability.

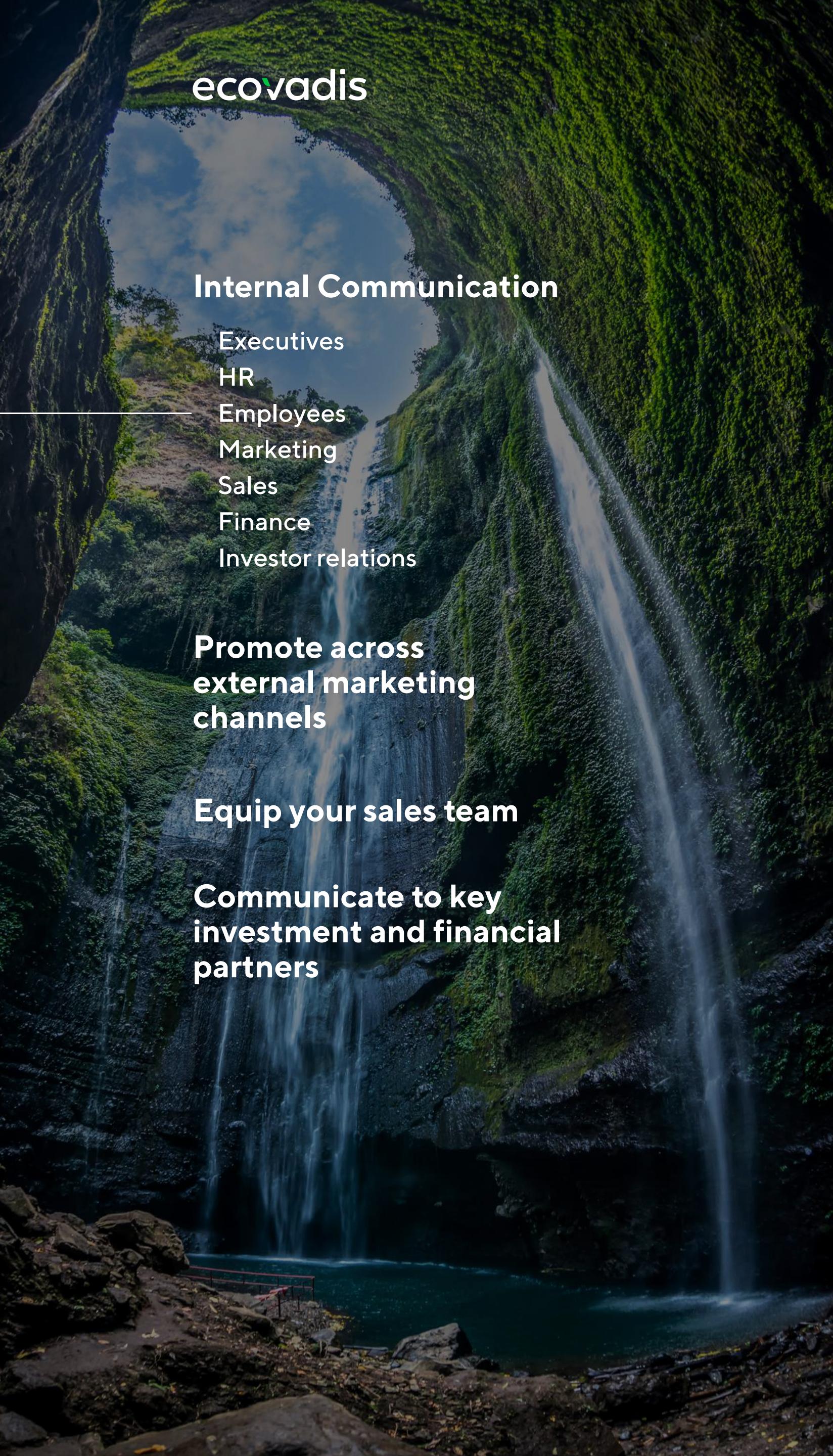
Our overall score was [insert score] – which is [insert percent] above industry average. Our top performing sustainability assessment themes were [insert theme 1] and [insert theme 2].

The rating validates and demonstrates our commitment to sustainability and supports our company goal to [insert company goal]. Most importantly, it shows us where we can improve. Moving forward, we're focused on [insert improvement area] and [insert improvement area].

Thank you to all who participated in this important initiative. This is a great milestone for our company and an important aspect of our ongoing work to be more sustainable. If you want to get involved in this initiative or learn more, please let me know.

Sincerely,

[Your Name]



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Employees

Executives or HR to Employees through Internal Team Communication Platform (e.g. Slack)

Team – we recently completed a comprehensive evaluation of our business sustainability practices with [EcoVadis](#), a global leader in business sustainability assessments.

Option 1: Our rating places us in the top [insert percentile] among all companies rated in the past year, earning us a [insert medal].

Option 2: Our rating has earned us a [insert badge] that demonstrates our progress toward sustainability.

Our highest performing sustainability assessment themes were [Insert theme 1] and [insert theme 2]. EcoVadis is the global standard for rating operational sustainability commitments, practices and performance. This is a big accomplishment for our team. Thank you and congrats to everyone that played a role.

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Marketing

Hi [First Name],

Option 1: We recently earned a [\[Insert Medal\]](#) for our sustainability performance with [EcoVadis](#), a global leader in business sustainability assessments. The rating provides significant validation for our company and can positively impact our brand and reputation in the market.

Option 2: Our rating has earned us a [\[insert badge\]](#) that demonstrates our progress toward sustainability.

Can the marketing team help us promote this?

We'd like to issue a press release, promote on social, communicate with prospects and customers, and add our [\[medal/badge\]](#) and content to our website. Here are a few templates we can use.

We are also working with leadership and the HR team to promote internally.

Do you have time to discuss this week?

Thanks,

[Your Name]

Before reaching out to your marketing team to propose external communication ideas confirm that your company holds a Premium, Select or Corporate subscription in order to ensure compliance with EcoVadis Rated Communications Guidelines.

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Sales

Hi [First Name],

We recently earned a [[Insert Medal/Badge](#)] for our sustainability performance with [EcoVadis](#), a global leader in business sustainability assessments.

Our scorecard is attached.

We should leverage this rating during sales conversations. It's a real differentiator, especially for prospects that place a high value on sustainability.

Let's book 20 minutes sometime next week and I can walk you through our scorecard and what's possible. We can add the entire sales team to the EcoVadis platform so they can easily share our scorecard with customers and prospects.

What day works best for you?

Thanks,

[Your Name]

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Finance

Hi [First Name],

We recently earned a business sustainability rating with [EcoVadis](#), a global leader in business sustainability assessments and there are several financial benefits worth exploring.

EcoVadis has rated over 130,000 companies globally. Many of those companies now receive favorable financing rates as a result of their ESG performance.

Do you know if our banking and treasury partners offer special financing or rate reductions for sustainability and ESG performance?

EcoVadis recommends that we reach out and check. It's very easy to share our scorecard.

Thank you,

[Your Name]

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Investor Relations

Hi [First Name],

We recently earned a business sustainability rating with [EcoVadis](#), a global leader in business sustainability assessments. The rating provides significant validation for our sustainability performance. It also highlights our risks.

Many public companies, including several in the Fortune 100, include the rating in investor materials, on the website, and reference the rating process when they announce earnings.

I've attached a few examples of how we can leverage this for investors. We will also be issuing a press release and promoting across our marketing channels.

Let's book 30 minutes for next week and I can walk you through our scorecard and our options.

What day works best for you?

[Your Name]

Before reaching out to your investor relations team to propose external communication ideas confirm that your company holds a Premium, Select or Corporate subscription in order to ensure compliance with EcoVadis Rated Communications Guidelines.

Internal Communication

Promote across external marketing channels

- Website content
- Email newsletters
- Corporate blog
- Press outlets
- Press release
- Social media
- Email signature
- RFP cover letter
- SAP Business Network

Implement an external public relations strategy

Equip your sales team

Communicate to key investment and financial partners

Promote across external marketing channels

Instructions:

The following templates are designed to help you communicate externally.

They are meant to act as a guide - please customize and update as you see fit.

Please note that not all subscriptions can communicate their EcoVadis results or achievements publicly.

Please confirm your subscription level and benefits on the EcoVadis platform.



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Website Content

Many organizations include information about their EcoVadis Rating throughout their website. There are several places this information can live, including:

- CSR and sustainability pages
- Investor relations pages
- Company information pages
- Awards and recognitions page

Use the sharing options to promote your medal or badge on your website and link it to your recognition page. Refer to pages 8 and 9 for further details.

Sample Website Copy:

Sample 1 - CSR and Social Commitment:

As part of our commitment to society, our people and the environment, [Insert Company Name] completes a thorough assessment of its business sustainability practices every year through [EcoVadis](#), a global leader in business sustainability assessments. The EcoVadis assessment includes 21 sustainability criteria across four core themes: Environment, Labor & Human Rights, Ethics and Sustainable Procurement.

Option 1: In our latest rating, which was completed [insert date], we earned a [insert medal] and scored a [insert score], which places [Insert Company Name] in the top [insert percent] globally.

Option 2: In our latest rating, which was completed [insert date], we earned a [insert badge] which demonstrates our progress toward sustainability.

Medal or badge status and scorecard results may only be shared publicly by companies with an active Premium, Select or Corporate subscription.

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Sample 2 – Risk Management and Continuous Improvement:

Continuous and effective management of sustainability practices is critical to our business and society. We leverage [EcoVadis](#), a global leader in business sustainability assessments, to rate our performance, identify risks and to understand where we can improve and make a bigger impact across the world.

Option 1: In our latest rating, which was completed [insert date], we earned a [insert medal] and scored a [insert score], which places [Insert Company Name] in the top [insert percent] globally.

Option 2: In our latest rating, which was completed [insert date], we earned a [insert badge] which demonstrates our progress toward sustainability.

Sample 3 – Investor Relations:

We assess and report on our ESG (environment, social and governance) performance through [EcoVadis](#), a global leader in business sustainability assessments.

Option 1: In our latest rating, which was completed [insert date], we earned a [insert medal] and scored a [insert score], which places [Insert Company Name] in the top [insert percent] globally.

Option 2: In our latest rating, which was completed [insert date], we earned a [insert badge] which demonstrates our progress toward sustainability.

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Internal Communication

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Email Newsletters

Mention your EcoVadis Rating in company Newsletters. Here is a short blurb you can leverage:

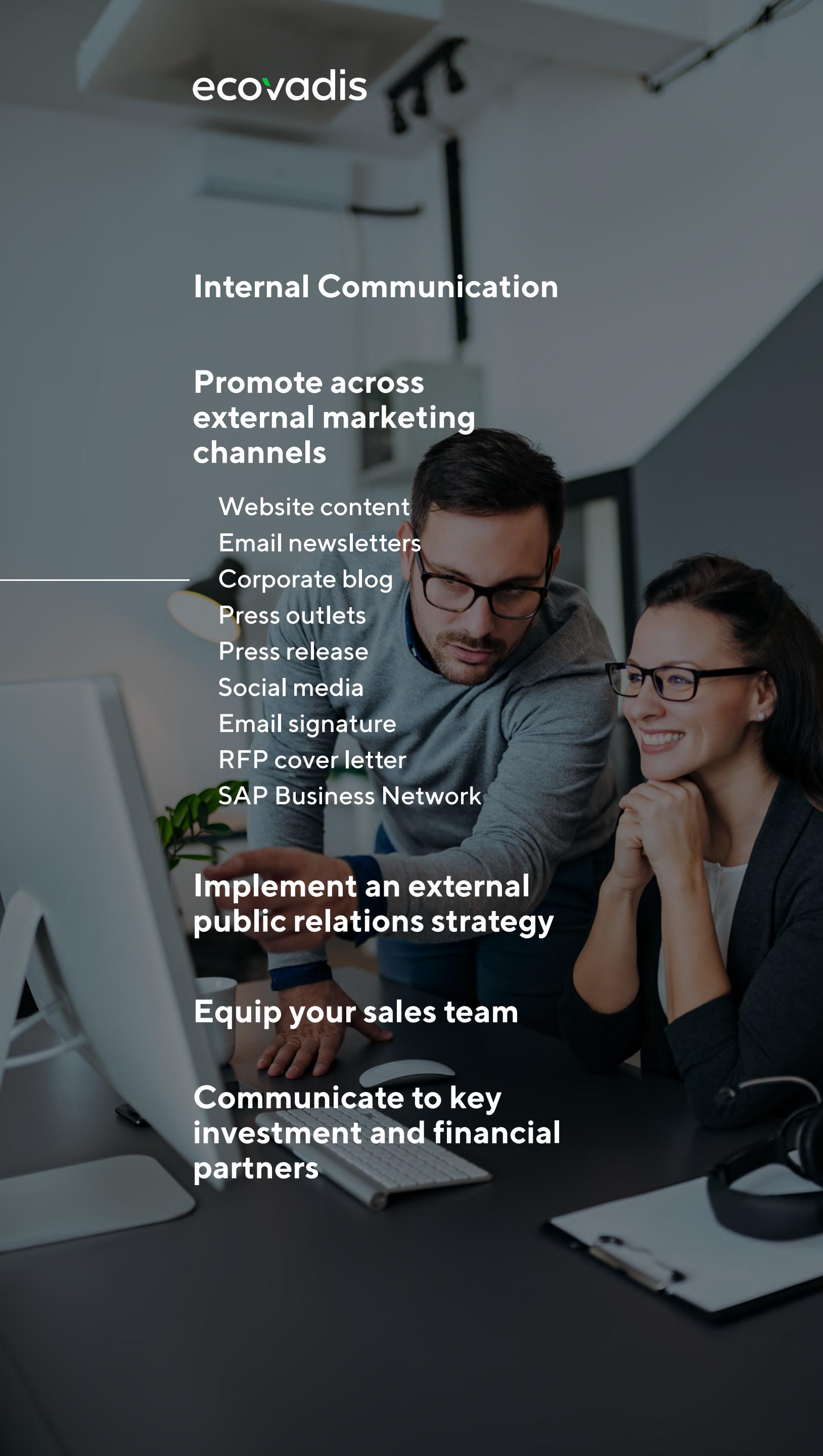
Making an Impact: [Company name] Earns [Insert Medal/Badge] for Sustainability Performance

[Company Name] recently completed a comprehensive evaluation of our sustainability practices with [EcoVadis](#), a global leader in business sustainability assessments.

Option 1: We recently earned a [Insert medal] for our sustainability performance with [EcoVadis](#), a global leader in business sustainability assessments. The rating provides significant validation for our company and can positively impact our brand and reputation in the market.

Option 2: Our rating has earned us a [insert badge] that demonstrates our progress toward sustainability. The EcoVadis process validates our sustainability commitments, practices and performance, and offers a clear roadmap for how we can continue to increase our impact over time.

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Corporate Blog

Your company's blog, if you have one, is a great channel for providing a more detailed and personal look at your rating. If you do not have a corporate blog, you can also write a blog post and publish it directly on LinkedIn as a long-form article.

Here are a few questions and points you can consider as you write the blog.

- Why was this rating important to your organization?
- Does it support any larger corporate goals or initiatives?
- What social and sustainability issues are you and your company most passionate about?
- How did your company perform?
- Did you earn a medal/badge?
- Where did you perform best?
- How does that compare to your industry?
- What are your next steps? How will you continue to improve over time?
- What did you learn through this process?
- What's your advice to other companies looking to improve sustainability practices?

Make the blog your own. Keep it authentic to your voice and style. Typically, blog posts tend to be between 400 – 800 words in length.

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Press Outlets

Promoting your relationship with EcoVadis can quantifiably demonstrate your position on social and environmental issues while getting ahead of newsworthy topics such as climate change and evolving reporting regulations. By positioning yourself as a sustainability leader in your industry you can elevate your profile

and bring greater recognition through awards, speaker opportunities, and media coverage. This can be done through press releases or through proactively pitching your sustainability story to reporters or influential bloggers. Here are some examples of media outlets:

Examples of press distribution services

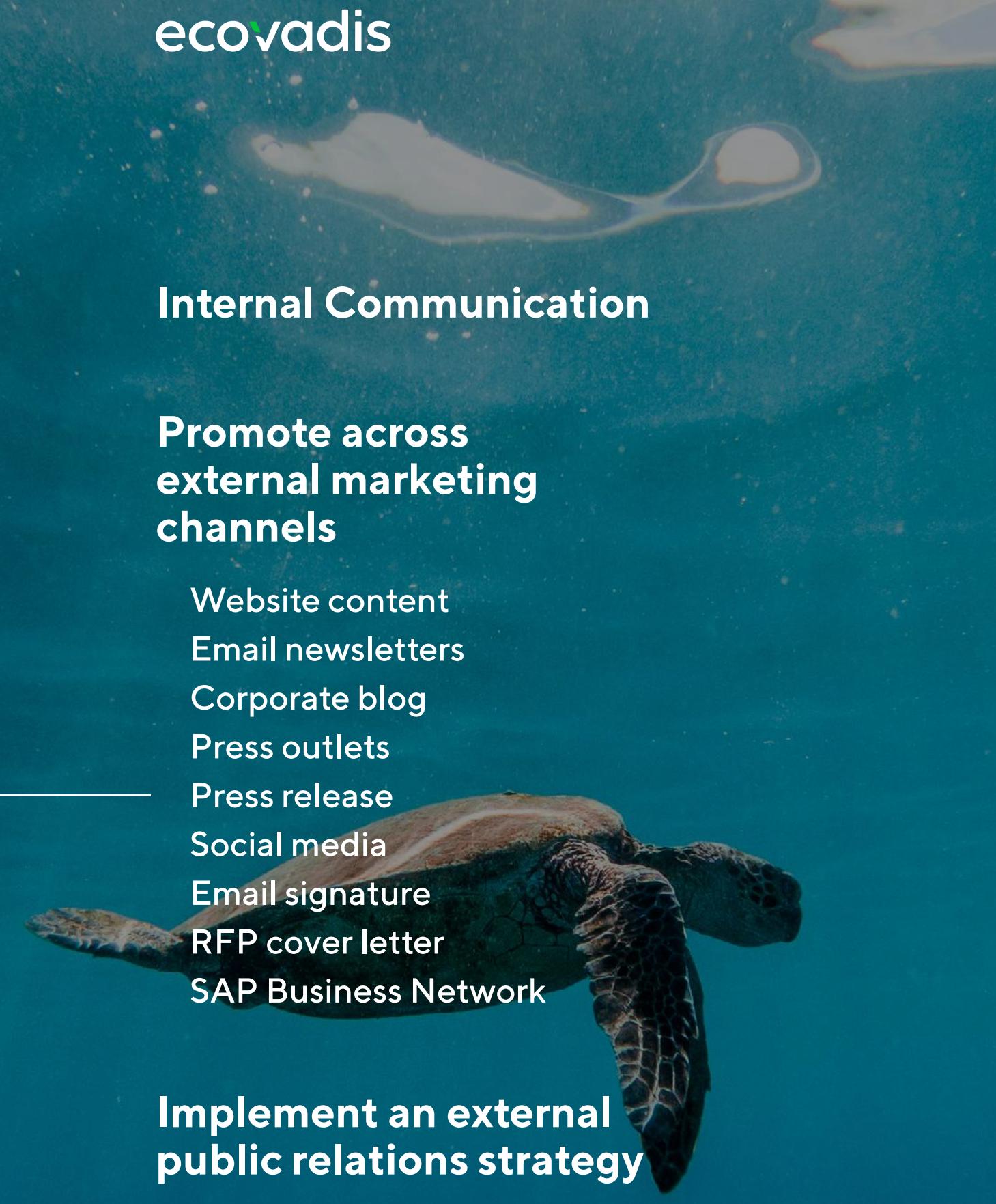
- [PR Newswire](#)
- [Businesswire](#)

Here are a few examples of English language sustainability-related media outlets:

- [3BL Media](#)
- [Sustainable Brands](#)
- [Greenbiz](#)

In addition, you may distribute news about your EcoVadis relationship in general news, business and trade outlets related to your industry.

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Internal Communication

Promote across external marketing channels

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Press Release

Headline:

[Insert Company Name] Earns [Insert Medal/Badge] from EcoVadis for Sustainability Performance

Subhead:

EcoVadis Rating validates [Insert Company Name's] business sustainability commitments and performance

City, Date of Distribution:

[Insert Company Name] announced today that it has achieved a [Insert medal/badge] from [EcoVadis](#), a global leader in business sustainability assessments.

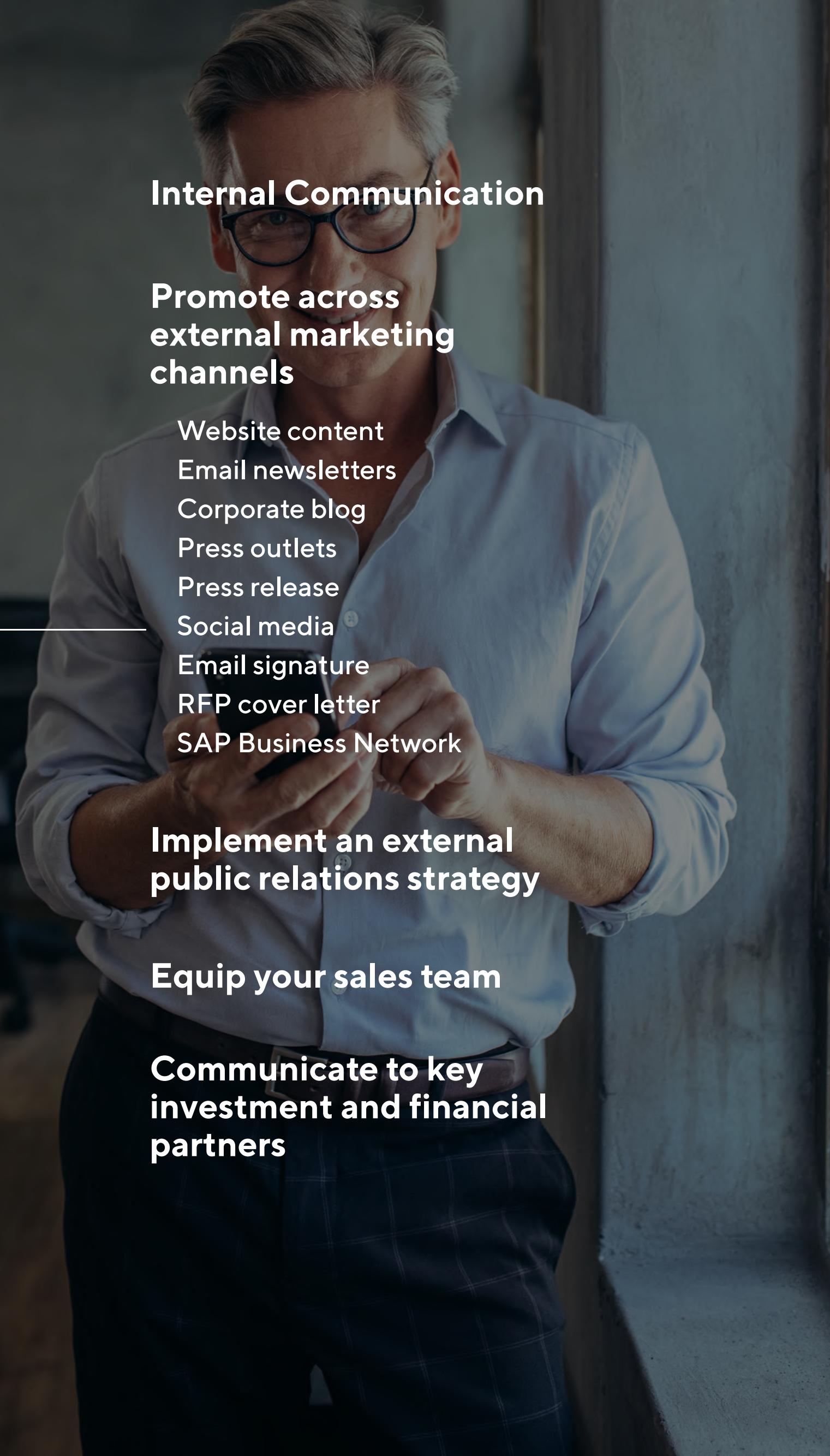
[Insert Company name] scored a [insert score], placing the company in the top [insert percentile] globally.

The EcoVadis assessment evaluates 21 sustainability criteria across four core themes: Environment, Labor & Human Rights, Ethics and Sustainable Procurement. More than 130,000 companies globally have been rated by EcoVadis.

[Insert executive quote on the value and motivation for getting rated by EcoVadis]

EcoVadis' business sustainability ratings are based on international sustainability standards such as the Ten Principles of the UN Global Compact, the International Labour Organization (ILO) conventions, the Global Reporting Initiative (GRI) standards and the ISO 26000 standard. The ratings provide an evidenced-based analysis on performance and an actionable roadmap for continuous improvement.

Learn more at [EcoVadis.com/suppliers](#)

**Internal Communication****Promote across external marketing channels**

Website content

Email newsletters

Corporate blog

Press outlets

Press release

Social media

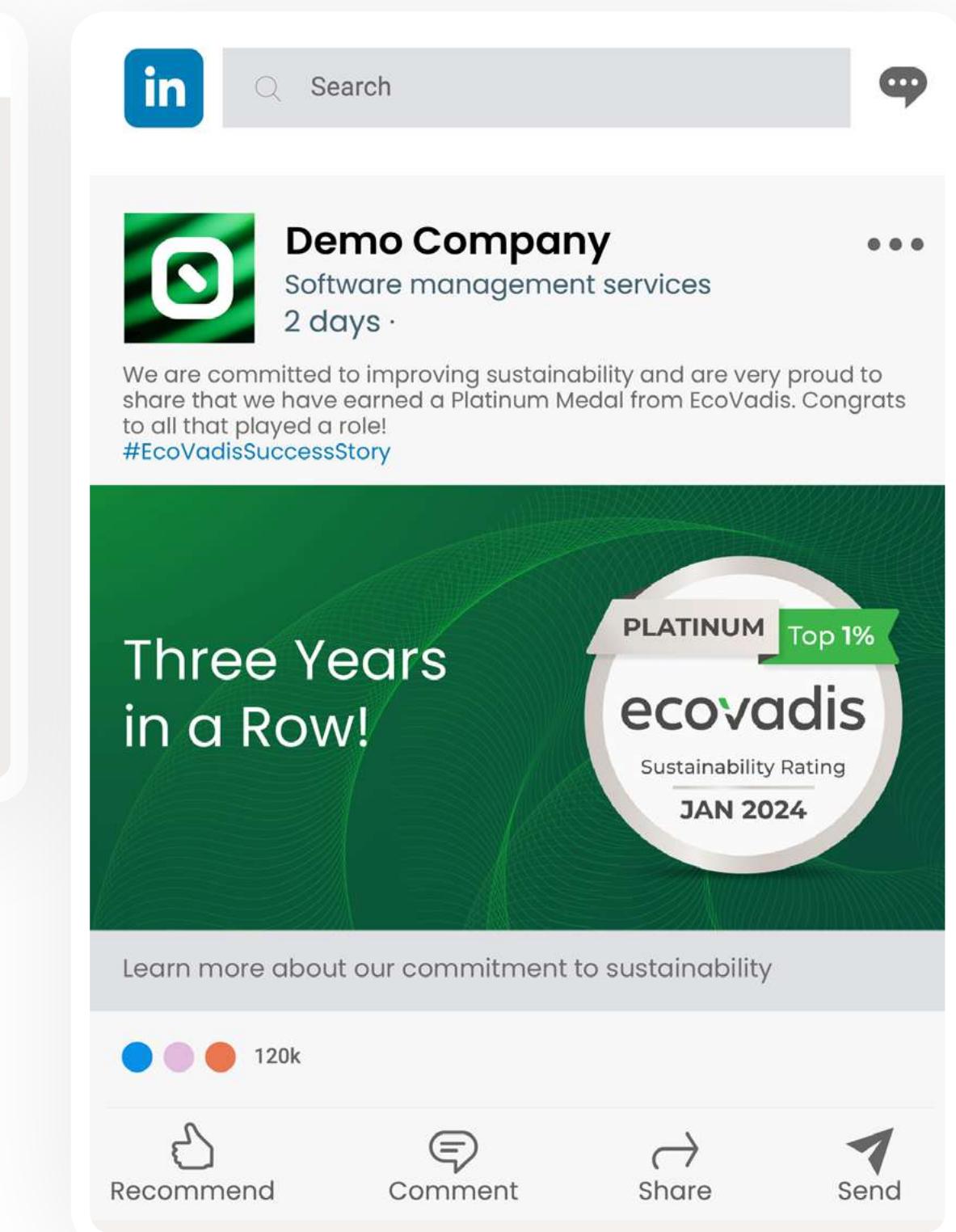
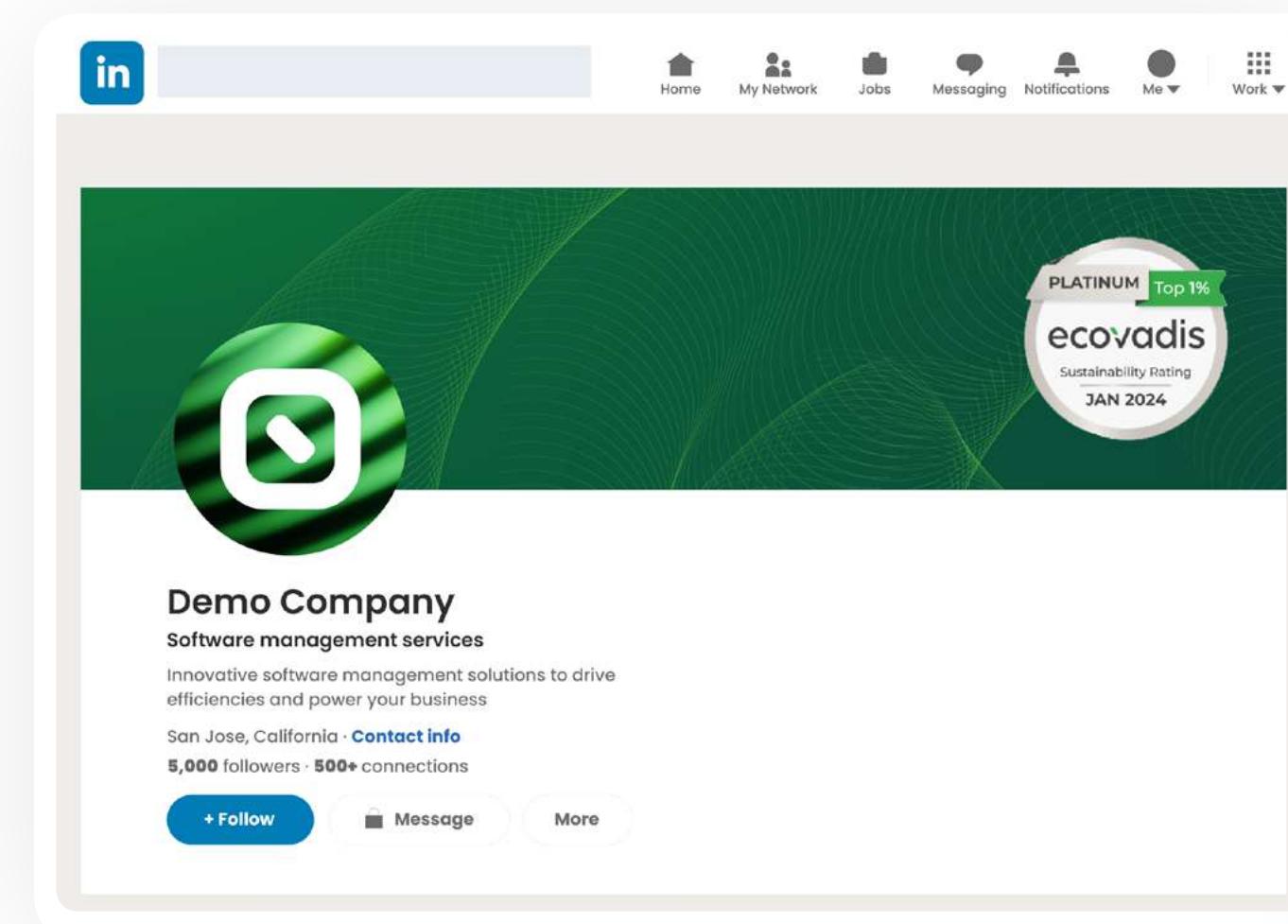
Email signature

RFP cover letter

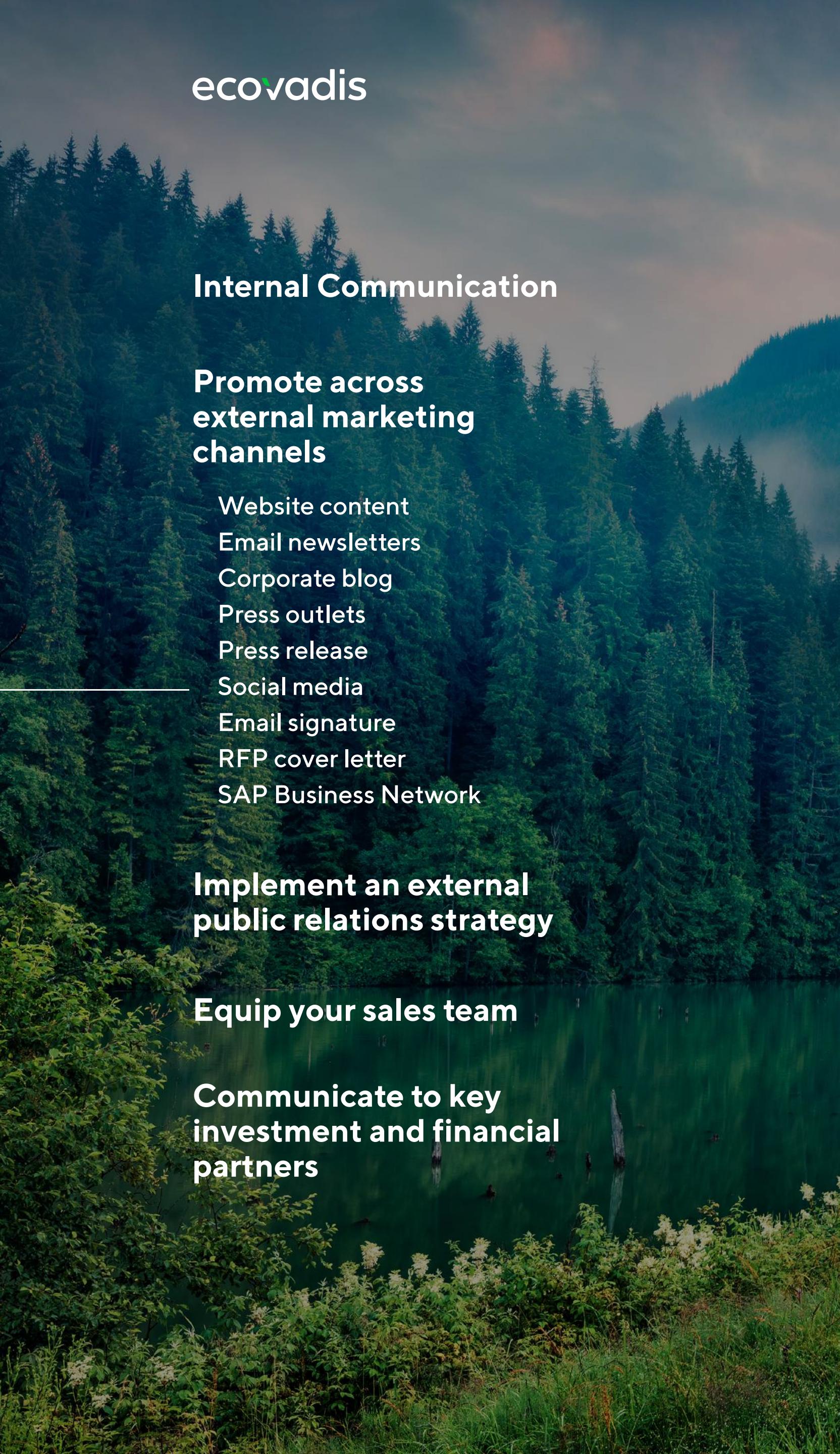
SAP Business Network

Implement an external public relations strategy**Equip your sales team****Communicate to key investment and financial partners****Social Media**

Social media is a great tool for sharing your achievements. For all activities and communications related to your rating, we recommend you use **#EcoVadisSuccessStory** to increase engagement and reach.



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Here is some sample copy to promote your medal or badge on all social media platforms. We encourage you to customize this to highlight your company's objectives and achievements but please make sure **#EcoVadisSuccessStory** is included.

Big news: We are very proud to share that we have earned a [Insert Medal/ Badge] from EcoVadis for our sustainability initiatives. [Insert Link] **#EcoVadisSuccessStory**

#sustainability matters. We're proud to share we have earned a [Insert Medal/ Badge] from @EcoVadis. Learn more: [Insert Link] **#EcoVadisSuccessStory**

Transparency and sustainability are an important part of our journey toward improving the environment and society. Congrats to everyone involved in helping us earn a [Insert Medal / Badge] from EcoVadis. [Insert Link] **#EcoVadisSuccessStory**

Working toward a better tomorrow for people and the planet takes real action and change. We are excited to share that we have earned a [Insert Medal / Badge] from EcoVadis – a big step in our journey to improve sustainability across our value chain. [Insert Link] **#EcoVadisSuccessStory**

#sustainability commitments must engage the #valuechain. We're proud to earn a [Insert Medal / Badge] from @EcoVadis recognizing our commitment to making a positive impact. Learn more: [Insert Link] **#EcoVadisSuccessStory**

Examples of social media platforms:



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Email Signature

Place your medal or badge in your email signature to showcase your company's achievement.



John Doe

Director of Business Development
Demo Company
JDoe@democompany.com | 408-555-1991

We are EcoVadis rated. Ask to see our scorecard today!



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RFP Cover Letter

Mention your medal or badge in your RFP cover letter to showcase your company's achievement to new prospects.

RFP cover letter example:



DEMO COMPANY

123 Main Street
San Jose, California
95113

Hello Jane,

I speak on behalf of the entire Demo Company team in saying how thrilled we are to have been selected to respond to an RFP to become ABC Industries' preferred partner for software management solutions.

We look forward to showing your team why Demo Company's Apex System is a strategic solution that will address the current and future challenges that you are facing in this process. With Demo Company as your partner, we will help:

- Create a more consistent, robust process for managing your software solutions.
- Save your team time to focus on other tasks
- Provide insights into all analytics related to your company's software usage.

Included in this RFP, you will find responses that meet and exceed your requirements along with the Demo Company information you requested. In addition, we are proud to have earned a **Platinum Medal** from [Ecovadis](#), (link to your Recognition page) a global leader in business sustainability assessments, demonstrating our progress toward sustainability.

Should you need any other information to move this process forward and further validate your decision, please let us know.

We are grateful for this opportunity.

Thank you for your time,

John Doe,
Director of Business Development
Demo Company



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Communicate to key investment and financial partners

SAP Business Network

The SAP Business Network is a leading business network with over 5 million trading partners. Showcasing your sustainability status on the network is a great opportunity to reach new buyers and generate sales leads.

To add your sustainability rating to your network profile :

1. Log in to SAP Business Network through the Trading Partner Portal
2. Navigate to your Trading Partner Profile
 - a. Click your account icon (circle with initials inside) in the top right corner of your Trading Partner Portal dashboard
 - b. Click Company Profile
3. Find "Sustainability Ratings", and click the pencil icon to edit that section
4. Click "Import from EcoVadis" to add a sustainability rating by importing from EcoVadis (or manually enter another rating)

Once your rating is uploaded, an EcoVadis medal/badge (if applicable) along with issue and expiry dates will be added to your profile and be searchable by buyers. You will be notified through the network and via email of expired ratings in order to maintain a current and accurate profile.

Internal Communication

Promote across external marketing channels

Implement an external public relations strategy

Equip your sales team

Communicate to key investment and financial partners



Equip your sales team

Share your EcoVadis Rating and Scorecard with prospects to build trust, differentiate, and showcase your commitment to sustainability.

Give your sales team access to the EcoVadis platform.

- 1.** Log in to EcoVadis platform
- 2.** On the top right corner, use the arrow to view the drop-down menu and click on "User Management"
- 3.** On the User Management page, click on "Add new user".
- 4.** Enter all required data elements for the new user and click "Save"
- 5.** Share your EcoVadis Scorecard directly with prospects in the EcoVadis network.
 - Log into the EcoVadis platform.
 - Click the "Useful Resources" menu item on the left side of the screen.
 - Select the "Share my Performance" tab on the top of the screen.

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Your EcoVadis Rating and Scorecard can be leveraged to secure more favorable financing rates and to communicate your sustainability and ESG performance to investors.

Medal or badge status and scorecard results may only be shared publicly by companies with an active Premium, Select or Corporate subscription.

Sample Investor Copy:

We assess and report on our ESG (environment, social and governance) performance through [EcoVadis](#), a global leader in business sustainability ratings.

Option 1: In our latest rating, which was completed [insert date], we earned a [insert medal] and scored a [insert score], which places [Insert Company name] in the top [insert percentile] globally.

Option 2: Our rating has earned us a [insert badge] that demonstrates our progress toward sustainability.

EcoVadis enables us to measure performance, uncover risks and identify where and how we can improve our overall ESG impact.

Ask your bank and financing partners if they offer sustainable loan programs.

A wide-angle aerial photograph of a mountainous landscape. The scene is bathed in the warm, golden light of either sunrise or sunset. The mountains are partially obscured by a thick layer of low-hanging mist or fog, which is illuminated from below, creating a dramatic play of light and shadow. The peaks in the distance are silhouetted against a clear blue sky. In the foreground, the dark green and brown tones of a forest are visible, with some trees showing autumnal colors. The overall atmosphere is serene and majestic.

www.ecovadis.com

