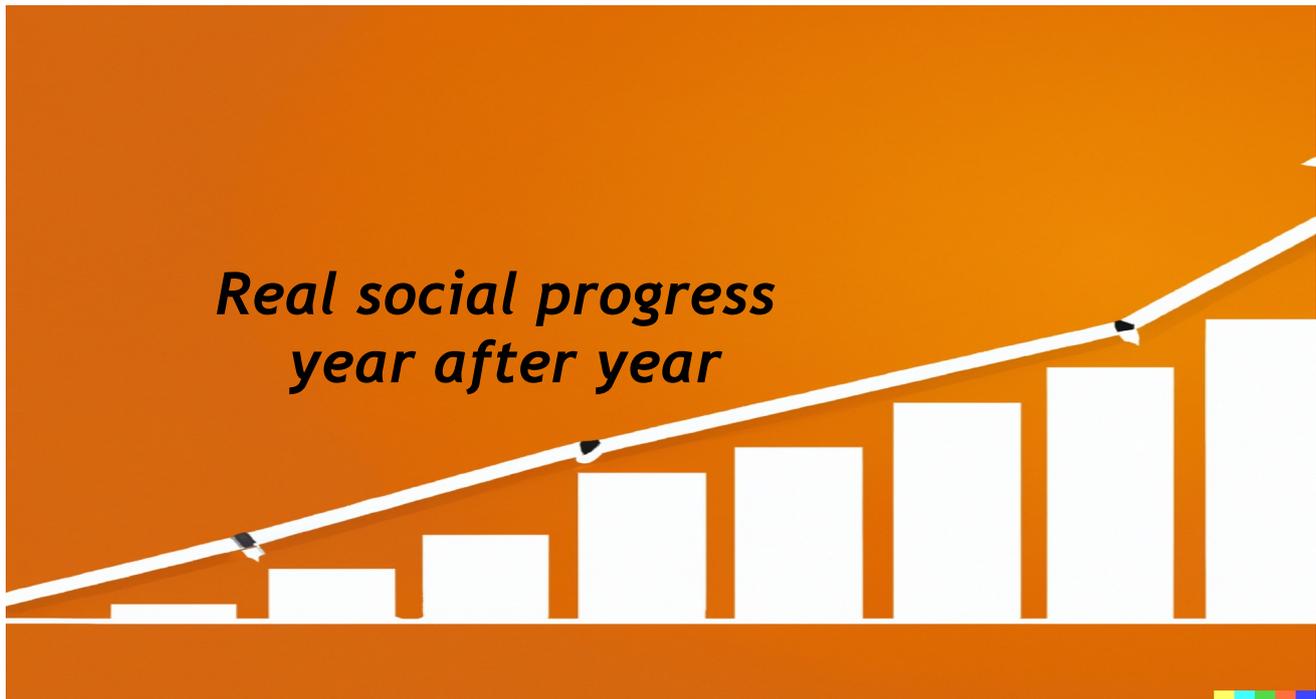


Avoid greenwashing in your ESG report



"Let an independent third-party generate all the data"

What is ESG?

It stands for environmental, social, governance. Companies around the world are increasingly mandated by law to have an ESG annual report, beyond your traditional financial report.

Next-gen ESG standard

In many standards such as GRI, IFRS/ISSB, the social impact measurements are about basics such as number of minorities, female/male ratio etc.

On the other hand, the IITTI World Civility Index fills the void of measuring soft skills. It is the "next generation" type of standard, as it not only specifies *what* to measure, but also does the actual measurement, and generates all the data.

What is World Civility Index?

- Somewhat similar to a person's personal credit rating, but measures his/her manners!
- Soft skills such as etiquette, empathy, intercultural smarts, and perhaps also a bit on climate awareness.
- Employees earn "points" by attending webinars, reading articles, watching videos.

A company "average" to show

When employees earn their personal World Civility Index points, these can be collected together to form a company's average, and be reported in your ESG report.

Avoid greenwashing

When your social impact data are measured and generated by a 3rd party such as IITTI, you avoid any suspicion of greenwashing, giving your ESG report much more credibility in the eyes of investors and customers.

Furthermore, as an employer, you get to raise company culture simply by requesting job-applicants to have this credential, *before* coming on board.

In other words, the "Index" can raise your ESG rating, do good for your company culture, and by extension, good for society at the same time.

Feeding three birds with one seed!