



equalitytix[©]

analytics for a more sustainable world

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Why equalitytix[©]

We are facing unprecedented environmental and social challenges that governments are struggling to address and civil society has not yet found the means to solve. Corporate Social Responsibility initiatives, while well-intentioned, represent too little too late to have the impact needed. Instead, we need transformative change at scale and only collaboration between governments, not-for-profit organisations, major businesses and their associated eco-systems can mobilize the capacity and capability to deliver this.

If we are going to make the transition to a more sustainable future, we need to reconcile the sustainability agenda with the economic agenda. Sustainability should not be seen as a constraint or as an element of increasing costs and other burdens, but as the biggest single engine of growth for the entire economy and for those companies that see it in their interest to invest in the right way for our collective future.

Today efforts are being made to develop more harmonised ways of reporting, for example through the formation of the International Sustainability Standards Board

(ISSB – announced at COP26 by the IFRS Foundation Trustee Chair Erkki Liikanen) and through the EU's proposed Corporate Sustainability Reporting Directive CSRD initiative. We hugely applaud and support this given the discipline, rigor and consistency it will bring to how activities and the associated consumption and regeneration of our most precious natural resources are reported by companies.

These integrated financial and 'non-financial' reporting standards are still evolving but are generally aligned with the UN SDGs and are proposed and discussed under the headings of Governance requirements (including those related to organizational governance, anti-corruption measures and the role of law), Environmental impacts (the 'Planet' related metrics, including those related to climate, life on land and life below water), Societal impacts (the 'People' related metrics, including human rights, employment standards, diversity & inclusion, education, and health outcomes) and Economic Impacts (the 'Prosperity' related metrics, both for organizations and their broader eco-systems).

IMPORTANT PROGRESS, BUT . . .

However, there is a major gap. None of this addresses the measurement of how individuals engage with and live the sustainability commitments and actions of the companies, municipalities and other organisations on which they depend. It is ignoring how successfully or not these organisations are mobilising their most important stakeholders behind their sustainability strategies and actions, i.e., those who will ultimately benefit from our collective transformation to more sustainable models of production, distribution, consumption and resource reuse.

This is a problem, because only by measuring and improving how successfully public and private sector ambassadors for positive change are engaging individuals and

influencing informed choice and behaviours, can the resources of our global economy be channelled effectively at scale and at pace into truly sustainable ecosystems. Fundamentally, 'you manage what you measure'. Only by measuring how individuals engage with organizations based on their contributions to 'People' and 'Planet', how that drives 'Preference' (equalitytix's unique contribution) and choice, and how in turn that drives ecosystem 'Prosperity' outcomes, can public and private sector leaders truly put sustainability at the heart of their strategies and operating models.

This is where equalitytix® brings a tool that will be critically important to making our collective Sustainability agenda a success, globally and in every country and community.

OVERVIEW OF EQUALYTIX®

equalitytix® is a unique research and advanced analytics platform that establishes the link from individual engagement to responsible behaviour through a universal Sustainability Impact Points measurement currency.

equalitytix® impact metrics are based on the proven MCA® Voice of the Citizen (VoC)¹ based measurement system, extensively validated over 20+ years and many thousands of projects across 90+ countries in 40+ languages.

They allow public and private sector organisations to understand and measure:

- How relevant their sustainability programs are to different citizens
- How effective their execution and communication are in engaging citizens, consumers and other stakeholders

- How this engagement is converting into Preference and behaviour
- The improvements that are needed to create further impact and mobilize individuals at scale and at pace.

Individuals do not generally engage directly with institutional ESG strategies and the UN-SDGs. Rather, they relate and engage with causes and initiatives in their local economic and cultural contexts. Authentic sustainability narratives need therefore to be activated and measured in ways that are relevant to specific communities.

The equalitytix Quadruple Bottom Line® Model (with Preference as the link between People, Planet and Prosperity) is designed to help organizations to improve performance by revealing which sustainability issues are most important to individuals in different communities, and where they should therefore focus their efforts to engage and mobilize communities behind positive action.

WHY THIS IS IMPORTANT

By bringing transparency to the direct impact of sustainable practices and authentic, trusted narratives on engaging individuals in new thriving sustainable eco-systems, the equalytix[®] model and metrics provide essential tools needed to establish and measure the impact of the 'partnerships for goals' that will be so important over the coming years.

equalytix[®] allows investors and donors to quantify and realise the opportunities associated with improving ESG management practices and better articulating the positive environmental and societal contributions being made; thus, encouraging capital flows and donations to institutions, organisations and commercial enterprises that are

investing responsibly and honestly for our collective future.

equalytix[®] enables leaders to act on their commitment to establish strategies and operating models that deliver positive environmental and societal impacts because they can demonstrate how this is delivering better, more resilient and prosperous eco-systems.

equalytix[®] provides communication experts with the metrics they need to understand and improve how effectively they are delivering their sustainability narratives to citizens and other stakeholders and how these are impacting preference and choice at scale and at pace.

