

WHAT IS A GOOD IMPACT NOTE?

IT'S ONLY ABOUT IMPACT !



👍 DOs

- Focus on the company's environmental and social impacts only.
- Link it to one specific Sustainable Development Goal (SDG).

👎 DON'Ts

- Avoid any information that is not relevant to understand the impact of the company.
- Do not analyze the financial performance of the company.
- Do not write a consumer review of the company's products.

IT'S FOCUSED !



👍 DOs

- One Impact Note = One topic.
- If an Impaakter wants to analyze the impact a specific issue has on multiple topics, he/she must write one Impact Note per topic.

👎 DON'Ts

- Do not try to assess the global impact of a company: we need many Impact Notes for that.
- Do not mix different impact topics together.

IT'S OBJECTIVE !



👍 DOs

- A good Impact Note is fact-based.
- Data come from reliable sources that are mentioned in the Impact Note.
- The analysis must be balanced and fair. Strong views are welcome as long as they are documented.

👎 DON'Ts

- No company bashing or glorifying.
- No biased opinions.
- Assertions without sources will be disregarded.

IT'S AN ANALYSIS !



👍 DOs

- Develop your own impact analysis, interpret data and put them into perspective. Add value.
- The analysis should be insightful and help understanding the true impact a company has on the planet and society.

👎 DON'Ts

- Not a list of figures and data.
- Not an extract from an existing report or study.
- Not a news report or article.
- Not an encyclopedic article on the company.

IT TACKLES FUNDAMENTAL IMPACT TOPICS !



👍 DOs

- Look at the big picture. Address in priority topics where the company has the most profound impact on the planet and society
- Look at various forms of impact a company can have through:
 - Its products and services
 - The new production/consumption behaviors it induces
 - Its capacity to influence other players and shift markets.

👎 DON'Ts

- Do not limit your analysis to the company's operations and practices. Look beyond CSR (Corporate Social Responsibility).
- Don't focus on impact topics that are peripheral to the company's core activities, unless they have a significant impact on the planet and society.