



ACTIVATOR

Activators are the second highest-scoring group with respect to their sustainability efforts.

So it is no surprise that they have a range of different strategies and sustainability-related processes in place.

Of all the different processes and strategies in place, Activators are most likely to have KPIs that are aligned to sustainability measures and most have an approved and implemented sustainability strategy. Activators generally have data management systems to record sustainability-related data implemented, and most have clear accountability for any measurable targets set in relation to sustainability. However, this group still has some work to do when it comes to having sustainability reporting which is aligned to recognised frameworks and standards and for having any incentives in place for employees to prioritise sustainability objectives.

Despite their higher-than-average scoring overall, a minority in this group claim to have a science-based target in place at the moment. However, this is likely to change quite quickly for most Activators, who say that stakeholders are increasingly enquiring about the sustainability impact of the organisation, with many agreeing that the COVID-19 pandemic has increased their organisation's focus and prioritisation of sustainability improvement. Get in touch with EY's Sustainability team to discuss your ranking; sustainability@ie.ey.com.