



**CENTRE FOR
SUSTAINABILITY
AND
EXCELLENCE**

COMPANIES WITH CERTIFIED SUSTAINABILITY
(CSR) PRACTITIONERS INCREASE THEIR
SUSTAINABILITY PERFORMANCE



Global Research by CSE
Executive Summary



About this survey

CSE recently conducted a global research based on CSRHub data to determine the contribution of the CSE's Certified Sustainability Practitioner training in the overall Sustainability rating score of the companies .

About CSRHub

CSRHub is a leading corporate social responsibility (CSR) ratings tool that allows managers, consultants, academics and activists to track the sustainability performance of major companies.

CSRHub aggregates data from various sources to provide its users with a comprehensive source of information based on its four fundamental categories. These categories are employee, environmental, community, and governance. In turn, the overall CSR rating score calculated by CSRHub creates a benchmark for companies to compare sustainability performance.

To date, CSRHub rating methodology uses more than 300

sources to create a schema that reduces bias and among those sources, respectively, are nine top leading socially responsible investment (SRI) analysis firms and more than 265 nongovernmental organizations (NGOs), government agencies, news feeds, social networking groups, smaller for-profit organizations, and publishers.

Methodology

In CSE's Global research 20 companies with senior sustainability professionals from Europe, Middle East and North America for the years 2011-2013 served as a statistical sample to investigate their overall sustainability ratings and annual performance. The aim of this research was to discover any impact between companies Sustainability ratings before and after having trained Sustainability Practitioners within their teams. In turn, the actions taken to compare the 20 companies CSR scores comprised of looking into 1 year before as well as 1 and 2 years after CSE training, compared to the corresponding industry average of the last year.

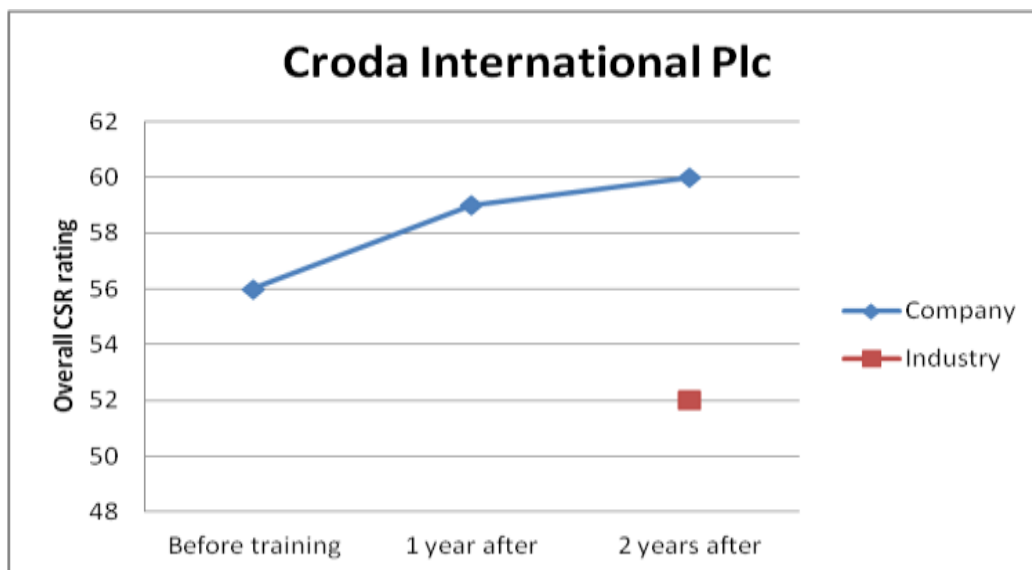


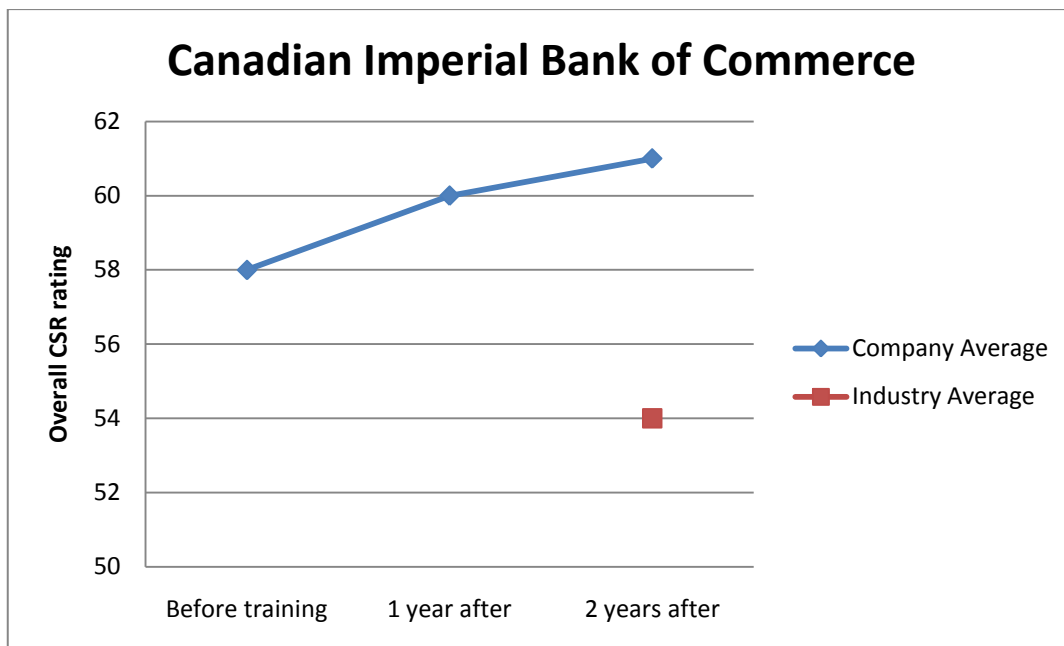


The following data points were collected for each case:

- Company with sustainability practitioners' overall CSR ratings before CSE training and 1 to 2 years post training
- Company's industry average overall CSR rating for the same dates
- The data points were transformed into line graphs to illustrate the sustainability score trends

Fast-forwarding, the data points were illustrate the sustainability score trends of the companies. For example the graphs below “Croda International Plc” and “Canadian Imperial Bank of Commerce” illustrate the data point 1 year before CSE’s training, compared to 1 to 2 years after the training took place and indicate the impact that the trained Sustainability Practitioners action plan contributed on the company’s overall Sustainability score.





Results

Overall, the results of the research indicate improvement in Sustainability scores in the companies that had trained senior sustainability professionals (Certified Sustainability Practitioners by CSE). This should come as no surprise as, all sustainability practitioners' have completed CSE's Certified CSR training and upon completion they created a two year Sustainability (CSR) action plan for their company. Following its implementation, the action plan introduces a Sustainability strategy and identification of areas for improvement. This is a practical and measurable strategy that is under review for 4 month by CSE experts

and is approved by a third party (IEMA- Institute of Environmental Management & Assessment) to ensure it meets standards and includes a variety of tools for approach. This action plan, implemented by the Sustainability Practitioners is evident that have contributed to the improvement in overall Sustainability ratings in organizations.

In-depth knowledge by the CSE trainers initiate a key driver for strategic sustainability improvements while the vast majority of the companies that served as a sample in Europe, MENA and North America



increased their overall CSR rating from 2 to 10 points each the first year

CSE trainings drive improvements

CSE was the first organization to provide accredited Training programs in Europe, North America and Middle East since 2005. CSE experts have trained over 600 sustainability and CSR professionals from which more than 300 have a senior position in their companies. The trainings have taken place in 5 Regions and more than 35 countries the last years. Our clients comprise a very diverse population since they come from various sectors including Financial, Energy, Food, Pharmaceuticals & Cosmetics, Telecoms, Education, IT, Transportation/Logistics, Shipping and Government.

Over the past three years, executives from Fortune 500 companies, Local Governments and Universities including Walmart Canada,

post training At the same time industry average ratings was always lower that their companies ratings.

Supervalu, Unilever, ABM, Lockheed Martin, Baker Hughes, Noble Energy, United Airlines, Coca Cola, Savola, Dubai Customs, LBG, BP, Stanford University, Heineken Group, The World Bank have participated in our Global Certified trainings in Brussels, New York, Chicago, Washington D.C., Atlanta, Toronto, San Francisco, Athens, Dubai, Abu Dhabi and Tokyo.

Based on the conclusions of this research, we value that CSE sustainability practitioner trainings have positively affected the sustainability performance of more than 300 companies globally. It is also indicated that our Certified Advanced training, our methodology and 2-year action plan that we propose after the completion of the training are very essential tools of an organizations' CSR improvement.