



## Communicating with Investors

**JESSICA FRIES**

Executive Chairman

Accounting for Sustainability (A4S)



# Communicating with Investors

Welcome and Introduction

**IAN MATHESON**

CEO

Australasian Investor  
Relations Association



# SPEAKER DETAILS

## **JESSICA FRIES**

Executive Chairman, Accounting for Sustainability (A4S)

Jessica has led A4S since 2008, working with the finance community to catalyze a shift to a sustainable economy, with a focus on practical actions and targeted interventions capable of achieving global change.

While at A4S, Jessica has been responsible for establishing the International Integrated Reporting Council (IIRC), as well as A4S's CFO Leadership Network and capital markets programme.

Previously, Jessica held a number of roles at PwC advising a wide range of companies, governments, investors and not-for-profit organizations. Jessica has written extensively on ways to integrate sustainability into business and finance, and has been a member of a number of International, European and UK Government Committees, including the UK Treasury's Sustainability Reporting Steering Committee, the European Commission's Expert Group on Non-Financial Disclosure and the UN Sustainable Stock Exchange Advisory Group. She is currently a member of the IIRC Governance and Nominations Committee, the Smith School Global Sustainable Finance Advisory Council, and the UN Global Assessment Report Advisory Council.



# COMMUNICATING WITH INVESTORS

**Jessica Fries**

A4S, Executive Chairman



# ENHANCING INVESTOR ENGAGEMENT



**1**

## PRE-REQUISITES

What needs to be in place first if you are going to convince your investors that sustainability matters?



**2**

## OVERARCHING PRINCIPLES

Where to start?



**3**

## APPLYING THE PRINCIPLES

How can I integrate into investor relations activities?



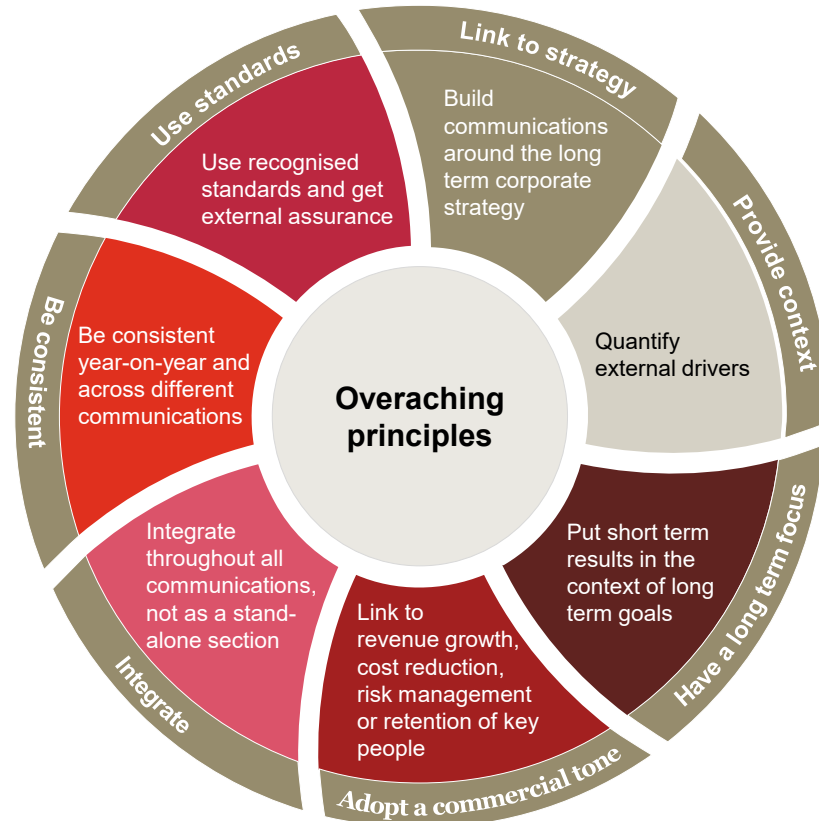
## PRE-REQUISITES

### KEY QUESTIONS TO ASK YOURSELF

- A. How sustainable is your business model?  
.....
- B. Do you have an integrated strategy?  
.....
- C. Is sustainability integrated into your governance arrangements?  
.....
- D. How is it reflected in your remuneration?  
.....
- E. What targets and performance measures do you use for regular management and external reporting?



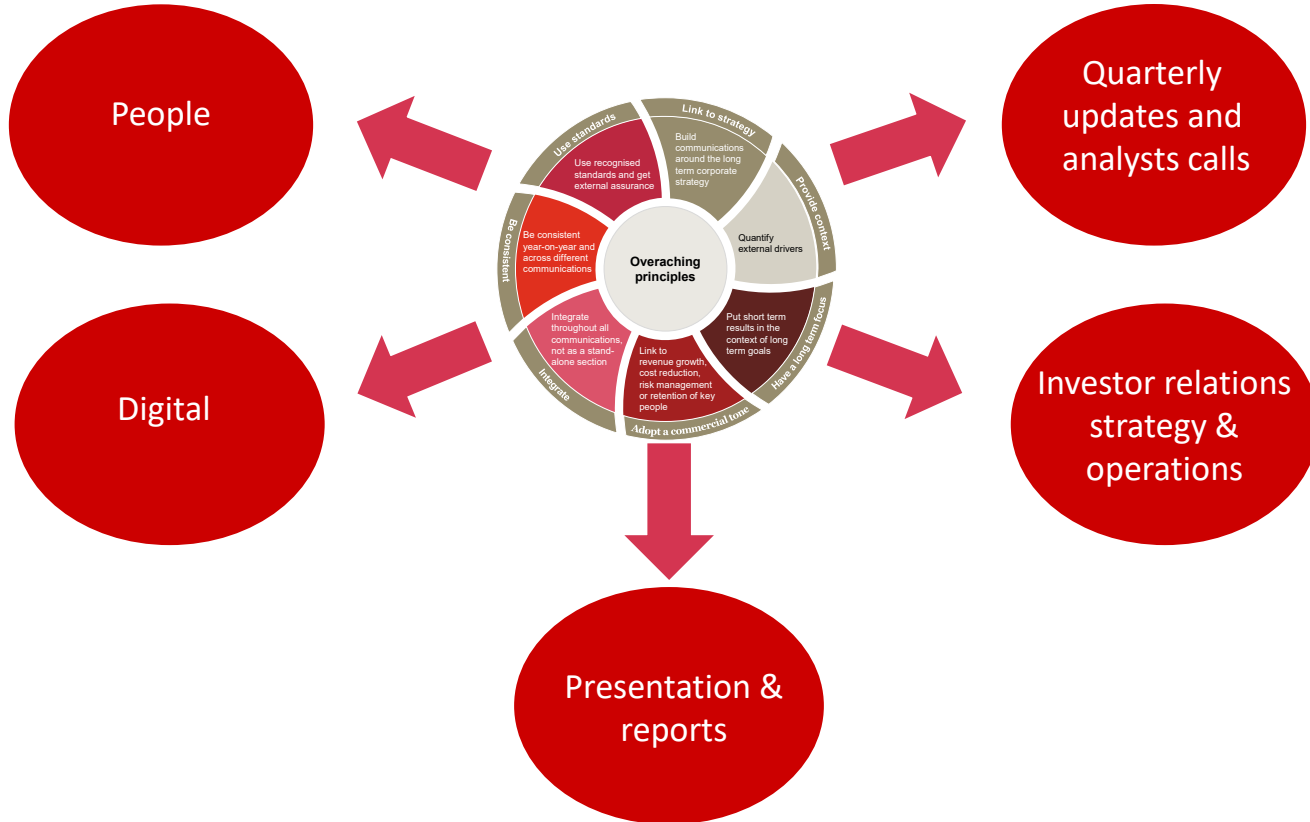
# OVERARCHING PRINCIPLES





# APPLYING THE PRINCIPLES

How can I integrate into investor relations activities?





# TOP TIPS

1

Put sustainability at the heart of strategy (if you don't believe it, nor will your investors!)

2

Be clear why sustainability matters to your business

3

Embed sustainability into how you do business

4

Set targets and report against them

5

Reward management for long term success

6

Focus Investor Relations efforts on long term investors

7

Work with your corporate pension funds (they are investors too)

8

Make your communications long term focused


9

Work to increase proportion of longer term shareholders on the share register

10




Stick to it - be consistent!

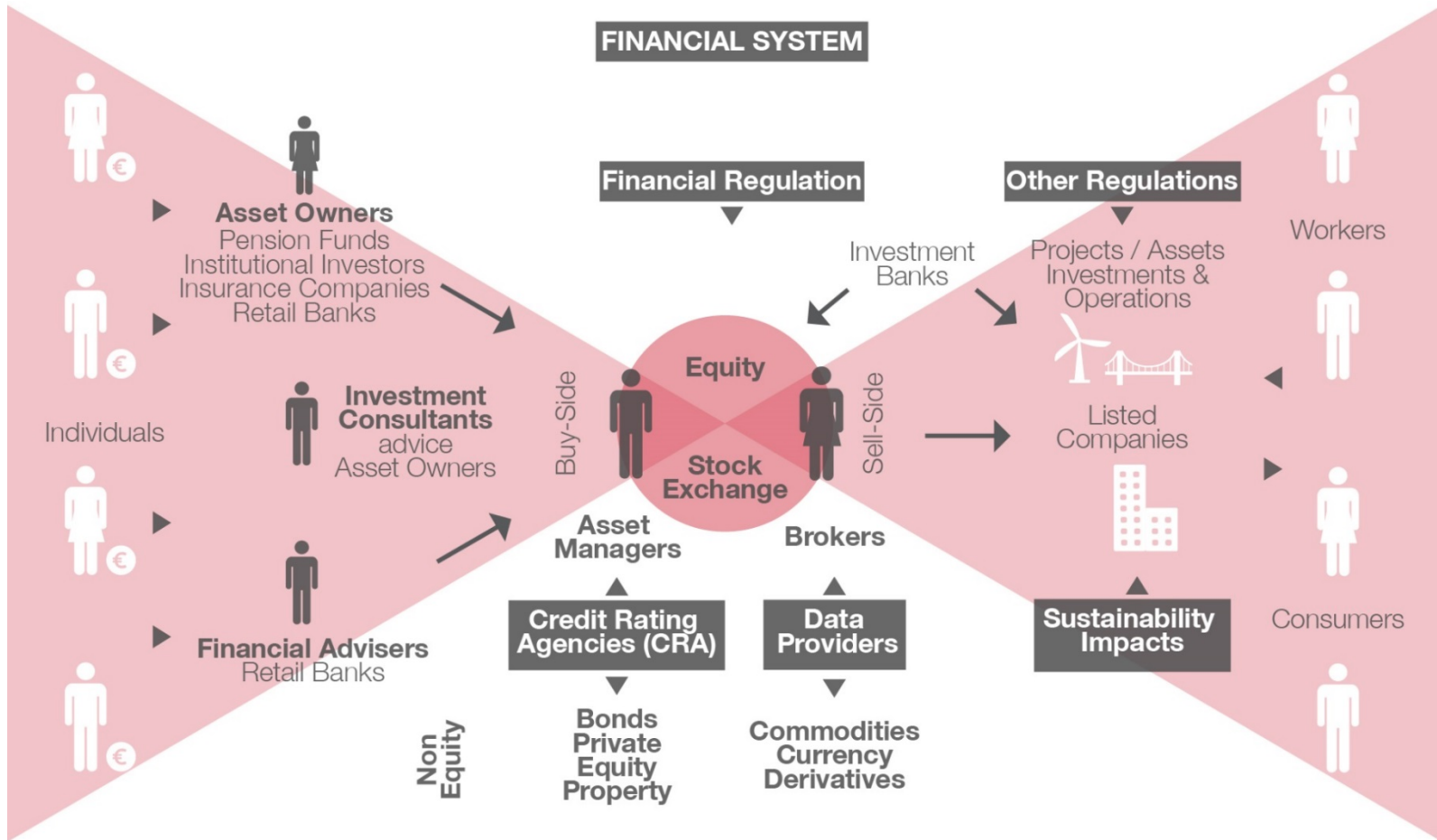
# FINANCING OUR FUTURE



**FINANCING  
OUR FUTURE**

Actions to scale up and accelerate the pace of change towards a more sustainable financial system





# KEY RECOMMENDATIONS

1. Build and disseminate a compelling evidence base, and motivate people to act
2. Develop consistent terminology, definitions and clear product labelling backed by standards and verification
3. Allocate funds to deliver sustainable outcomes
4. Agree and adopt common reporting standards covering asset owners, asset managers and companies to close data gaps and enable comparison
5. Price externalities such as carbon to accelerate the ability of the market to price risk properly and thereby integrate into decision making



# A4S ACCOUNTING FOR SUSTAINABILITY



@PrincesA4S



The Prince's Accounting for Sustainability Project (A4S)



info@a4s.org

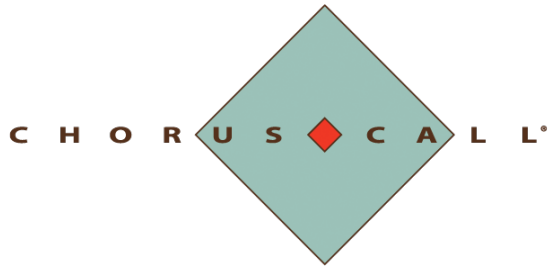


www.accountingforsustainability.org

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## Questions?

**AIRA WOULD LIKE TO THANK OUR WEBINAR PROVIDER**



Chorus Call would like to offer all participants 50% off their first Webcast.

QUOTE: **AIRACCA**