

An Introduction to GlobeScan Radar



IN A FAST-CHANGING WORLD, CONTEXT IS EVERYTHING.

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GLOBESCAN

evidence and ideas. applied

Global Societal Context to Inform Decisions & Strategy



Global organizations need greater insight on how to better manage risks and capitalize on opportunities in uncertain times, build trust with their stakeholders and society, and exert a greater influence in shaping their external context.

GlobeScan Radar is a program of evidence and insights for informing decision-making and strategic direction. Radar draws upon GlobeScan's unique database of over a decade of global public opinion tracking (20-30 countries annually) around business and its role in society.

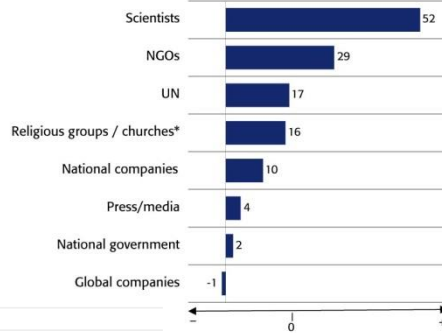
A partnership with GlobeScan through Radar provides you and your team with access to briefings and data, insight from societal trends on how companies are living up to public expectations, and how your peers in other sectors are handling potential threats to their reputation.

A GlobeScan Radar briefing will give you a comprehensive understanding of the social context in which your business operates around the world to guide communications, issues management, and initiative development. Through performance ratings, it will help you identify how views of your sector are changing, and which sectors and businesses are the emerging leaders and laggards.

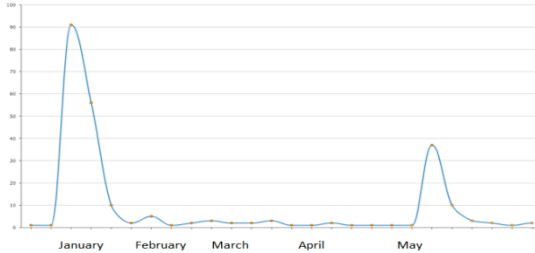
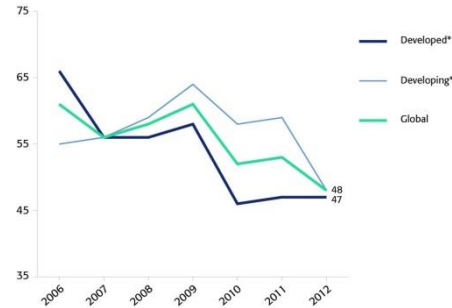
Dynamic and Insightful Evidence-Led Programme



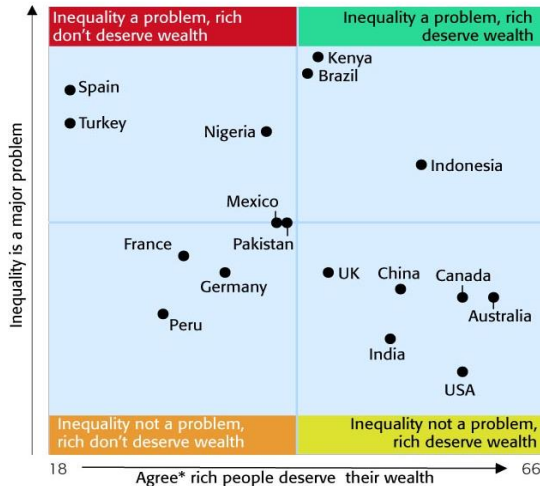
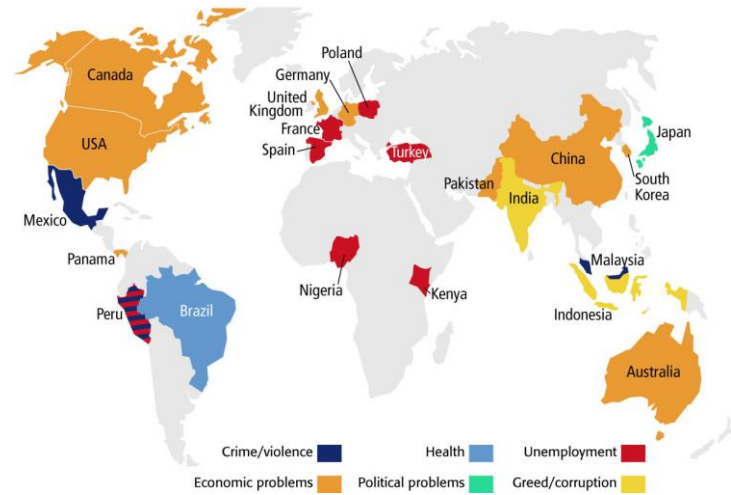
Net Trust* in Institutions
Average of 22 Countries, 2012



"Climate Change Is a Very Serious Problem"
Average of 12 Tracking Countries,* 2006-2012



Most Important Problem Facing Nation Today
Unprompted, by Country, 2012



Who is Radar for?

Designed for Executive Committees, Heads of Corporate Affairs and Corporate Communications, and Heads of Sustainability and Corporate Responsibility, GlobeScan Radar equips organizations with answers to the strategic questions they face.

Radar for Contextual Understanding

- What economic, environmental and social issues are growing in concern?
- How is support for government regulation of specific sectors changing over time?
- How are consumer preferences and behaviors changing over time?

Radar for Reputation Management

- Which sectors have the strongest reputation and which issues are driving this reputation?
- How can you improve trust in your sector and your organization?
- How do different sectors fulfil their responsibilities to society?

Radar for Sustainability Strategy

- Who has the best reputation on sustainability and why?
- Where is the business case for sustainability strongest and why?
- Which countries / consumer segments are demanding more sustainable products?

GlobeScan Radar: Intelligence Tools

Societal intelligence: Since 1999, GlobeScan has been tracking global public opinion around issues, expectations of business and its role in society. Our program offers contextual insights through 24,000 interviews with informal opinion leaders and citizens across 24 countries. This tool looks at megatrends affecting society and offers a comprehensive understanding of the context in which organizations operate around the world.

Digital intelligence: GlobeScan's advanced digital listening works along our societal intelligence tool. It allows us to explore further industry or CSR issues that may be relevant to organizations by monitoring online conversations and opinions

and mapping stakeholders leading these debates across geographies. Digital intelligence allows for any quick deep dive on a particular issue or micro-trend that the business needs to have insights on.

Stakeholder intelligence: GlobeScan has been tracking the views on emerging issues and sustainable development of NGO leaders, government officials, academics and business leaders since 1994. The GlobeScan SustainAbility Survey is a quarterly quantitative survey that provides stakeholder perspectives on relevant issues.

GlobeScan Radar: Advisory Service

In addition to our intelligence tools, the GlobeScan Radar program also includes an advisory service to help translate intelligence into a set of actions and guide the planning process for CSR and corporate strategy. Led by a team of senior advisers with strong expertise on corporate reputation, CSR and issue management, this exercise aims at embedding societal signals and trends into the knowledge management and strategic planning process of the organization via a collaborative exercise of exploration, ideation and scenario testing.

Our Radar Advisory Service includes the following:

- **Workshops:** Our Radar program includes two ½ day workshops per year.
- **Quarterly briefing summary reports:**

GlobeScan delivers concise quarterly briefing reports based on the findings from the digital listening research. The reports also include insights from the other intelligence tools when data is made available. Reports are focused on evidence and help inform the content and discussion of the workshop sessions.

- **Ad hoc issue briefing reports:** On demand, GlobeScan can conduct analysis on a particular issue or topic relevant to the organization. The report focuses on the state of play on that issue, the context in which it develops and potential links with other debates or issues as well as the organizations or individuals that lead the debate.

Methodology, Countries and Timing

Participating Countries 2014



- Representative samples of around 1,000 adults per country in 24 countries
- Some urban-only surveying in certain developing countries
- Face-to-face and telephone interviewing between January 2014 and March 2014
- Reporting and customized briefings to clients in Spring 2014

Radar Intelligence & Workshop Agenda

Macro Trends & Implications

- *Trust in business, government, NGOs, media and scientific/academic institutions*
- *Issues tracking: economic, environmental and social*
- *Social trends on business & society*

Focus on Industry Sectors

- *Trust in industry sectors – food/beverage, IT/computers, oil/petroleum, banking/finance, media/entertainment, tobacco, auto, pharmaceutical, mining, beer, chemicals, mobile/cell phone*
- *Issues and expectations across sectors*
- *Support/oppose regulations for each sector*

Focus on regions

- *Key differences in macro trends and across different geographies:*
 - *BRIC vs. G7*
 - *Latin America, North America, Europe, Africa, Asia*

Corporate Leadership

- *Trusted companies*
- *Definers of trust*
- *Leaders in environmental and social responsibility*
- *Drivers of leadership*

Communications

- *How people learn about leading companies*
- *Targeting four consumer segments on the sustainability spectrum:*
 - *highly committed Advocates*
 - *style and social status-seeking Aspirational*
 - *price and performance-minded Practical*
 - *less engaged Indifferent*
- *Communication channels*

Current and Past Radar Members



PEPSICO



BARCLAYS



Oxfam



vodafone



Nestlé

BBVA



A FAMILY COMPANY



Statoil

BMW GROUP



The **WALT DISNEY** Company



The Gold Company



GlaxoSmithKline



Abbott

A Promise for Life

RioTinto



Bank Financial Group

How Member Companies are Using Radar



- To inform public affairs team globally, to inform issues and reputation management and communications strategy.



- Takes advantage of multiple membership briefings to support issues management, reputation enhancement and CSR strategy.



- Customized data mining based on key markets and issues to support regional CSR strategy development.



- Data used to brief CEO and her team to help launch new direction for the global company.



- Use Radar as part of country intelligence service to provide guidance to teams planning new products, services and initiatives in specific markets.



- To inform and shape themes and focus of global anti-poverty campaigns.



evidence and ideas. **applied**

For twenty-five years, GlobeScan has helped clients measure and build valuable relationships with their stakeholders, and to work collaboratively in delivering a sustainable and equitable future.

Uniquely placed at the nexus of reputation, brand and sustainability, GlobeScan partners with clients to build trust, drive engagement and inspire innovation within, around and beyond their organizations.

www.GlobeScan.com