



## Sustainability Rankings Advisory Services

### *Fortune 200 Company in Materials Sector*

In 2009, BrownFlynn was hired by a Fortune 200 company to educate their team on the sustainability rankings landscape and identify rankings with greatest credibility and strategic value for product and market messaging.

Utilizing BrownFlynn's proprietary Framework for Prioritization<sup>SM</sup>, BrownFlynn evaluated 30 leading rankings with the following results:

- Development of more than 40 concrete, strategic recommendations to improve performance and monitor the rapidly changing rankings landscape,
- Shortlist of prioritized rankings identified,
- Analysis of competitive performance relative to selected peers,
- Distillation of industry-wide best practices, and
- Guidance on emerging trends and changing methodologies

The Fortune 200 company has asked BrownFlynn to produce an additional research report, and to provide guidance on future sustainability communications and the evolution of their sustainability program.