

Covalence EthicalQuote Reputation Manager Service

Manage your reputation from knowledge to action

Ethics is at the core of your company's most valuable asset: its reputation. Covalence integrates the best of its products and services into an ethical reputation management package for corporate departments such as Communications, Public/External Affairs, Investor Relations, Global Reputation Management, Corporate Social Responsibility, or Sustainability.

The reputation manager service is discussed and designed according to the client's preferences; the price of this service will be set accordingly. It combines the following features:

➤ **Reputation monitoring dashboards**

Benefit from intuitive dashboards for a quick appraisal of the reputation landscape based on criteria, issues, criteria, types of sources, sectors trends, country specifics, news feed; daily to quarterly frequencies. [More...](#)

➤ **Ranking for internal communications & PR license**

Access updated ranking, benchmarking and labelling materials for sharing with your internal or external audiences such as investors, analysts, press and other stakeholders. Quarterly. [More...](#)

➤ **Ethical Snapshots**

Monthly ethical snapshots on full universe, navigator enabling to identify top performing companies, focus on progressing trends, and control exposure to ethical risks. [More...](#)

➤ **Research reports**

Company report

Analysis of company ranking, issues, criteria and sources. Can be customized according to the client's preferences. Single or quarterly updated reports. [More...](#)

Sector report

Analysis of sector ranking, issues, criteria and sources, yearly updated. [More...](#)

➤ **Ethical Expertise**

A senior analyst of Covalence is available to discuss the EthicalQuote Ranking and reputation issues.

➤ **Data feed**

Data included in Covalence EthicalQuote scoring system can be distributed electronically to satisfy your monitoring and research needs. [More...](#)

➤ **Opinion surveys**

Covalence undertakes opinion surveys that can be fruitfully compared to its ethical news analysis: perception vs influence. Consumers, employee or other stakeholder groups can be targeted.

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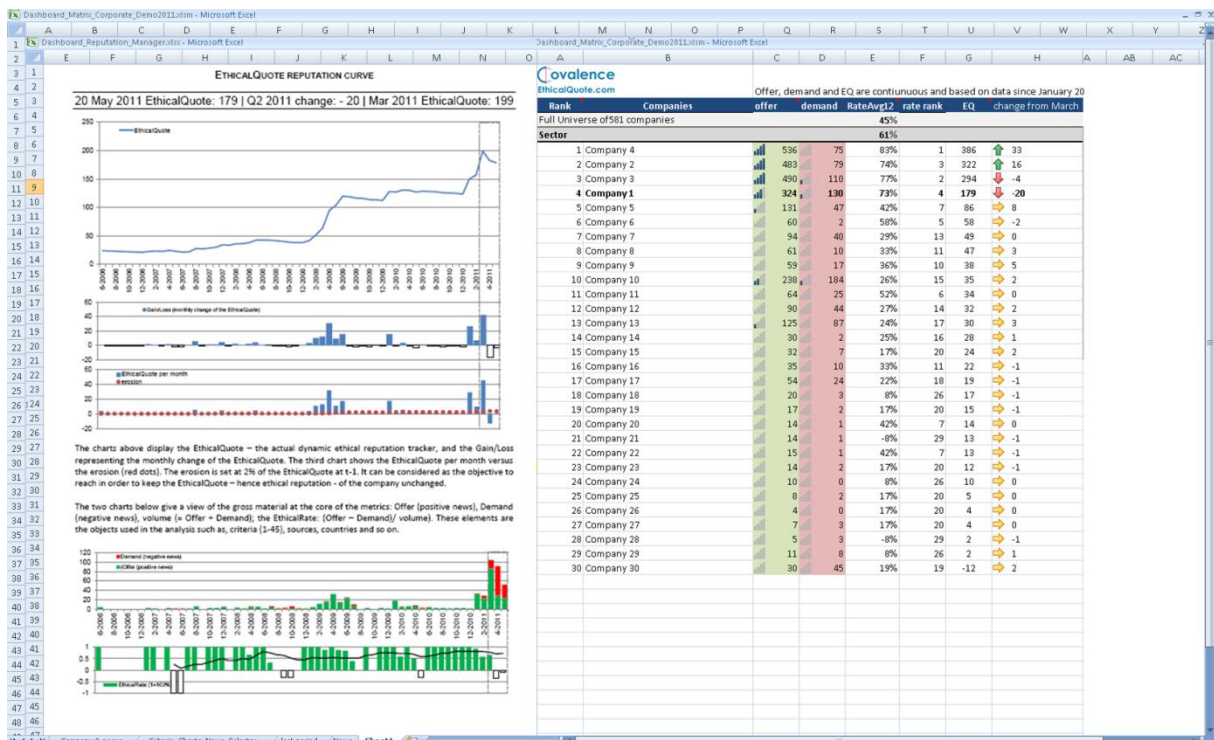
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Dashboard templates examples

The following examples are using mainly the time, criteria and country of sources variable. Below is a list of the most useful variables:

- Sentiment (+/-)
- Criteria (45)
- Criteria groups (4)
- Active Sources (20'000+)
- Categories of sources (20)
- Broad Categories of sources (7)
- Regions (5)
- Source country
- Country of action
- Inter/national (matches country of action with country of source)
- Issues (based on text mining and covering main and emerging topics and/or emerging stories such as climate change, renewable energies or slave labor)

Company versus peers : synopsis of the company's EthicalQuote in history and versus its competitors. The Universe of comparison can be selected by the customer



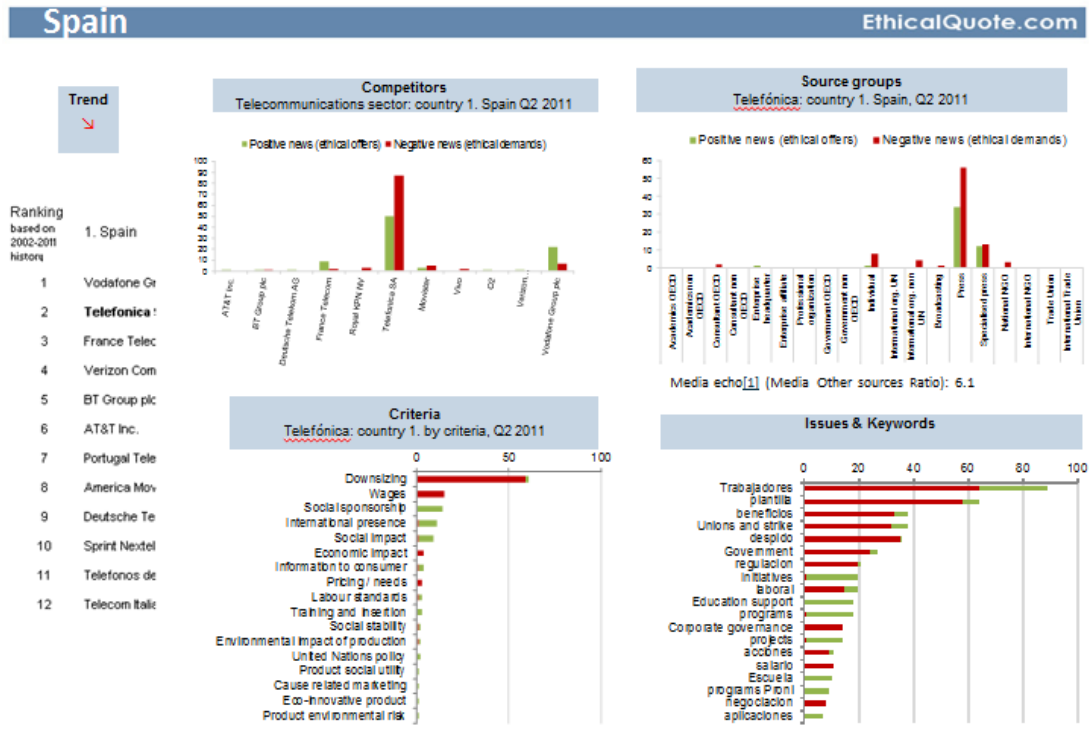
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News flow by criteria: Distribution of news and contributions of criteria for defined time intervals

Dashboard_Reputation_Manager.xlsx - Microsoft Excel																											
A		B		C		D		E		F		G		H		I		J		K		L		M		N	
News flow from 1 April to 20 May 2011																											
EQ 03/31/10																											
EQ 05/20/2009																											
Evolution EthicalQuote Q2 vs Q1																											
All time EQ contributions																											
GLOBAL																											
Groups of criteria		score	offer	demand	rate (Global)	Contribution to EQ		score	offer	demand	rate (Global)	Contrib EQ															
		no erosion, no rate applied			indicative rates not used for calculation	net	%	no erosion, no rate applied			indicative rates not used for calculation	net	from E														
						at 05/20/2011						from E															
WORKING CONDITIONS	1 Labour standards	17	24	7	55%	8	4%	1	2	1	33%	1															
	2 Wages	-18	0	18	-100%	6	-3%	-14	0	14	-100%	-4															
	3 Social benefits	1	2	1	33%	0	0%	0	0	0	-	-															
	4 Training and insertion	8	8	0	100%	3	2%	3	3	0	100%	0															
	5 Women	0	0	0	-	-	0%	0	0	0	-	-															
	6 External working conditions	7	7	0	100%	3	2%	0	0	0	-	-															
IMPACT OF PRODUCTION	7 Sales	0	1	1	0%	-	-	0	0	0	-	-															
	8 Official development aid	1	1	0	100%	1	0%	0	0	0	-	-															
	9 Export risk guarantee	0	0	0	-	-	0%	0	0	0	-	-															
	10 International presence	48	59	11	69%	28	16%	9	10	1	82%	3															
	11 Joint ventures	26	26	0	100%	18	10%	0	0	0	-	-															
	12 Economic impact	-7	2	9	-64%	2	-1%	-4	0	4	-100%	1															
	13 Social impact	26	31	5	72%	13	7%	4	8	4	33%	1															
	14 Job stability	0	0	0	-	-	0%	0	0	0	-	-															
	15 Local employees	0	0	0	-	-	0%	0	0	0	-	-															
	16 Local executives	0	0	0	-	-	0%	0	0	0	-	-															
	17 Women employed	-1	0	1	-100%	0	0%	0	0	0	-	-															
	18 Downsizing	-62	2	64	-94%	17	-9%	-57	2	59	-93%	-16															
	19 Infrastructures	0	0	0	-	-	0%	0	0	0	-	-															
	20 Local sourcing	0	0	0	-	-	0%	0	0	0	-	-															
	21 Stability of prices	-1	0	1	-100%	1	0%	0	0	0	-	-															
	22 Technical assistance	2	2	0	100%	1	1%	0	0	0	-	-															
	23 Intellectual propriety rights	0	0	0	-	-	0%	0	0	0	-	-															
	24 Local innovation	0	0	0	-	-	0%	0	0	0	-	-															

Country analysis: the data can be split by countries, allowing to analyse and benchmark the performance of your company's affiliates quarter after quarter

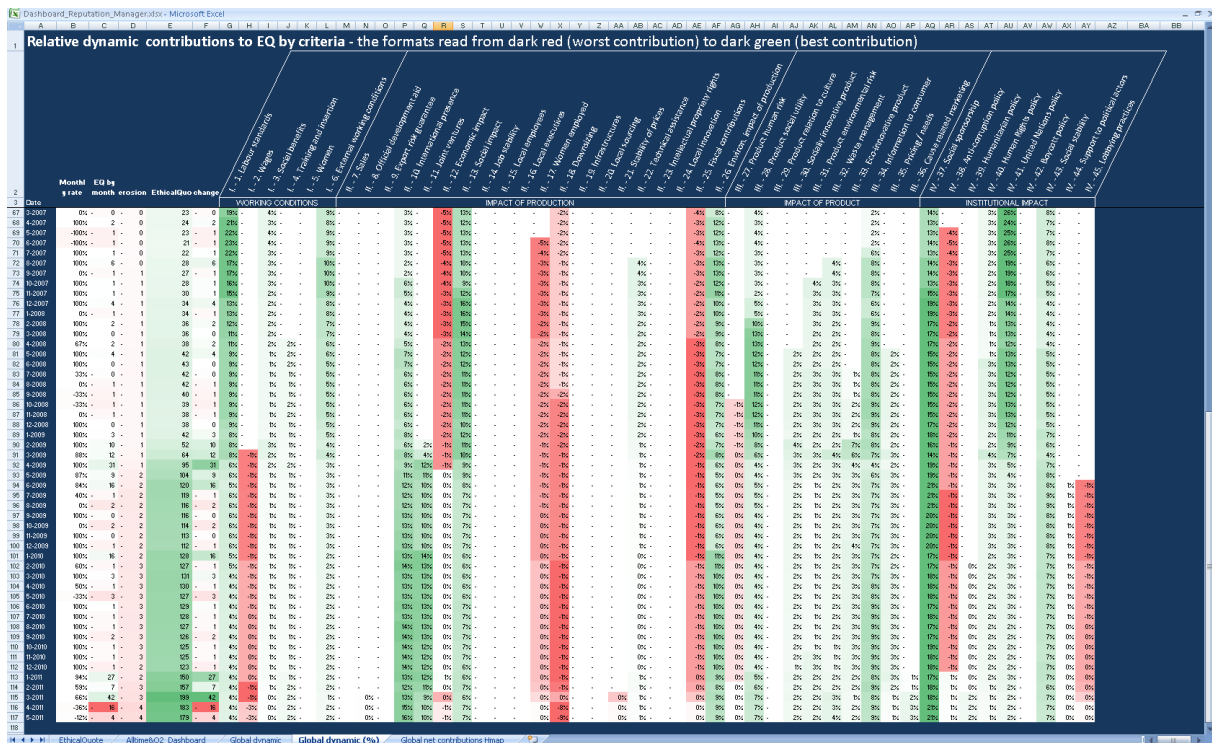


1.1 Media echo: a Media / Other source ratio superior to 1 indicates that more news has been found in Media than in all other source groups, indication of an important media echo.

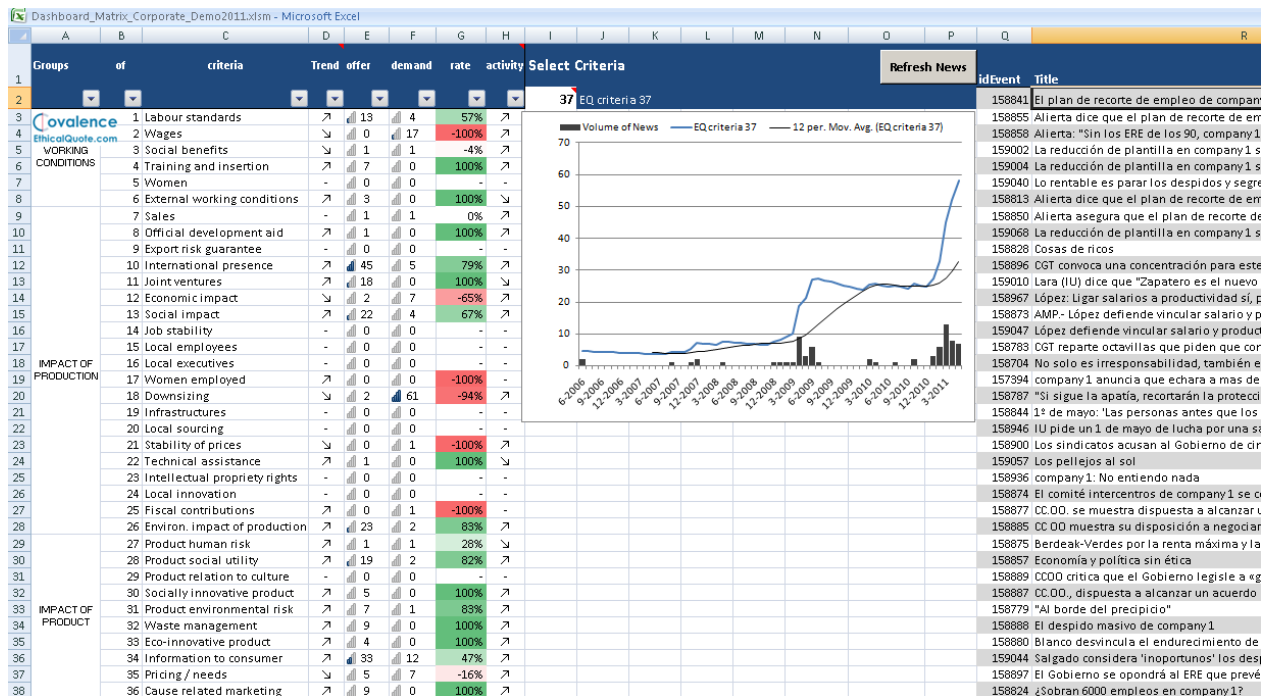
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Month by month criteria contributions: this heatmap display allows to locate criteria activity in time for long term action or immediate response



Charts and news selector : allows for charts and news retrieval



More information: [About Covalence](#) | [Services](#) | [Methodology](#) | [Universe](#) | [Clients](#) | [Covalence in the news](#)

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