

Reputation Matters launches research tool, Sustainability Check

Reputation Matters has developed a tool for organisations to determine and improve their reputation by having a commitment to environmental sustainability.



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“We are proud to present our latest research tool, our Sustainability Check,” says Regine le Roux, MD of Reputation Matters. “The check has been modelled on the success of our Repudometer and serves to provide clear insight into stakeholders’ perceptions of their corporate environmental and sustainability commitments,” adds le Roux.

“The Sustainability Check will provide businesses with tailored reputation management support to consolidate their organisation’s efforts in becoming environmentally responsible,” says Chris Bischoff, research analyst and environmental specialist at Reputation Matters.

Bischoff explains how it works: “We use the same methodology as our Repudometer to assess the five core elements of an organisation, namely Corporate Management, Corporate Capital, Corporate Positioning, Corporate Performance and Corporate Dialogue. This allows us to get a holistic view of a business’ stakeholder groups’ perception on their commitment to environmental sustainability.”

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