



*Greening the Globe One Business at a Time™*

**HaraBara® smarter green decisions™** tool compares and assesses the public perception of a company's sustainability and green activities versus the perception of other companies. The proprietary analysis gives companies a way to track public information and comments related to their sustainability efforts and environmental impacts, for "smarter green decisions".

The assessment, extracted from data in HaraBara GreenBase™, uniquely combines "official" company information and the reactions of other organizations, the media and individuals on the internet to characterize a company's current "public sustainability persona™".

"Our inaugural customer, Diageo plc, said the assessment we did for them exceeded their expectations and will help inform their marketing and PR efforts for 2010," said David Wheat, Co-Founder of HaraBara. "They also felt that our monitoring capabilities would be valuable going forward to measure the impact of their external communications and sustainability-related efforts."

"We provide companies with a reality check by showing how their carefully crafted messages are reflected in the real world," said Erik Mikisch, HaraBara's CEO and continued "by comparing competitors, or benchmarking against other firms, we can identify specific weaknesses in message and underlying effort and provide our customers with significant competitive advantage that can typically be exploited very quickly."

The continuous monitoring of the public sustainability persona allows companies to measure the success of communicating sustainability efforts to stakeholders. It can also serve as an early warning system for spotting developing issues, trends, or adverse perception changes.

HaraBara extracts the market intelligence from GreenBase for three different types of assessments:

### **1. Competitive Assessment or public sustainability persona™ comparison**

By analyzing and tracking how your company and your major competitors are perceived, HaraBara helps your marketing and senior management by

- ◆ assessing overall sustainability-related strengths and weaknesses of company versus chosen competitors
- ◆ identifying perception and improvement opportunities in specific categories

- ◆ exposing each competitor's vulnerability inviting company action
- ◆ understanding and monitoring perception changes over time
- ◆ improving communication within the company and with outside stakeholders
- ◆ identifying and anticipating perception issues, avoiding costly knee-jerk reactions to public perception changes
- ◆ potentially identifying indirect or secondary risks (or non-obvious risks) related to company's ecosystem
- ◆ offloading tedious monitoring efforts from your company's internal staff
- ◆ providing easy to understand initial and ongoing reports for communicating to company stakeholders

## **2. Supplier Assessment or Suppliers' public sustainability persona**

By analyzing and tracking how major suppliers are perceived, HaraBara helps the engineering and procurement functions by

- ◆ assessing overall sustainability-related strength and weaknesses for your supplier selection process and contract renegotiation purposes
- ◆ identifying potential alternative suppliers and/or products and services
- ◆ leveraging supplier's public perception gains for company's own marketing purposes
- ◆ improving the ongoing communication with suppliers
- ◆ identifying and anticipating perception issues, avoiding costly knee-jerk reactions to public perception changes
- ◆ potentially identifying indirect or secondary risks (or non-obvious risks) related to supplier's suppliers
- ◆ offloading tedious monitoring efforts from company's supply chain professionals
- ◆ providing easy to understand initial and ongoing reports for communicating to company stakeholders

## **3. Benchmarking Assessment**

HaraBara analyzes and tracks how your organization compares to market leaders in similar or other industries and helps your sustainability team and senior management by

- ◆ assessing overall sustainability-related strengths and weaknesses of each organization
- ◆ identifying perception and improvement opportunities in specific categories (specifically in the supply chain, internal, and marketing-oriented areas)
- ◆ specifying performance targets based on the initial benchmarking results

- ◆ understanding and monitoring perception changes over time
- ◆ improving communication within the company and with outside stakeholders
- ◆ identifying and anticipating perception issues, avoiding costly knee-jerk reactions to public perception changes
- ◆ potentially identifying indirect or secondary risks (or non-obvious risks) related to company's ecosystem
- ◆ offloading tedious monitoring efforts from your company's internal staff
- ◆ providing easy to understand initial and ongoing reports for communicating to stakeholders

The assessments of companies' public sustainability personae are based on information we obtain through various channels, which may include news media, corporate web sites, press releases, blogs, social media and government sources. Each assessment includes company published items as well as externally generated items, most of which are outside of the company's control and often unsolicited.

### **About HaraBara**

HaraBara is the information gateway for companies that are turning green challenges into business opportunities. The company was founded in 2008 and has its headquarters in San Francisco, and a wholly owned subsidiary in Mumbai, India.

HaraBara is building HaraBara GreenBase, an essential information resource for businesses that offers comprehensive, in-depth access to actionable information related to green, sustainable, environmentally oriented products, company actions, technology, research, engineering and government developments. *HaraBara Daily Brief*<sup>™</sup> delivers a subset of GreenBase data and is received daily by many leading firms.

For more questions, please contact [info@harabara.com](mailto:info@harabara.com) or [erik.mikisch@harabara.com](mailto:erik.mikisch@harabara.com)