






WHAT IS A GOOD IMPACT NOTE?

<p>HOW RELEVANT ?</p>	<p>IT'S ONLY ABOUT IMPACT !</p> 	<p>👍 DOs</p> <ul style="list-style-type: none"> ● Focus on the company's environmental and social impacts only. ● Link it to one specific Sustainable Development Goal (SDG). 	<p>👎 DON'Ts</p> <ul style="list-style-type: none"> ● Avoid any information that is not relevant to understand the impact of the company. ● Do not analyze the financial performance of the company. ● Do not write a consumer review of the company's products.
<p>HOW FOCUSED ?</p>	<p>IT'S FOCUSED !</p> 	<p>👍 DOs</p> <ul style="list-style-type: none"> ● One Impact Note = One topic. ● If an Impaakter wants to analyze the impact a specific issue has on multiple topics, he/she must write one Impact Note per topic. 	<p>👎 DON'Ts</p> <ul style="list-style-type: none"> ● Do not try to assess the global impact of a company: we need many Impact Notes for that. ● Do not mix different impact topics together.
<p>HOW OBJECTIVE ?</p>	<p>IT'S OBJECTIVE !</p> 	<p>👍 DOs</p> <ul style="list-style-type: none"> ● A good Impact Note is fact-based. ● Data come from reliable sources that are mentioned in the Impact Note. ● The analysis must be balanced and fair. Strong views are welcome as long as they are documented. 	<p>👎 DON'Ts</p> <ul style="list-style-type: none"> ● No company bashing or glorifying. ● No biased opinions. ● Assertions without sources will be disregarded.
<p>HOW ANALYTICAL ?</p>	<p>IT'S AN ANALYSIS !</p> 	<p>👍 DOs</p> <ul style="list-style-type: none"> ● Develop your own impact analysis, interpret data and put them into perspective. Add value. ● The analysis should be insightful and help understanding the true impact a company has on the planet and society. 	<p>👎 DON'Ts</p> <ul style="list-style-type: none"> ● Not a list of figures and data. ● Not an extract from an existing report or study. ● Not a news report or article. ● Not an encyclopedic article on the company.
<p>HOW INSIGHTFUL ?</p>	<p>IT TACKLES FUNDAMENTAL IMPACT TOPICS !</p> 	<p>👍 DOs</p> <ul style="list-style-type: none"> ● Look at the big picture. Address in priority topics where the company has the most profound impact on the planet and society ● Look at various forms of impact a company can have through: <ul style="list-style-type: none"> - Its products and services - The new production/consumption behaviors it induces - Its capacity to influence other players and shift markets. 	<p>👎 DON'Ts</p> <ul style="list-style-type: none"> ● Do not limit your analysis to the company's operations and practices. Look beyond CSR (Corporate Social Responsibility). ● Don't focus on impact topics that are peripheral to the company's core activities, unless they have a significant impact on the planet and society.