

# WHARTON ESG ANALYTICS LABS

*Corporate Partnership Program Overview  
and Planned Activities*



**Wharton**  
UNIVERSITY OF PENNSYLVANIA

**MORE THAN EVER**  
*Our Campaign*





## **CORPORATE PARTNERSHIP PROGRAM OVERVIEW AND PLANNED ACTIVITIES**

**The financial significance of ESG factors is mounting...yet the data informing the field is unreliable. The growing gap between aspiration and data quality presents material risks as well as opportunities for corporate partnerships between ESG integrators and the Wharton School's ESG Analytics Lab.**

\$30.7 Trillion (39% of total global assets under management) actively weigh ESG issues in 2018, as compared to \$13.5 Trillion (21% of global AUM) in 2012.

**During this same period, the share of executives, board members, and investment managers who consider ESG issues to be material to their business decisions has doubled.**

Despite the rapidly growing share of globally managed assets that actively weight ESG issues, executives, board members, and investment managers are growing less confident in the data available to evaluate the materiality of ESG factors. ESG scores across proprietary data providers have been demonstrated to be unreliable and often lean on outdated information around relevant ESG factors—others omit pertinent factors in their scoring altogether.

The ESG Analytics Lab seeks to solve these problems by leveraging Wharton's demonstrated expertise in analytics. We focus on developing high-quality, replicable academic research resulting in insights that can help investors, asset managers and other ESG integrators make informed decisions.



# HARNESSING THE POWER OF PARTNERSHIP

**Smart decision-making demands accurate data.**

The ESG Lab connects corporate partners with our four pillars of work:

- ➔ **Nimble and Accurate ESG Valuation:** The ESG Lab will analyze the efficacy of various ESG integration strategies working to combine and improve upon best practice techniques for evaluating firms' and investors' ESG performance, taking into account the multiple factors that determine ESG goals and outcomes.
- ➔ **Comprehensive, Transparent and Objective Rankings:** Our efforts to combine and augment existing data and analysis will offer trustworthy guidance to steer investments and strategies towards improved ESG and financial performance.
- ➔ **Thought Partnership for Innovative Research:** Corporate partners will gain access to innovative research by faculty and students to further build the knowledge base of the field and drive business in pursuit of ESG outcomes. The ESG Lab will also work closely with our corporate partners to stimulate thought leadership through events, white papers, and case study development.
- ➔ **Building a Talent Pipeline of Future ESG Leaders:** The ESG Lab will work with corporate partners to develop opportunities to work with Wharton's top-tier students in the ESG space. Through case studies, student competitions, workshops, and projects, our collaboration will educate future business leaders on decision-making that maximizes impact.

# ESG LAB ENGAGEMENT OPPORTUNITIES

Partners engage in ways that best meet their ESG integration interests. Our partnership program is a two-year renewable membership. Contributions at both sponsorship levels are considered a tax deductible gift to support the ESG Lab.

## LEARNING PARTNER

\$25,000/year\*

For organizations interested in receiving ESG integration insights through interactions with our scholars, students and partners.

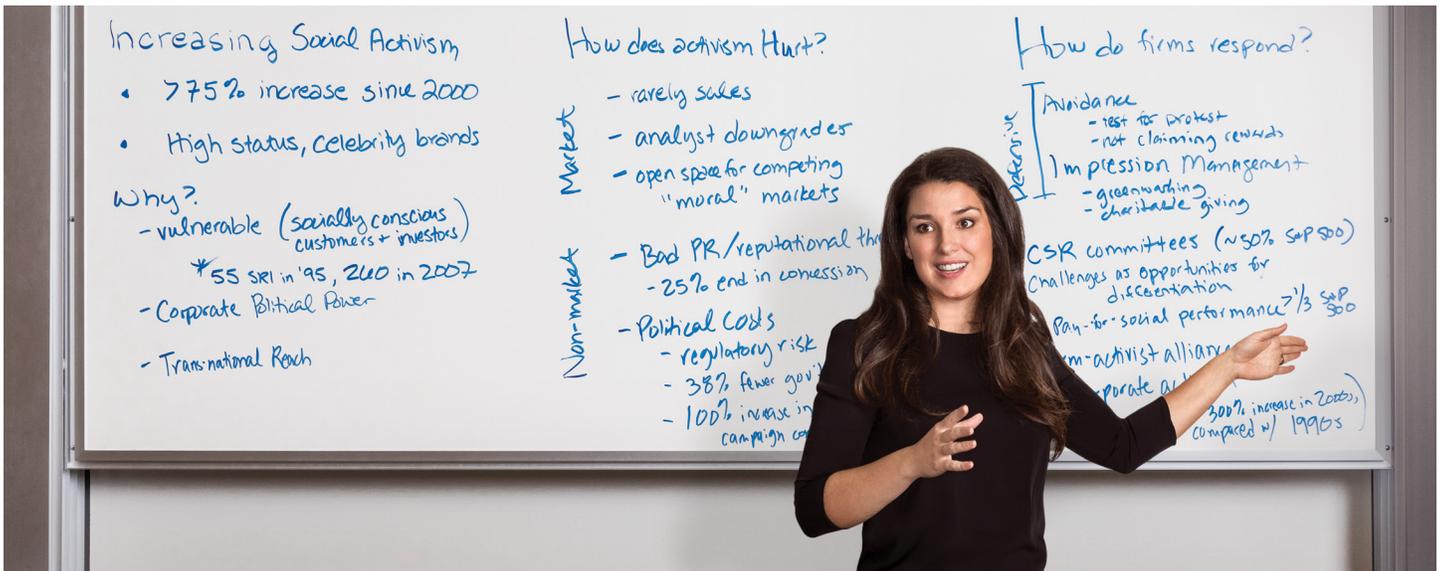
- ➔ Partner's choice of one of the following opportunities:
  - ➔ Online case study: Work with ESG Analytics team to develop a session in our ESG integration online course highlighting your best practices
  - ➔ Student competitions and projects : Sponsor a competition among students or work with student teams on an ESG project to promote novel ESG integration practices
  - ➔ Workshops: Work with students interested in ESG integration on an event featuring your company's leadership in this space.
- ➔ Network with fellow ESG Analytics Lab partners to share and advance best practices in ESG integration
- ➔ Access to exclusive online modules focused on ESG integration and analysis for asset managers and executives
- ➔ Invitation to connect with students through the ESG Analytics Career Expo
- ➔ Corporate brand visibility through named recognition on the ESG Analytics Lab website and Wharton media outlets

## RESEARCH PARTNER

\$100,000/year\*

The Research Partner membership allows corporate partners to be recognized as leaders transforming the field of ESG research in partnership with Wharton. This level of engagement will expand the ESG Lab's resources including its human capital through faculty and PhD students, and its capacity to expand into new data analysis and areas of ESG research. Research partners will work with ESG faculty and students as thought partners on research of mutual interest to the lab and the partner company.





## ADDITIONAL KEY BENEFITS

ESG Lab Membership also enrolls organizations in The Wharton Partnership, creating opportunities for additional visibility and knowledge sharing. The Wharton Partnership is the School's program for fostering industry-academic collaboration, which includes access to both Corporate and Foundation Relations staff and Wharton's diverse, highly-developed network of alumni in 139 countries. Key touch points include:

- ➔ Priority scheduling for recruitment of Wharton MBA students for full-time and intern positions, as well as contact with Wharton MBA Career Management and Penn Career Services
- ➔ Advanced access to the MBA Resume Book
- ➔ Introductions to related student clubs that invite corporate representatives to campus to speak and participate in their conference panels
- ➔ Recognition on the Wharton Partnership site and the Wharton Magazine, reaching an elite group of alumni and leaders on a global scale



**For more information, visit**

[recruiters-corp.wharton.upenn.edu/wharton-partnership/](http://recruiters-corp.wharton.upenn.edu/wharton-partnership/)