

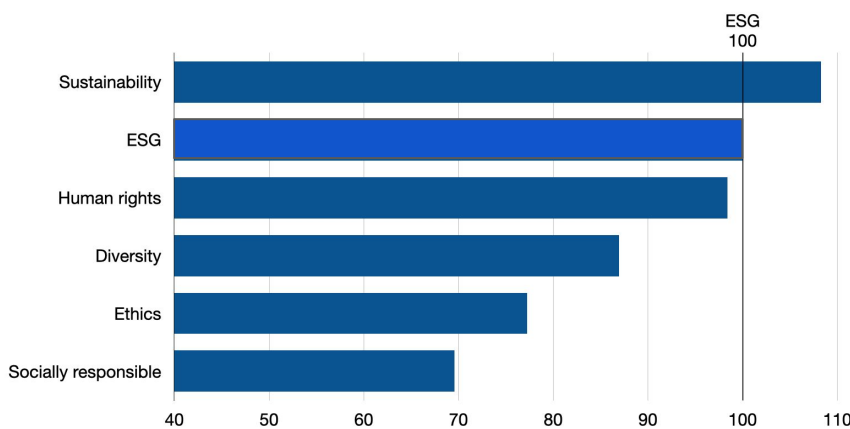
Significance Systems' earth.ai identifies and characterises the real story behind any topic. It lifts you out of your media bubble, by highlighting the emotions and voices that drive the stories which drive your world.

Earth.ai is applied to the analysis of corporate crises, the evaluation of brand strategies, the prediction of electoral outcomes, and the creation of trading signals for financial markets.

Some of what we've seeing in November 2020:

- Sustainability tops ESG investment drivers: many other aspects of ESG are at present, simply less relevant
- Qantas vaccination policy: domestic hit, overseas acceptance
- Responsible Sourcing: EU view shows deep emotional buy-in

Sustainability tops ESG investment drivers: other aspects of ESG simply less relevant



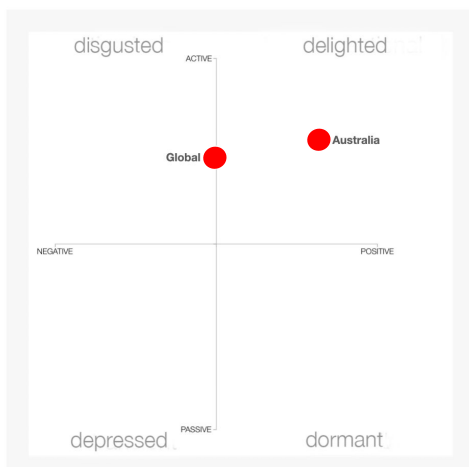
Relevance of ESG investment in the US: Oct. 2020

Environmental, Social, and Corporate Governance (ESG) is increasingly important within financial markets. However, there remains confusion as to which aspects of ESG drive investment behavior.

Within the US market we see (left) increased relevance for sustainability investment over and above ESG itself. Importantly, many related aspects—whilst clearly important in their own right—are currently less relevant from the perspective of investment.

‘Sustainability’ is more strongly aligned with a pragmatic long-term investment question: “Does this asset offer long-term value?”

Qantas vaccination policy: domestic hit, overseas acceptance



Nov. 23 saw Qantas CEO Alan Joyce flag the need for international travellers to Australia to be vaccinated before travel.

Our analysis, undertaken the following day (left), indicates a reasonably promising outcome for the airline: domestically within Australia there is overall delight and strong support. Internationally, we see a less positive response, but overall acceptance with no strong emotional push-back.

Although “vaccination passports” are already anticipated globally, Qantas is getting ahead of the competition here by directly addressing—and achieving some ownership of—the issue.

Overall affect for Qantas vaccination suggestion, globally and within Australia: Nov 24, 2020

Responsible Sourcing: EU view shows deep emotional buy-in



A recent SigSys project with the EU's Horizon 2020 Program evaluated 'Responsible Sourcing' across key industry sectors. This work identified a rich, complex set of policy and communications issues. Importantly, key markets show overwhelmingly positive acceptance and an embrace of 'Responsible Sourcing' as a theme. The market affect (fulfilment, contentment, joy) (see left) emphasises strong positive engagement with this issue.

It is encouraging to see the transformation of procurement ethics continues at pace with strong continuing evidence of the shift towards ethical sourcing. Sectors including renewable energy, mobility, and electronics are clearly being driven by the 'Responsible Sourcing' narrative.

Such active understanding & measurement of market engagement enables refinement of the EU's policy & impact across the region's rapidly evolving ecological & social needs.

Global affective response to 'Responsible Sourcing': Sept 2020

Want to know more?

Further information or questions: contact@significancesystems.com
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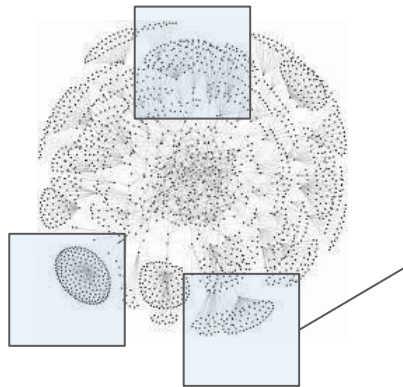
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