



Swiss Re



Is Reputation Manageable – a Benchmarking Exercise

Workshops II

Swiss Re & MORI: Part II: Strategic Issue Management

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“The Market Value of Reputation”
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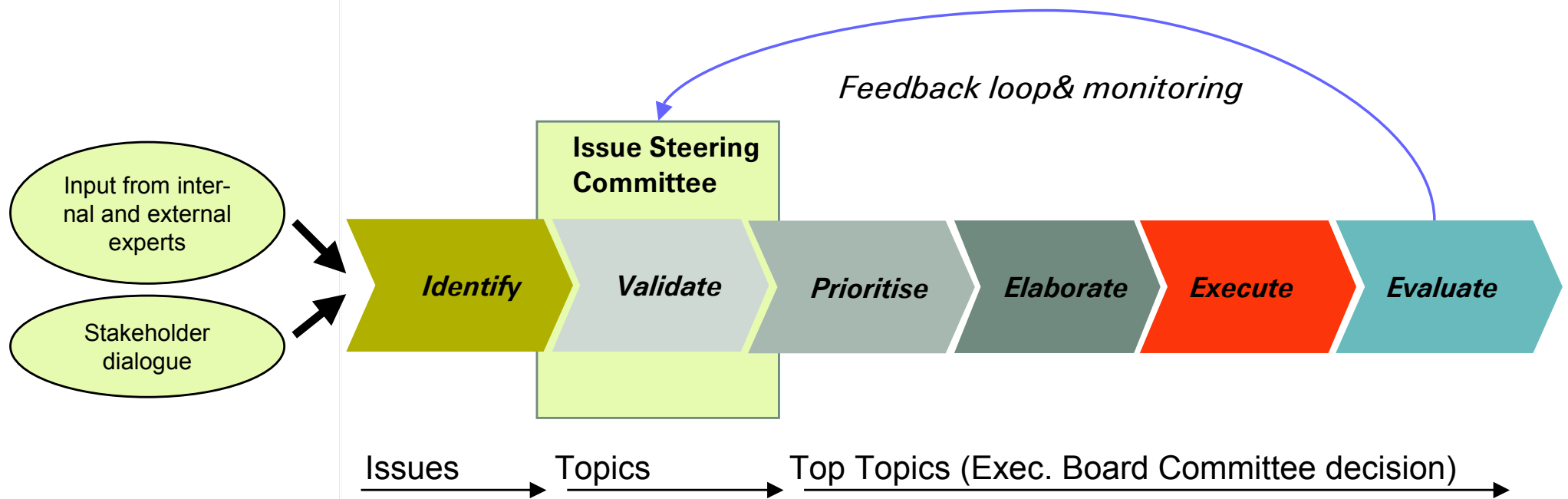
Group Issue Management (GIM): Mission Statement And Objectives

Position Swiss Re as a knowledge company and industry leader on topics of strategic relevance, representing market opportunities or potentially impacting Swiss Re's balance sheet and entrepreneurial freedom.

GIM objectives are to:

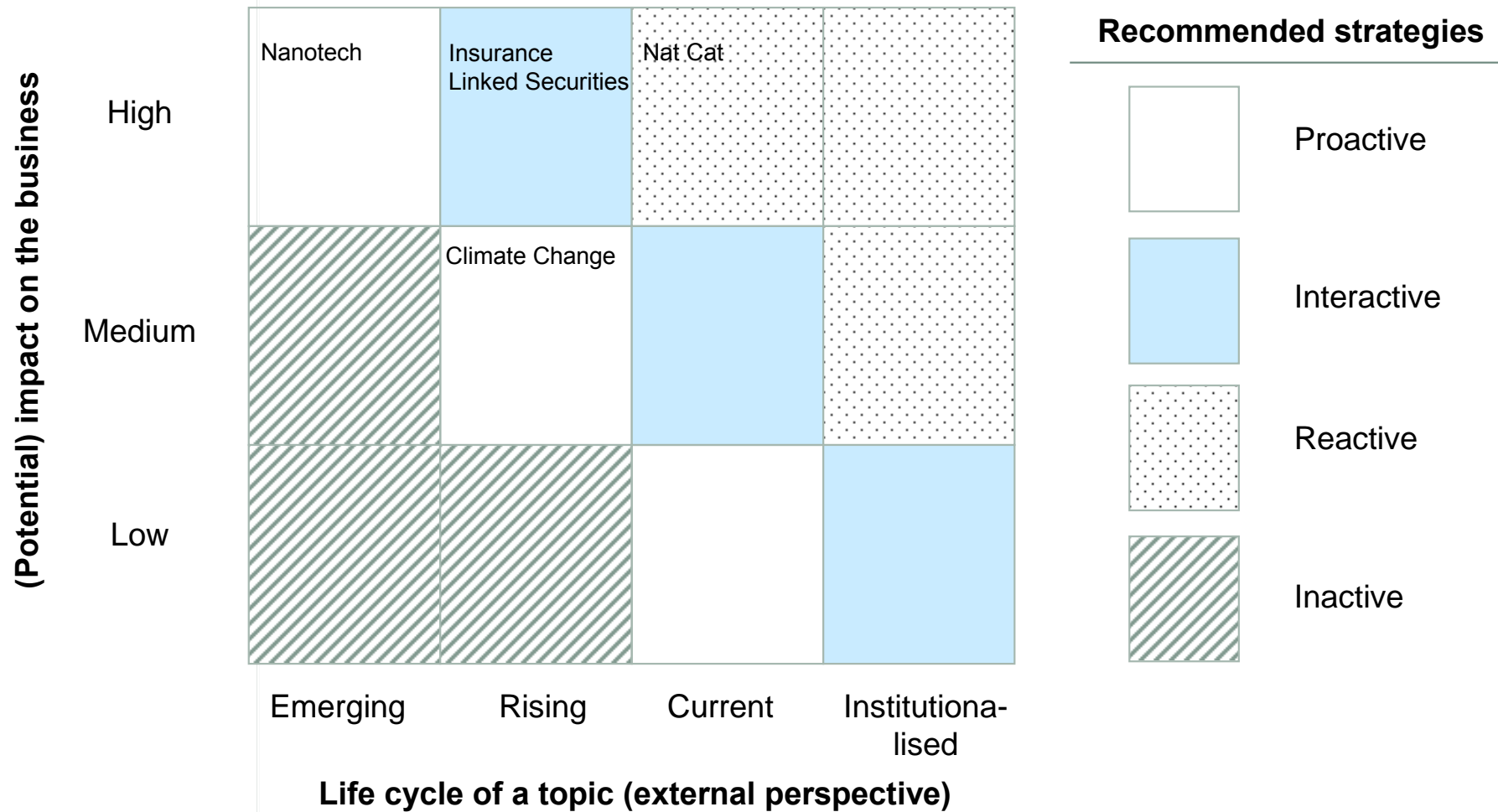
- Identify, prioritise, analyse and communicate topics of Group-wide strategic relevance (top topics)
- Shape our business environment through influencing thoughts and actions of relevant decision makers
- Deliver globally consistent messages (“one voice”)

Group Issue Management Process





Top Topic (Examples)





A Success Story: Hypotheses On the “Why?”

1. Climate change is business relevant (insurance, investments).
→ interest from clients, shareholders/investors
2. Climate change is relevant to the public.
→ interest from politicians, NGOs, general public
3. Full support from, and engagement of, Executive Board and Board of Directors
4. Swiss Re has supported its public voice with credible actions:
 - help further understand the risk (research co-operations)
 - raising awareness
 - developing products and services, and
 - putting our own house in order.



Hypotheses On the “Why?”

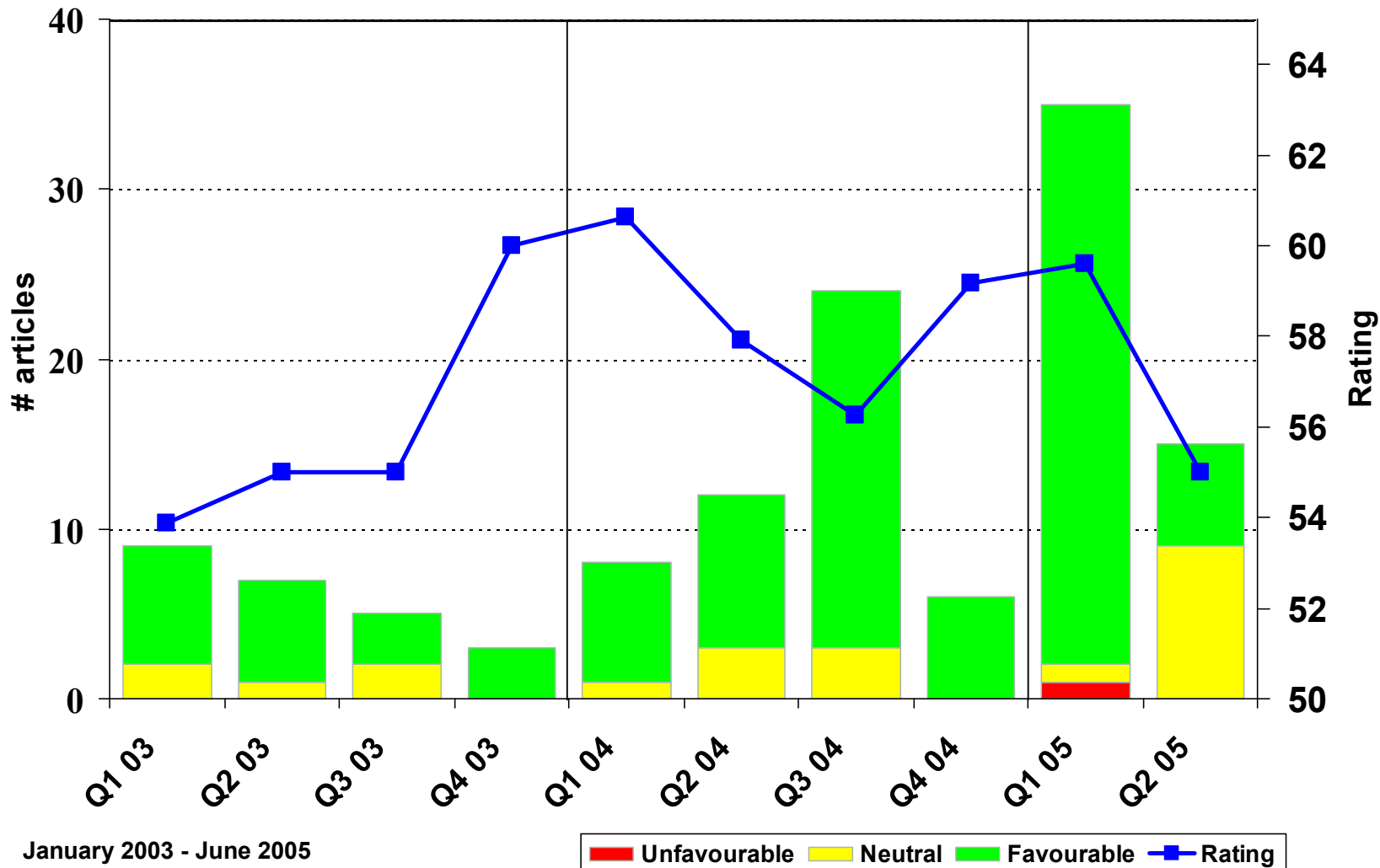
Applying the Reputation Framework

Q *What are the most important factors you take into account when making a judgement about a company?*

	General Public %	Lab %	MPs Con %	Captains %	City Investors %	NGOs & CR experts %
Honesty/ Integrity	27	18	14	21	6	10
Quality of products/services	21	8	11	16	8	23
Customer service	20	27	11	11	1	0
Treatment of staff/employees	21	48	20	9	1	10
Financial performance	15	31	66	42	43	5
Quality of management	16	6	6	39	73	13
Image/reputation	0	8	7	34	5	15
Environmental responsibility	6	12	16	3	1	18
Social responsibility	2	38	31	6	3	10
Corp. resp./sustainability/business ethics	0	10	10	0	0	50



Measuring the Impact (Media) Topic Climate Change





Strategic Issue Management Effect on Favourability

