

Scorecard

# RepRisk Rating

## About RepRisk

COVERAGE OF COMPANIES

**266,000+** public and private companies and  
**80,000+** infrastructure projects<sup>1</sup>

LAUNCH DATE

**2006**

FOCUS

**ESG risk reporting**

LINK:

<https://www.reprisk.com/news-research/resources/methodology#a-what-is-the-reprisk-rating>

# RepRisk Rating Score

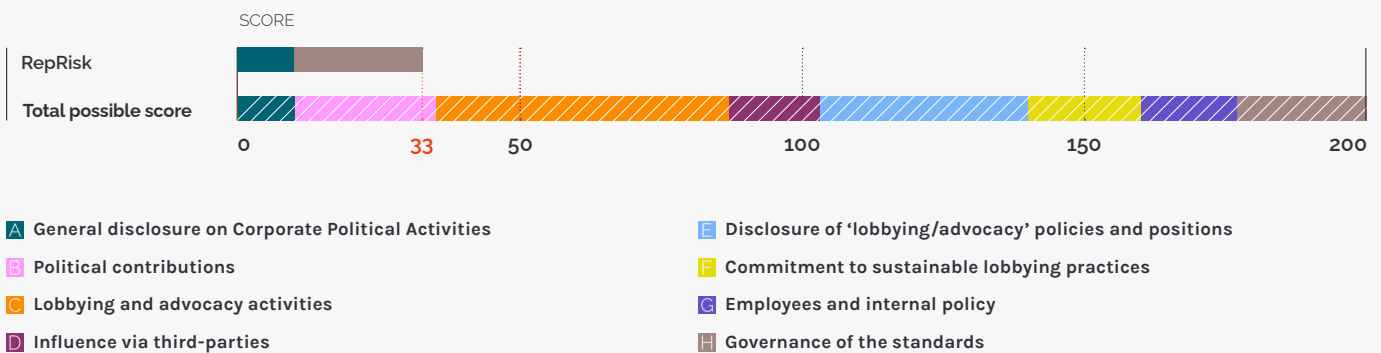
## Tracker Rank and Score for RepRisk

The score is out of a total of 200 and the rank describes the standards position in the 27 standards assessed by the Tracker.



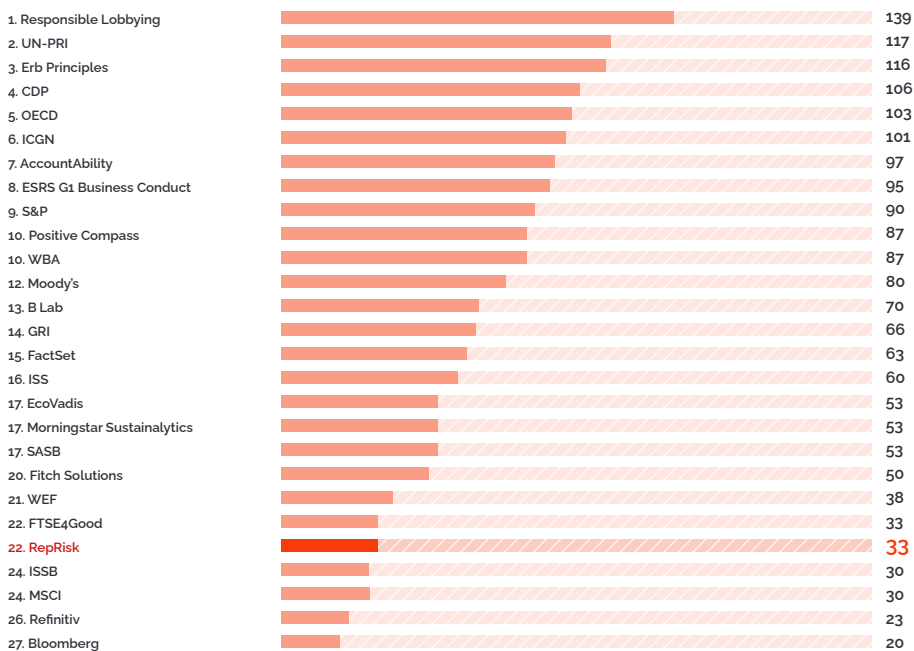
Rank 22 /27

## Category scores of RepRisk



\*Categories where the standard received no points do not appear in the colour-coded graph

## Rank and scores for all standards



# Description

According to RepRisk, it is the “only ESG data provider that systematically covers private companies and emerging and frontier markets” making it an important de-facto market standard setter in this area.<sup>2</sup> The RepRisk methodology covers 74 ESG Topic Tags included in the RepRisk ESG Risk Platform.

Drawing on credit risk management approaches, the purpose of RepRisk’s dataset is not to provide ESG ratings, but rather to systematically identify and assess material ESG risks. RepRisk’s methodology takes an outside-in approach to ESG risks, by analysing information from public sources and stakeholders, and intentionally excluding company self-disclosures.<sup>3</sup>

The RepRisk Index (RRI) is a proprietary algorithm developed by RepRisk that dynamically captures and quantifies a company’s or project’s reputational risk exposure to ESG issues. The RRI facilitates an initial assessment of the ESG risks associated with investments or business relationships, allows the comparison of a company’s exposure with that of its peers, and helps track risk trends over time. The RRI ranges from zero (lowest) to 100 (highest). The higher the value, the higher the risk exposure.<sup>4</sup> The RRI draws on the RepRisk dataset - the world’s largest database of ESG risk incidents associated with companies and projects. To gather information on risk incidents, RepRisk leverages machine learning and curated human analysis to screen a large number of public sources and stakeholders daily. Reports on risk incidents are synthesised based on a strict, rules-based methodology.

The RepRisk Rating (RRR) is a letter rating (AAA to D) that facilitates corporate benchmarking against the peer group and sector of a company, as well as integration of ESG and business conduct risks into business processes. The Rating is designed to provide decision support in risk management, compliance, investment management, and supplier risk assessment.<sup>5</sup> The RRR assesses both a company’s own performance, via the RepRisk Index and its country and sector affiliations.

## Score summary

RepRisk’s Tracker score changed from 10 in the first edition of the Tracker to 33 in the 2025 edition reflecting new information shared with the team and further detailed analysis on the methodology. The new score continues to reflect RepRisk’s limited engagement with corporate political activities as an ESG risk driver. In order to better capture reputational and legal risks associated with negative corporate political activities, the firm should expand its assessment of these issues. The RepRisk methodology only receives points in Tracker category H ‘Governance of the standards’ as it provides rated companies and data users with an opportunity to give feedback on the standard.

Lobbying is identified as an issue and defined in the RepRisk methodology “as any attempt to persuade regulators into supporting actions that are favourable to a company and/or a project while potentially causing adverse direct or indirect environmental, social, and/or governance impacts.” in the RepRisk ESG issues definition document. The methodology also mentions lobbying in the ‘Corruption, Bribery, Extortion, and Money Laundering Issue tag, with reference to the “use

of slush funds, aggressive lobbying, overcharging, nepotism, cronyism, connections to organised crime, etc.”<sup>6</sup> This is helpful but combines lobbying risk with an unclear basket of conduct which makes it difficult for data users to isolate issues related to corporate political activities and lobbying risks, and how these practices are governed.

## Opportunities for improvement

The RepRisk framework could be enhanced with a more consistent approach to assessing corporate political activities with reference to each of the 8 Tracker categories. Bringing a more consistent approach to gathering this information would help RepRisk support its clients across all countries to better understand risks and opportunities linked to the political activities and lobbying conduct of private and public companies.

The RepRisk methodology could earn more points in Tracker Category C on lobbying policy by addressing lobbying elements in its existing set of ESG issues. This includes the topic tag for ‘Misleading communication, including greenwashing.’ This issue refers to when a company manipulates the truth in an effort to present itself in a positive light, and in the meantime contradicts this self-created image through its actions... This includes, for example, “greenwashing,” false advertising, off-label marketing, “astroturfing, etc.”<sup>7</sup> These definitions indicate that the RepRisk researchers have identified and coded various types of lobbying activities, but these do not appear to be surfaced in a consistent manner.

As RepRisk ESG scores become a more common component in investment index construction,<sup>8</sup> increasing coverage on corporate political activities and their impact will become even more important to ensure the integrity of RepRisk’s data products. Given the extensive scope of data gathering and analysis that RepRisk undertakes,<sup>9</sup> enhancing the RepRisk score in the Tracker should be a straightforward process of updating their data collection methodologies to more clearly identify lobbying-related risks.

### Endnotes

- 1 <https://www.reprisk.com/media/pages/static/290628948-1724332573/reprisk-monitor-product-overview.pdf>
- 2 <https://www.reprisk.com/>
- 3 <https://www.reprisk.com/news-research/resources/methodology>
- 4 [https://www.reprisk.com/lab/reprisk\\_index\\_for\\_companies.html](https://www.reprisk.com/lab/reprisk_index_for_companies.html)
- 5 <https://www.reprisk.com/news-research/resources/methodology#a-what-is-the-reprisk-rating>
- 6 <https://www.reprisk.com/content/static/reprisk-esg-issues-definitions.pdf>
- 7 <https://www.reprisk.com/media/pages/static/2738025864-1721423029/reprisk-esg-issues-definitions.pdf>
- 8 ‘RepRisk data empowers APG Asset Management’s first-of-its-kind sustainable real estate index series’ (2023): <https://www.reprisk.com/news-research/news-and-media-coverage/reprisk-data-empowers-apg-asset-management-s-first-of-its-kind-sustainable-real-estate-index-series>
- 9 <https://www.reprisk.com/news-research/resources/methodology>

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