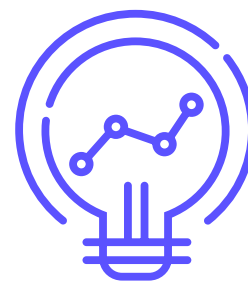


▼ Innovation Bolsters Green Credibility

Innovation messages help companies to **elevate environmental reputations.**

Companies across all sectors are still contending with negative environment coverage from green investing backlash and greenwashing accusations.

Further, social engagement with negative coverage of these topics indicates audience concern and undermines companies' environmental reputations.



But how can companies counter negative environment coverage?

At PublicRelay, we performed a benchmark analysis of the media coverage of the world's leading companies to identify trends in environment coverage so you can improve your ESG reputation.

Here's what we found.

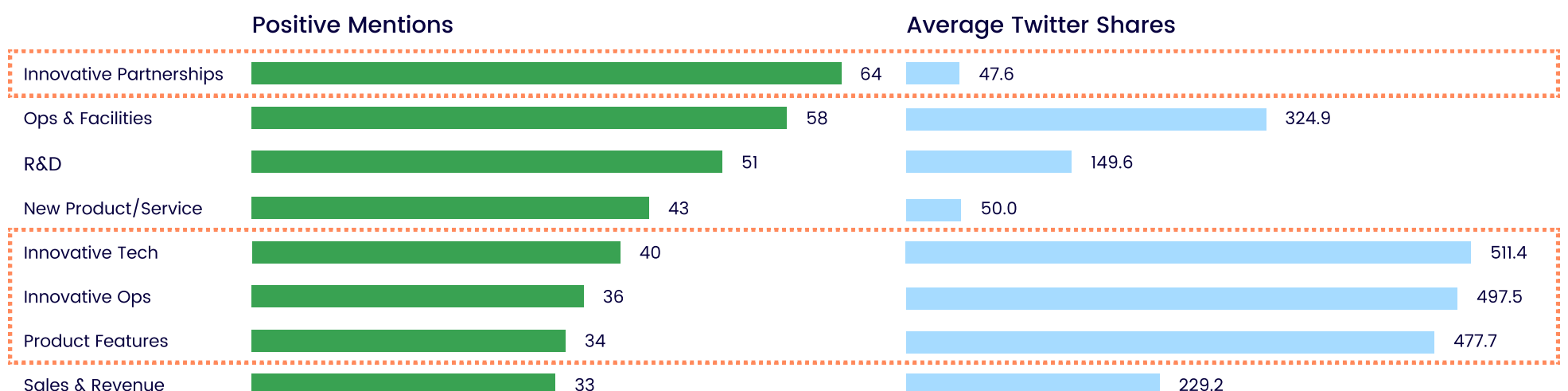
Innovation led positive environmental conversations.

- Innovation stories accounted for **39% of positive environment coverage** and 32% of positive social sharing across all industries.

Partnerships and operations provided innovation coverage opportunity.

- The media rewarded sectors with poor environmental reputations for trying out new operating methods and partnerships to advance innovation initiatives.

Top Positive Reputational Driver Subtopics Within Positive Environment Coverage



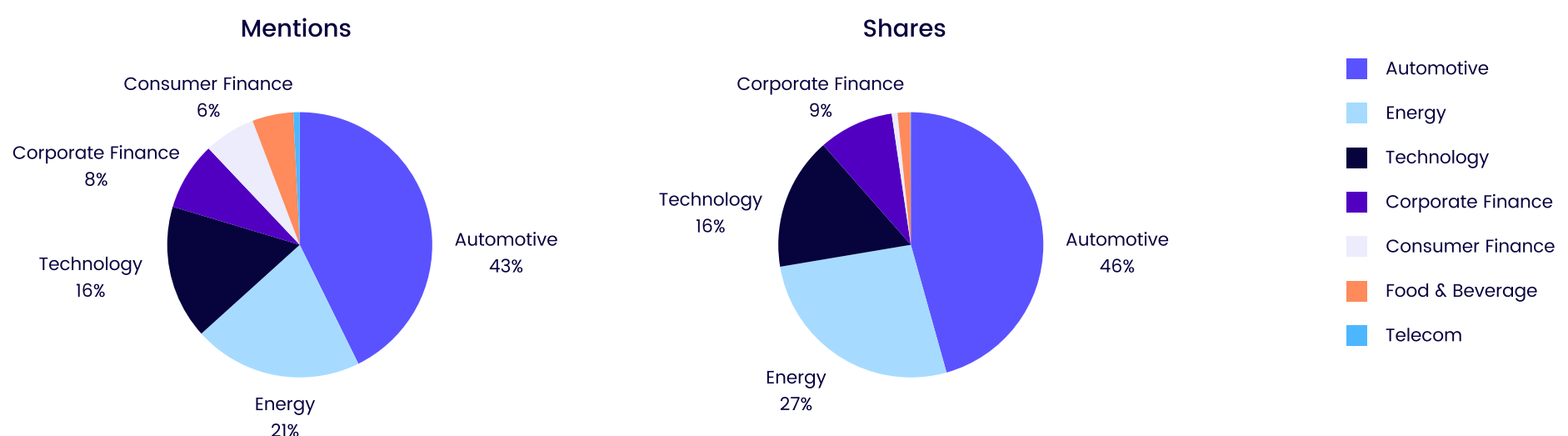
Take the automotive industry.

In Q2 2022, **the automotive sector led positive environment coverage with innovation** mentions related to electric vehicles (EV).

Top stories included coverage of automotive companies' partnerships with peers or suppliers of EV manufacturing and infrastructure (21%).

Notably, the most shared and syndicated positive environment mention was an *Associated Press* article covering Siemens' sizeable investment in **Volkswagen's Electrifying America project**, which aims to double the country's electric vehicle charging infrastructure by 2026. It amassed over **532k shares and 99 syndications**.

Positive Environment Mentions & Shares by Sector



Key Takeaways

- **The media is sympathetic towards companies' good environmental intentions.**
Outlets tend to cover companies' climate pledges favorably.
- **But audiences are skeptical.**
Audiences engage more with negative climate misinformation and greenwashing stories than positive climate pledge coverage, indicating that audiences remain skeptical of companies' climate pledges.

- **Innovation may improve companies' climate pledge credibility.**
Audiences respond well to companies' advancements in innovation that could improve environmental impact.
The media rewards companies for partnerships on innovative sustainability projects. While other innovation topics, like innovative technology and operations, resonate with audiences and generate outsized social sharing.

Want to **elevate your communications?**

Reach out to our [team](#) to **read the full report** or learn more about how **benchmarking can support your communications strategy**