

AI AND ESG: HOW CAN I DRIVE SUSTAINABILITY THROUGH TECHNOLOGY?

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Rimm

Sustainability for All

WHO WE ARE



Sustainability for All

An innovative, award winning, AI-powered sustainability solutions company offering bespoke full stacked solutions for SMEs and enterprise clients.

2020
Founded

3
Offices across
APAC and EMEA

+30
Global Team

+2.5k
platform users

OUR MISSION

We enable organisations to advance their sustainability journey through our proprietary tools and analytics which leverages science, artificial intelligence, technology and data to make sustainability accessible and actionable.

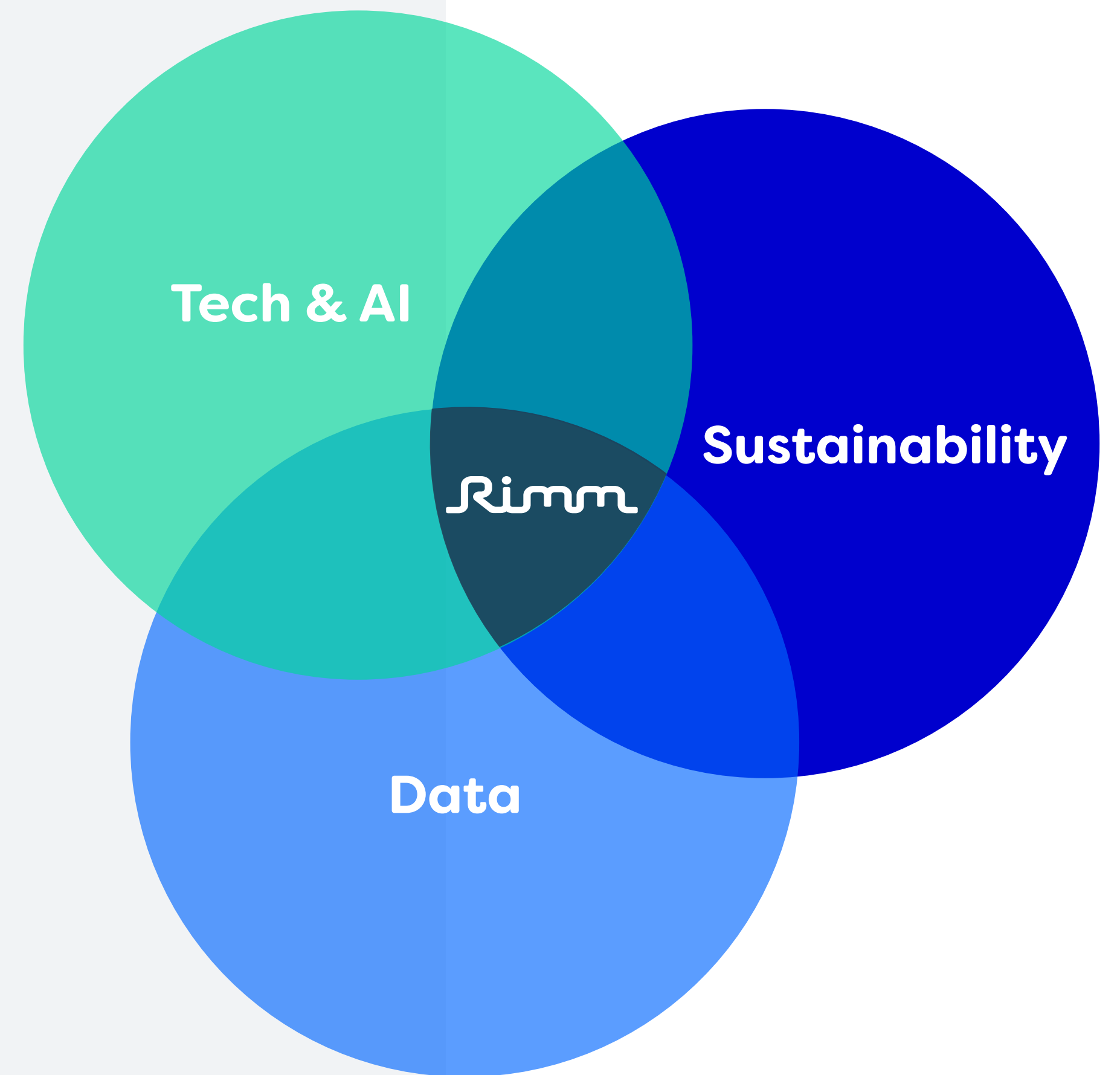
OUR CLIENTS, PARTNERS & INVESTORS



RIMM'S APPROACH

Helping organisations navigate through the rapidly evolving landscape

Leveraging our **intellectual property and sustainability expertise**, we deliver innovative, sustainable solutions *backed by award-winning technology, AI, and data.*



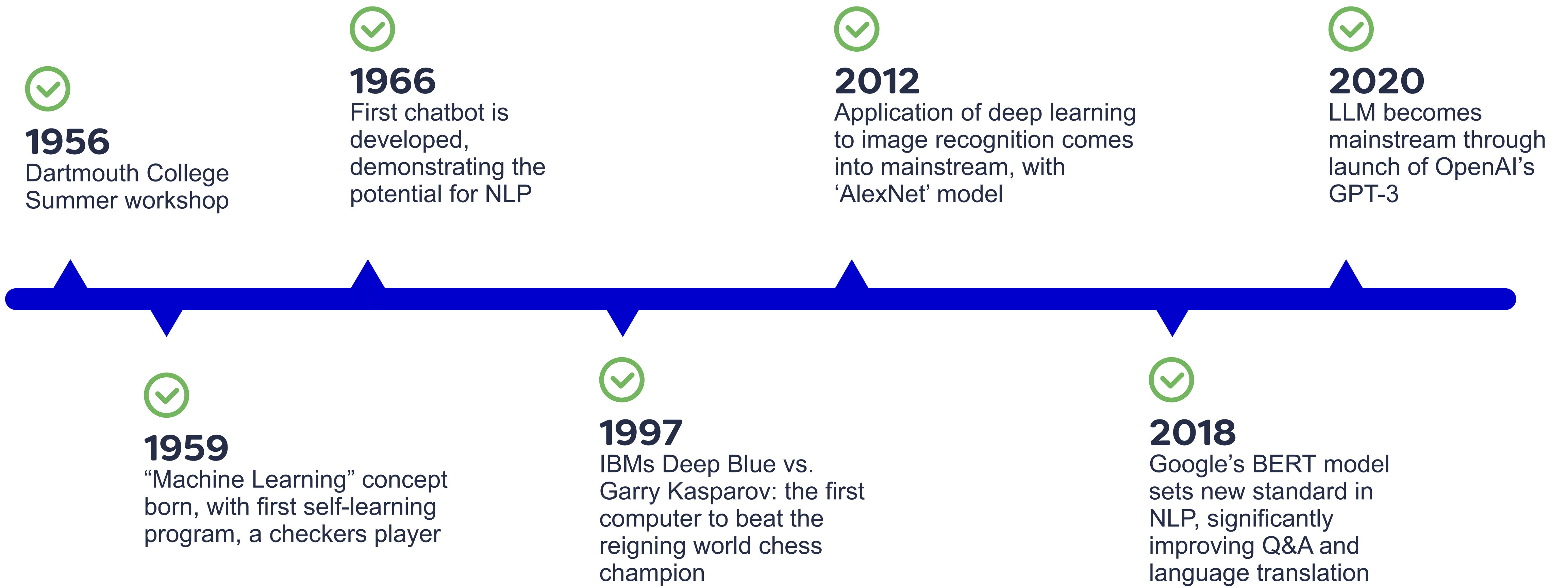
The birth of AI

**Two months,
ten men, and the
desire to creating a
thinking machine**



“ ...every aspect of learning or any other feature of intelligence can in principle be so precisely described that a machine can be made to simulate it. ”

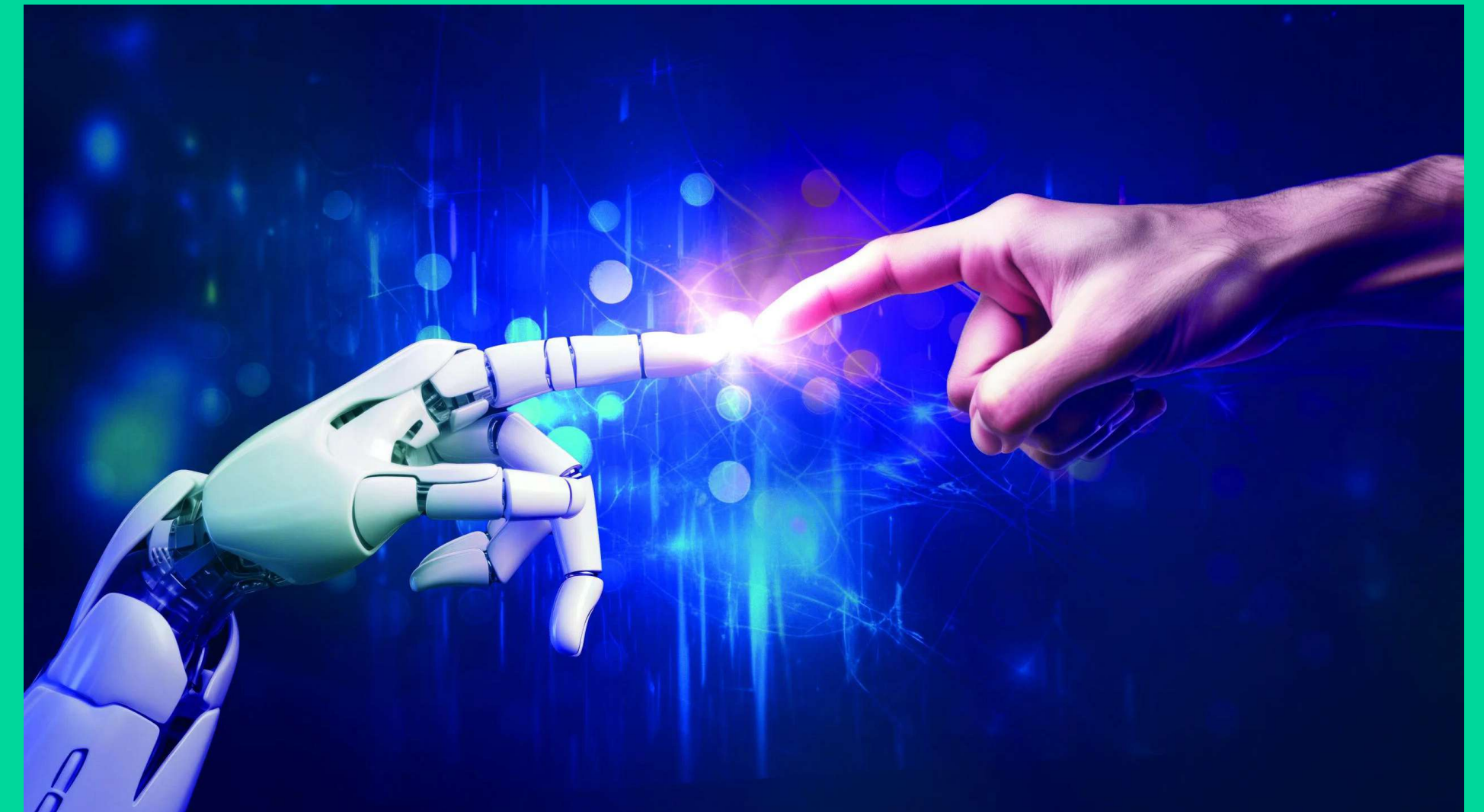
The evolution of AI



Perception



Reality



The creation of value: bringing the power of humans and AI together



AI 101

**Artificial
Intelligence**

**Machine
Learning**

**Deep
Learning**

**Natural
Language
Processing**

**Large
Language
Model**

**Generative
AI**

Key considerations for enterprise AI



Data Quality & Governance

AI is only as good as the data we give it; as the old saying goes, 'garbage in, garbage out'



Avoiding Data Silos

Making use of your organizations complete data picture – not just a partial view.



Operational Integration

Provide adequate training for employees and involve stakeholders early in the process to ensure smooth adoption



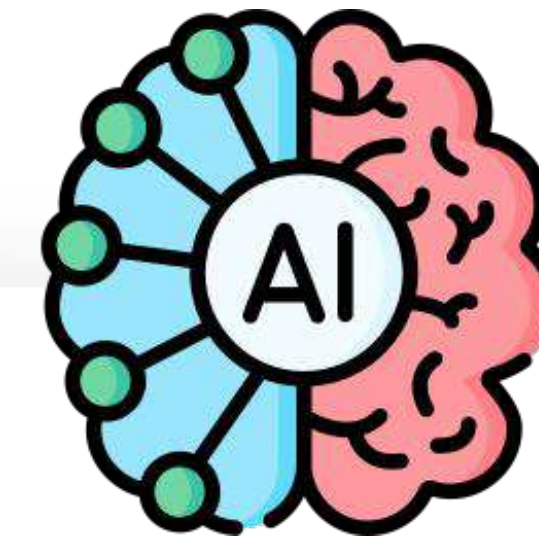
Shadow AI

Using of AI systems and tools within an organisation without the formal approval or oversight of the IT department or central management

Applying AI to sustainability



- ✓ Increasing need to improve business practices
- ✓ Growing volume of ESG data
- ✓ Wide variety of data types
- ✓ Ensuring traceability
- ✓ Compliance & reporting



- ✓ Growing market for enterprise AI tools
- ✓ Ability to digest and analyze large quantities of data
- ✓ Variety of AI models to solve different types of problems
- ✓ Automated process for data collection & verification

USE CASES

Data Collection

- Collecting data from multiple sources
- Extract relevant information
- Improve accuracy over time

Data Analysis

- Speed and quality of insights
- Advanced analytics to identify patterns, correlations and anomalies
- Sentiment analysis



Monitoring, Reporting & Forecasting

- Economic performance
- Compliance (Anti-Corruption, Tax etc)
- Forecast future ESG trends and risks
- Proactively address issues
- Stay ahead of the curve

Benefits of integrating AI

**INCREASED
PRODUCTIVITY**

**BETTER DATA
ANALYSIS**

**INFORMED
DECISION MAKING**

**COMPETITIVE
ADVANTAGE**

**BOOST EMPLOYEE
ENGAGEMENT &
INNOVATION**

**UNDERSTAND
& QUANTIFYING
IMPACT**

“ Integrating AI into business operations can serve as a **powerful tool to enhance decision making and efficiency**, but it is essential to view it as a **complement** to human intelligence, not a replacement... ”

The logo for Rimm, featuring the word "Rimm" in a stylized, rounded font. The "R" is green, and the "imm" is blue.

Sustainability for All

x

The logo for lundquist, featuring the word "lundquist" in a bold, lowercase, sans-serif font. The "i" has a red dot.

- ④ Integrating **our cutting-edge digital ESG solutions** with **Lundquist's expert consultancy services**
- ④ Together, we will offer enhanced, **robust sustainability services**
- ④ Empowering organisations to achieve ESG goals with greater **efficiency and effectiveness**



**INTRODUCING TRU VIEW
OUR AI-POWERED
SENTIMENT ANALYSER**

TRU VIEW, OUR MEDIA SENTIMENT ANALYSER, GATHERS DATA FROM MULTIPLE NEWS SOURCES TO PROVIDE SENTIMENT ANALYTICS AND INSIGHTS ON A COUNTRY, COMPANY OR INDUSTRY



**150k+
News Sources**



**13
Languages**



**23
ESG Categories**

WHY ARE SENTIMENT ANALYTICS USEFUL?

**REPUTATION
MANAGEMENT**

**COMPETITIVE
ADVANTAGE**

**STAKEHOLDER
ENGAGEMENT**

**LONG-TERM
SUSTAINABILITY**

**RISK
MANAGEMENT**

**STRATEGIC
DECISION
MAKING**

Tru View Features

Enter Question

What are the controversies surrounding Boeing in the year 2023?

Submit

Answer

In the year 2023, Boeing faced controversies due to a series of incidents involving their aircraft. These included a 787 Dreamliner plunging mid-flight, causing injuries to passengers. The company's management faced challenges as these incidents added to their ongoing streak of bad news. Boeing's stock price was negatively impacted by these events, leading to a significant decline in market valuation. Additionally, issues with safety equipment on 737 Max and 787 Dreamliner models raised concerns about the company's manufacturing and assembly processes.

Links

- <https://www.cnn.com/2024/03/12/investing/boeing-is-in-big-trouble/index.html>
- <https://www.cbsnews.com/news/biden-authorizes-another-18-million-help-elect-house-senate-democrats/?ftag=YHF4eb9d17>
- <https://www.reuters.com/markets/europe/futures-slide-ahead-powells-congressional-testimony-2022-06-22/>

Q&A Chatbot

Sentiment Summaries

category	negative	neutral	positive
Product Design And Lifecycle Management	127	1	104
Energy Management	121	1	101
Business Model Resilience	56	0	106
Supply Chain Management	111	0	36
and Regulatory	52	1	91

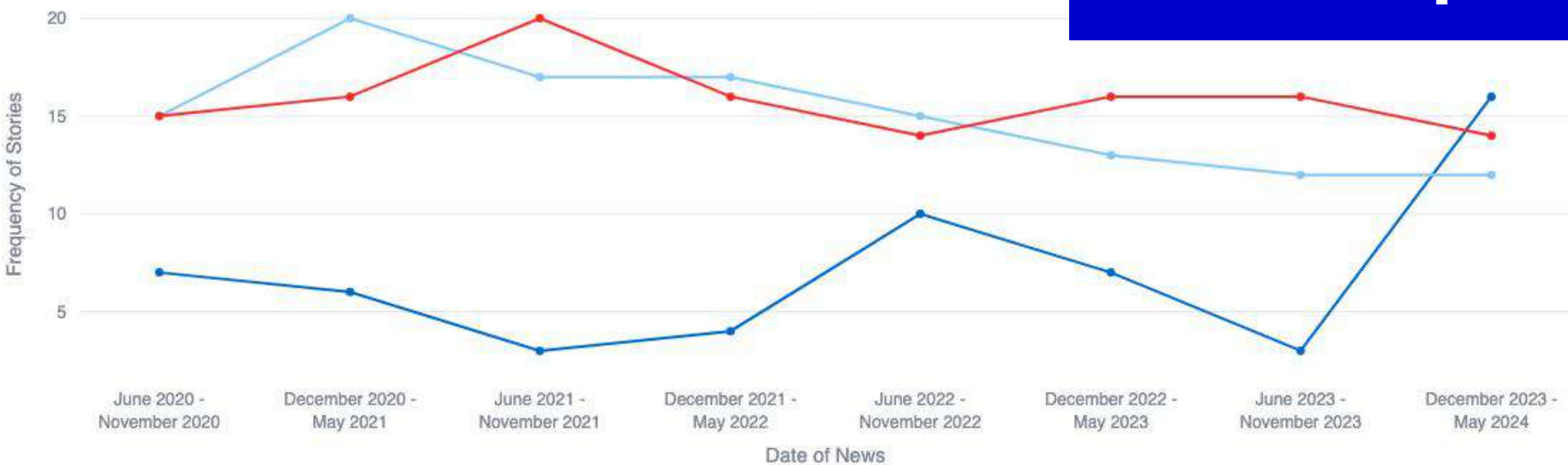
LLM model for sentiment classification

LLM model for ESG classification

Time Series Comparison

Quote Aggregator

Number of Negative Stories Over Time by Category



Stakeholder Type	Number of Negative Quotes	Number of Neutral Quotes	Number of Positive Quotes
Company Itself	629	20	538
External Stakeholders	593	17	253
Regulators	161	2	83

NLP for extracting quotes

TRU VIEW: USE CASES

PR & Communications

- Stay up to date with how your company is being spoken about externally
- Keep internal stakeholders up to date with how your company is perceived
- Adapt marketing plans using sentiment insights

Competitor Monitoring

- See how other market players are perceived by key stakeholders
- Get alerted when competitor news breaks on a particular ESG topic
- Use data to inform market positioning

Due Diligence

- Track and evaluate the public perception of a target company
- Identify potential risks associated with a company or industry, by analysing negative sentiment
- Uncover potential regulatory and compliance concerns



Benefits of Tru View

**SAVE
TIME**

**GAIN
CLARITY**

**COMPARE
NARRATIVES**

**TIME SERIES
ANALYSIS**

**BITESIZE
ANALYTICS**

**SHARE
INSIGHTS**

Grazie Mille!

