



---

*A special thanks to Michael Diegelmann and Justus Fischer of cometis AG, Mark Paterson of Currie Communications and David Fuscus of Xenophon Strategies - our partners in PRGN - for their contributions to this issue and sharing the results of their recent ESG reporting study.*

---

## Automotive Manufacturers Still Missing Out On ESG Opportunities

The [Global ESG Monitor](#) (GEM), the result of an international collaboration between communication and research agencies [cometis](#), [KOHORTEN](#), [Xenophon Strategies](#) and [currie](#), examined the sustainability reporting of 140 companies from DAX, EUROSTOXX-50, Dow Jones and ASX-50.

The results were shocking: **the world's largest companies provide non-transparent and incomplete ESG (environmental, social and governance) reports.**



The German car manufacturers Volkswagen, Daimler and BMW rank in the middle compared to other industries and companies.

But mediocre is not good enough – especially not when it comes to globally pressing ESG issues. The good news is that the path to improvement is wide open – **but the automotive industry has to start walking the talk.**

### **ESG is the future – especially in the automotive industry**

In the GEM, Daimler comes out on top among the car manufacturers, ranking 13th out of 83 in integrated non-financial reports (I-NFR) and 29th out of 100 in separate non-financial reports (S-NFR).

Volkswagen achieves 16th place in the I-NFR and 33rd place in the S-NFR. BMW ranks 43rd in the S-NFRs. Solid results, all in all – but considering the great importance of ESG issues, especially in the automotive industry, not enough.

Read the full article here: <https://bit.ly/3dQeYWs>

---

## What Most Companies Get Wrong When Doing Their First ESG Report

Doing your first **ESG (environmental, social and governance)** report is not as simple or straightforward as it seems. It is one of the most important reports a company does for responsible investors and key stakeholders, so it's crucial to get it right.

Our experience with first-time reporters, together with **a recent analysis of the quality and level of ESG reporting** by the world's biggest companies, has yielded fresh insights about ESG reports.

Like doing anything for the first time, you get things wrong. So, why not avoid as much wrong-doing as possible by looking at five big mistakes made by first-time ESG reporters?

Read the full article here: <https://bit.ly/2ODZzPs>

---

## U.S. Companies Lag Europeans on ESG Reporting

The state of transparency in corporate sustainability reporting by U.S. companies, who lag behind their European counterparts, leaves big blind spots for investors.

That's one revelation from the newly published Global ESG Monitor (GEM) – a study of ESG reports from the largest listed companies in Europe, the United States and Australia.

Learn more by reading the full article here: <https://bit.ly/2OK2mN2>

---

## Congrats to Cooper Standard for ESG Achievements

Recently, [Cooper Standard](#) has made substantial progress towards world-class performance in all areas of business, including environmental, sustainability and governance (ESG), as well as its actions to elevate value for all stakeholders. As a result, Cooper Standard's commitment and achievements have garnered prestigious recognition:



- Recognized by Ethisphere® as One of the 2021 and 2020 World's Most Ethical Companies
- Named to Newsweek's 2021 and 2020 list of America's Most Responsible Companies based on key areas of ESG

To learn more about Cooper Standard's CSR / ESG efforts, click [here](#).

---

## Our Latest Meet the Media Profiles

*Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are the latest posts:*



- [Nathan Bomey, Business Reporter at USA TODAY](#)
- [Philip Nussel, Web Editor at Automotive News](#)
- [Nick Manes, Finance and Technology Reporter at Crain's Detroit Business](#)
- [Erin Pustay Beaven, Managing Editor at Rubber & Plastics News](#)
- [Erica Schueller, Editorial Director, Commercial Vehicle Group at Endeavor Business Media](#)
- [Peter Fretty, Technology Editor at IndustryWeek](#)

---

## BPR Ranked Among Top PR Firms in Auto, Detroit & U.S.

Bianchi PR has again been named among the top independent PR firms in the United States by *O'Dwyer's*, a trade publication long considered the "Bible" of the public relations and marketing communications industry.

See how Bianchi PR ranked in metro Detroit, Michigan, the U.S. and the automotive / transportation sector: <https://bit.ly/3arVt4p>



