engaged, this smartly engineered mechanism merges modern convenience with a touch of ‘WOW’ to the overall consumer drinking experience. To further advance the solutions appeal, Ball can laser logos, simple images and messages directly onto the exterior of the straw – a notable differentiator in this highly competitive marketplace. Launched in Poland by innovative beverage maker Sulimar, the integrated straw solution features in one of the brand’s key drink offerings, Cornelius Grapefruit. The popular flavoured beer, which was previously available in bottles only, was now launched in the premium Ball can. With Cornelius Grapefruit’s primary consumer base made up of women, this in-can straw is a strategic opportunity to speak to those within a market that are often not comfortable drinking out of a can. In addition, with the can’s slimmed down nature, it also caters to the global move by health-conscious men and women alike to control their portion intake. Sulimar brewery played an active role in preparing for the launch by conducting extensive testing with this new packaging format. To realise its market debut, Sulimar developed a close cooperation with the Żabka chain stores to sell the cans in key regions throughout Poland. Innovations such as these and indeed partnering with customers such as Sulimar ensure that Ball stays at the forefront of the highly competitive beverage packaging industry, says Ms. Kerkhoff. She sees plenty of growth potential in the market: beverage manufacturers have witnessed tremendous growth in the last five years, not in the least thanks to new technologies such as Ball’s that have initiated the emergence of innovative packaging designs. “We manufacture more than 65 billion recyclable aluminium and steel cans a year worldwide. They’re lightweight, fully recyclable, quickly chilled, easy to store and cost-effective – that’s what makes them the package of choice to beverage producers worldwide.”

SASB, based in the US, is a fully independent organisation that is developing sustainability standards for industries, and also works to make environmental, social and governance (ESG) disclosure a regular part of financial data. It is the first step toward measuring the true impact of a company, going beyond the financial data,” Ms. Mihailescu Cichon explains.

RepRisk got its start as an environmental risk consultancy firm in 1998. By 2006, at the request of a client, they developed a framework to identify and assess a list of companies that were exposed to severe environmental and social risks. In 2007, that list was launched as a full-fledged online risk platform. In 2010, the company separated from the consulting arm and RepRisk AG received its current name. The number of data inputs considered for its risk assessments puts RepRisk ahead of the game. According to their website, the database includes risk information on over 53,000 companies and over 13,000 projects (e.g. mines, factories, power plants), as well as all sectors and countries. These data are compiled in 15 languages from a broad range of media and stakeholder sources including online and print media, NGOs, governmental agencies, think tanks and social media. With this perspective, the data aims to provide its users with a more holistic assessment of a company.

Challenges for the coming years include deepening their focus on new media and further increasing the awareness of ESG issues across global companies. “Five years ago, sustainability or ESG issues were not mainstream, whereas now they are on the agendas of Boards and Executives at companies around the world. The challenge for companies is to not treat these issues in an isolated manner, but to integrate them across their core business,” Ms. Mihailescu Cichon explains.