

Public communications policy

This policy outlines how the PRI guides and governs the use, content and scope of its external communications to contribute to the public debate about responsible investment.

Promotion of the six Principles and responsible investment

This is the typical communication that the PRI undertakes.

It is generally applied:

- to advocate for uptake of the six Principles and responsible investment;
- to demonstrate progress by the PRI and signatories in implementing the six Principles and responsible investment;
- to demonstrate impact and showcase best practise identified in the annual reporting and assessment process;
- to promote the findings of PRI publications.

Advocacy and commentary around public policy

The PRI actively engages with public policy where relevant.

In doing so, the PRI:

- will not seek to represent the views of the whole signatory base or indicate that research or recommendations represent the views of signatories collectively;
- will base its comments on high-quality research containing well-considered arguments and proposals that are rigorously defensible;
- may make recommendations for policy makers.

Endorsing other organisations' initiatives

The PRI will occasionally issue statements supporting relevant external initiatives.

In making these statements, the PRI:

- will not seek to represent the views of individual signatories or the signatory base as a whole, or imply that the endorsement represents the view of all signatories;
- will only endorse initiatives that directly support its Mission, or directly assist in the goals of the six Principles and signatories' implementation of them;
- will support initiatives or projects that are aligned, in general, with what leading signatories (long-term asset owners in particular) would deem reasonable and appropriate.

Where the PRI will not comment

The PRI does not speak on behalf of signatories.

The PRI will typically not respond to request for comment on:

- a signatory's specific practices or investments;
- controversial public policy – the PRI will point to examples of good public policy, however and provide broad support for regulation that supports responsible investment;
- specific company controversies or misdeeds, or questions about what investors should do regarding these, beyond pointing to the case as an example of the materiality of ESG issues to investors.

Governance of PRI public communications

Public comments on core PRI matters and responsible investment generally will be provided by the PRI's official spokespeople.

Decisions about communications in support of all of the PRI's work rest with the PRI Executive.

Research will carry the PRI logo but will include a disclaimer making it clear that any findings or recommendations do not necessarily represent the views of individual signatories or the signatory base as whole.

Where research partners or signatories involved in research seek to communicate publicly on the findings, this will be subject to adherence to key messages developed by the PRI.

The decision over whether or not to support specific initiatives or projects carried out by other organisations will, in general, rest with the Managing Director in consultation with the Chair of the PRI Board. Statements clearly outlining the PRI's position and the rationale for providing the endorsement will be posted on the PRI's public website.