

SPOTT

a ZSL conservation initiative

Guide to communicating SPOTT scores

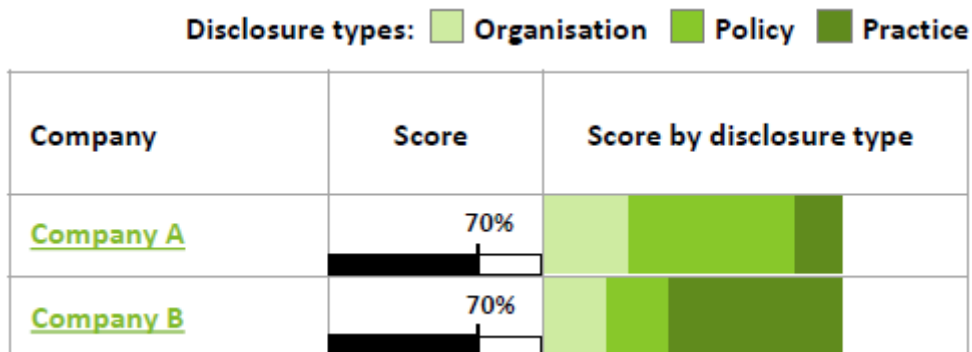
If you wish to communicate about SPOTT or a SPOTT assessment score on your webpage or communication materials, we would appreciate it if you could make sure to reflect the language below to explain the meaning of the SPOTT scores. It is important to note that SPOTT should be referred to as a **public disclosure assessment** and not as a sustainability assessment or a form of certification.

If you plan to publish a press release which features SPOTT **please share any text with us for prior approval**. We would also be happy to review any other material you plan to publish around your SPOTT assessment.

Information and standard wording about ZSL and SPOTT can also be found on our [‘About’ page](#). For any other enquiries related to SPOTT assessment scores, please contact spott@zsl.org.

SPOTT scores explained

Companies assessed on SPOTT are ranked according to their overall SPOTT score. The scores are also broken down further into three disclosure types: **organisation**, **policy** and **practice**.



Overall score

A higher score indicates that a company is being relatively more transparent when compared to others with lower scores. SPOTT indicators consider the public availability, quality and scope of policies, commitments, operational data, and reporting of activities undertaken by companies to meet their targets. **SPOTT does not score the implementation of policies on the ground.**

Score by disclosure type

Organisation

A higher score within this disclosure type indicates relatively higher transparency and quality of company disclosure regarding its operations, assets and management structure. *Example indicators include total landbank hectarage, the number of mills owned, reporting of salary by gender, and whether the company publishes a sustainability report.*

Policy

A higher score within this disclosure type indicates relatively higher transparency and quality of company disclosure regarding the policies, commitments and processes it has to guide its operations and practices on the ground. Higher scores in this category are also an indication of a company having more robust policies that cover its entire operations. *Examples include policies on no deforestation, zero burning, and respecting human rights.*

Practice

A higher score within this disclosure type indicates relatively higher transparency and quality of reporting regarding activities it undertakes, in order to actively progress towards its targets and implement its policies and commitments on the ground. *Examples include reported activities to monitor deforestation and to manage fires in concessions, and the percentage of the company's supply traceable to mill and plantation/concession level.*

Within this category, SPOTT differentiates between data that is self-reported by companies and data that is externally verified (aligning with the Accountability Framework Initiative [AFI]),¹ as follows:

Externally verified: Assessment and validation of compliance, performance and/or actions taken by a company relative to its commitment that is verified by either a second- or third-party (as defined by the AFI).

Self-reported: Reporting of compliance, performance, and/or actions taken by a company relative to its commitment that is not externally verified, including data that is verified by a first-party (as defined by the AFI).

Higher scores in this category are an indication that the company is actively progressing towards its target and that at least some of its progress is externally verified.

About SPOTT

Developed by ZSL (Zoological Society of London), SPOTT – Sustainability Policy Transparency Toolkit – is an online platform supporting sustainable commodity production and trade. By tracking transparency, SPOTT incentivises the implementation of corporate best practice. SPOTT assesses commodity producers and traders on the public disclosure of their policies, operations and commitments related to environmental, social and governance (ESG) issues. SPOTT scores companies annually against sector-specific indicators, to benchmark their progress over time. Investors, buyers and other key influencers can use SPOTT assessments to inform stakeholder engagement, manage risk, and increase industry transparency. For more information, visit spott.org.

About ZSL

ZSL (Zoological Society of London) is an international conservation charity working to create a world where wildlife thrives. From investigating the health threats facing animals to helping people and wildlife live alongside each other, ZSL is committed to bringing wildlife back from the brink of extinction. Our work is realised through our ground-breaking science, our field conservation around the world and engaging millions of people through our two zoos, ZSL London Zoo and ZSL Whipsnade Zoo. For more information, visit zsl.org.



¹ <https://accountability-framework.org/use-the-accountability-framework/definitions/>