Pharma is experiencing rapid changes in its reputation during the COVID-19 pandemic – some life sciences companies are now among the top 20 fastest growing brands.

**Trust** is seen as critically important for life sciences companies going forward.

ESG factors are becoming a key determinant of a company’s financial strength.

Diversity in clinical trials - it is important that a study population is representative of the population that may ultimately use a drug or therapeutic.

**Environment:**
- Major companies continue to make pledges to reduce or eliminate their carbon footprints and become ‘net zero’, with some already hitting these targets.
- 1/3 of the 280 companies supporting a global climate initiative, come from the biotech, pharma, and health care.
- Many phrasas are shifting their fleets to electric vehicles.

**Social:**
- Health equity – Requires meeting people where they are with the necessary resources to maintain or improve health outcomes.
- Racial equity – Addressing historical and systemic barriers for minorities and communities of color.
- Gender equity - ensures opportunities are not limited on the basis of gender and corrects for gender biases.

**Governance:**
- Measuring ESG progress makes organizations accountable and shows areas for improvement.
- Socially responsible companies are creating new Key Performance Indicators (KPIs).
- Increases transparency.

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