



REWARD VALUE

# HOW TO PARTNER?



EXECUTIVE PAY AS A  
CATALYST FOR CHANGE

# TABLE OF CONTENTS

03 CATALYST FOR CHANGE

03 MISSION

04 VALIDATE

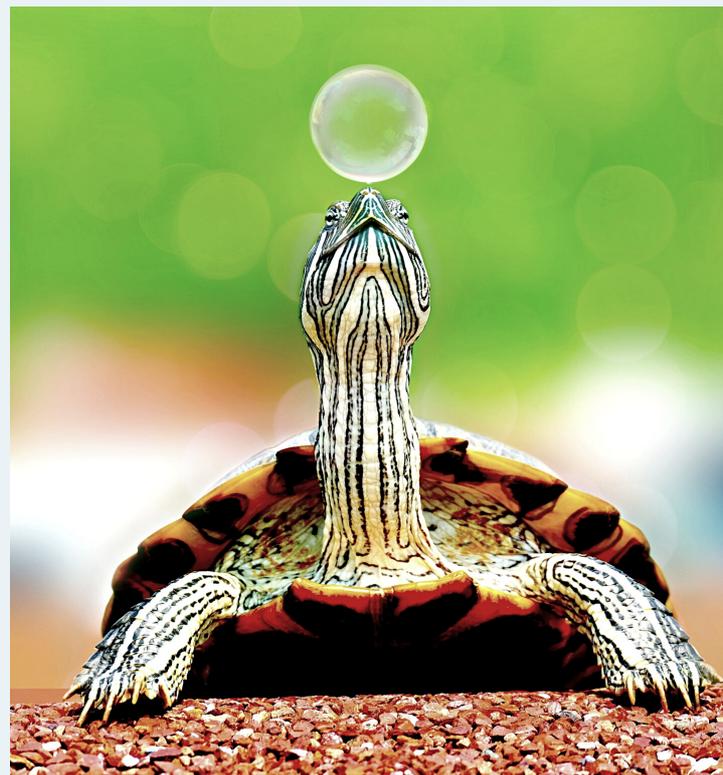
04 REGULATE

04 ACTIVATE

05 BECOME A MEMBER

06 PACKAGES

07 CONTACT



# EXECUTIVE PAY AS A CATALYST FOR CHANGE

Most corporations today claim to be purpose-led, putting people and planet first. But the efforts of millions who join them are undermined by outdated financial incentives that reward CEOs to deliver short term gains at all costs.

Reward Value works with investors, universities and businesses to modernise executive pay as a catalyst for positive change.

Reward Value Foundation is a not-for-profit research initiative.



## MISSION

Like many corporate practices, CEO remuneration is driven by convention. Without a viable alternative, supervisory boards stick with outdated incentives. Reward Value has a three-pronged strategy to arm supervisory board members with a fresh approach that better matches investor and business ambitions with today's realities:

- **Validate:** conduct academic research that supports change
- **Regulate:** safeguard the implementation of responsible remuneration
- **Activate:** drive change from within by involving all relevant stakeholders

# VALIDATE

Reward Value believes in evidence-based change. We conduct research around three pillars:

- **Performance:** how to measure sustainable long term value creation
- **Mechanism:** how to pay executives for actual performance and stimulate them to make more sustainable decisions
- **Regulation:** how to ensure effective implementation and execution of modernized pay supported by a mix of hard and soft law and reporting standards.

We deliver practical tools that enables companies to modernize their pay. In addition, we conduct ongoing research to test our model's viability and make evidence-based changes accordingly. Our **academic stakeholders** contribute to the quality of the academic research and validation.

**Principles**  
of  
responsible  
remuneration

**Models**  
of  
responsible  
remuneration

**Index**  
of  
responsible  
remuneration

# REGULATE

To make sure responsible remuneration policies are successfully implemented and safeguarded in the long term, we need to regulate it. A legislative and/or policy framework is being developed by **various bodies** for the transition to a sustainable society. Executive remuneration is also relevant here in order to properly encourage directors and companies to make the desired change in behavior and to steer the implementation of the required transition.

# ACTIVATE

The change must have broad support and concrete applications. **Institutional investors** can encourage companies to adjust their pay policy and contribute to the development of the solutions from their governance and engagement role. **Consultants** are involved in the strategic decisions and often have a relationship of trust with corporates, their advice is considered relevant. Actual change will be translated by the **companies** into modernized pay policies.

# BECOME A MEMBER

The Reward Value Association invites active participation and input from stakeholders with diverse perspectives and interests. Reason to partner with Reward Value;

- Become a **leader** in responsible remuneration;
- Obtain access to the newest **insights**, research **data** and **models**;
- Request **independent review** on remuneration topics;
- Get practical **tools** for implementation;
- **Meet** and **collaborate** with other members

We offer three types of partnerships, covering all relevant stakeholder groups.

## Ally

Academics,  
governmental bodies,  
NGO's and individuals

## Member

Institutional investors  
and  
corporates

## Partner

Strategic Investors  
and  
consultants

More details about our partnerships can be found on the next page.



# JOIN REWARD VALUE

Do you want to be part of Reward Value and contribute to the development of responsible remuneration as a catalyst for change? Please contact our community lead and we will be happy to discuss your participation.

» GET IN TOUCH

# PACKAGES

	ALLY	MEMBER	PARTNER
ANNUAL FEE	€ 750	€ 15.000	From € 30.000
INCLUDED	<ul style="list-style-type: none"> <li>• Access to scientific articles</li> <li>• Share best practices</li> <li>• Access to newest insight</li> <li>• Free access to webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Annual check of remuneration policy against Reward Value Framework</li> <li>• Sparring partner for board directors</li> <li>• Sounding board session with reward value specialist</li> </ul> <p>+ all of Ally package</p>	<ul style="list-style-type: none"> <li>• Founding partner of modernized remuneration</li> <li>• Involvement in research projects</li> <li>• Early access to knowledge and methodology</li> <li>• Official consulting partner for implementing change</li> </ul> <p>+ all of Ally &amp; Member packages</p>
RELEVANCE	<ul style="list-style-type: none"> <li>• Gain knowledge and insight from research outcomes</li> <li>• Publication platform</li> <li>• New insights to development of regulations and corporate governance codes</li> <li>• Strengthen 'thought leadership'</li> <li>• official supporter of sustainable remuneration</li> </ul>	<ul style="list-style-type: none"> <li>• Better long-term value creation</li> <li>• Meet societal and regulatory expectations</li> <li>• Leading on social developments and changing regulations</li> <li>• Official practitioner of sustainable remuneration</li> </ul>	<ul style="list-style-type: none"> <li>• Reputational (demonstrate sustainable leadership)</li> <li>• Thought Leadership (being at the forefront of strategic change)</li> <li>• Apply expertise in consulting (supporting business and invest community in activating responsible remuneration)</li> </ul>
TERM	1 year	1 year	3 years



REWARD VALUE

# CONTACT US



[www.rewardvalue.org](http://www.rewardvalue.org)  
[contact@rewardvalue.org](mailto:contact@rewardvalue.org)  
Based in The Netherlands