Responsible Investment Association Australasia

READY-TO-USE COMMUNICATIONS PACK

RIAA Certified Product Issuer Promotion Toolkit

Promoting the implementation of RIAA's SDG Alignment Guidance Annex

FOR	AVAILABLE	DATE
Certified product issuers	From 22 September 2026	Through September 2027

Contents

How to use this toolkit

PURPOSE

This pack helps product issuers communicate their response to RIAA's SDG Alignment Guidance Annex accurately and consistently. It includes ready-to-use copy for corporate, product, adviser and social channels, together with claims guardrails and review checks.

Before publishing

1. Confirm that the product is certified and that the description of certification uses approved RIAA language.
2. Tailor only the marked fields, product details, links and implementation status. Preserve the meaning of the claims safeguards.
3. Reconcile all copy with the final published Annex, FAQs and any product-specific certification conditions.
4. Obtain internal legal, compliance and product approval where required.
5. Do not imply that the Annex is a separate certification category or that certification guarantees SDG outcomes.
6. Do not imply that RIAA has assessed the product against the final published Annex unless you have written confirmation of this from the RIAA Certification Team.

Key dates

Milestone	Timing	Issuer implication
SDG Alignment Guidance available	22 September 2026	Review relevant SDG-related claims, methods, evidence and disclosures

Milestone	Timing	Issuer implication
Guidance informs assessment	From December 2026	New and recertifying products should be prepared to address the guidance
Transition complete	By September 2027	Existing certified products should have completed relevant uplifts

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Core issuer messaging

<u>One-sentence description</u>

RIAA's SDG-alignment guidance annex provides clearer, practical expectations for certified products that make claims about alignment with the United Nations Sustainable Development Goals.

<u>Issuer positioning statement</u>

[Issuer name] supports clearer and more consistent sustainability-related claims. We are reviewing RIAA's SDG Alignment Guidance Annex across our relevant investment strategies, evidence and communications to ensure that SDG-related claims are appropriately substantiated and transparent about their basis and limitations.

What the guidance covers

- Defined and consistently applied terminology
- Transparent methodology and categorisation rules
- Portfolio-level evidence proportionate to the claim
- Appropriate use of SDG icons and branding
- Relevant exclusions, thresholds, limitations and disclaimers
- Consideration of positive and adverse effects, including possible tensions or net effects

CORE SAFEGUARD

Certification should not be presented as a guarantee that every investment contributes to an SDG or that a product will achieve specific real-world outcomes.

Suggested calls to action

- Read our approach to SDG alignment [link]
- View our product methodology and supporting evidence [link]
- Read RIAA's SDG alignment guidance annex
- Speak with our investment/client team [contact]

Corporate and product communications

CORPORATE ANNOUNCEMENT

[Issuer name] welcomes RIAA's SDG Alignment Guidance Annex, which provides clearer expectations for investment products making claims linked to the United Nations Sustainable Development Goals.

We are reviewing the guidance across our relevant investment strategies, evidence and communications. This work supports our commitment to ensuring that sustainability-related claims are clear, appropriately substantiated and transparent about their basis and limitations.

RIAA's guidance will begin to inform certification assessment from December 2026, with a transition period for existing certified products through September 2027. See RIAA's SDG Alignment Guidance Annex here.

PRODUCT WEBPAGE COPY

[Product name] uses [describe the SDG-related approach in precise terms]. Our methodology explains how we define and categorise alignment, the evidence used, the proportion of the portfolio represented and relevant limitations.

RIAA has released an SDG Alignment Guidance Annex for certified products. We are reviewing the guidance and will update relevant disclosures where appropriate. RIAA certification should not be interpreted as a guarantee that all investments contribute to every stated SDG or that specific real-world outcomes will be achieved.

[View our methodology] [Read the product disclosure] Read RIAA's guidance.

SHORT WEBSITE UPDATE

RIAA has released new guidance for certified products making SDG-alignment claims. We are reviewing the Annex across [product name]'s methodology, evidence and communications and will make any relevant updates during the transition period. [Read more]

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Client and member communications

CLIENT EMAIL

Subject: New guidance for SDG-alignment claims

RIAA has released an SDG Alignment Guidance Annex for certified products making claims linked to the United Nations Sustainable Development Goals.

The Annex provides practical expectations for terminology, methodology, portfolio-level evidence, proportionality, icons and branding, exclusions, limitations, disclaimers and the consideration of positive and adverse effects.

We are reviewing the guidance across [product name / relevant strategies]. Where appropriate, we will update our methodology, disclosures or communications during the transition period through September 2027.

You can read more about our approach here: [link]. RIAA’s guidance is available here.

For questions, please contact [name / team / details].

NEWSLETTER ITEM

Strengthening the basis for SDG-alignment claims

RIAA has released practical guidance for certified products making claims linked to the Sustainable Development Goals. The guidance covers terminology, methodology, portfolio-level evidence, proportionality, SDG icons and branding, exclusions, limitations, disclaimers and the consideration of positive and adverse effects.

We are reviewing the Annex across [product / strategies] and will update relevant disclosures where appropriate during the transition period through September 2027. Read RIAA's guidance.

CLIENT SERVICE RESPONSE

RIAA’s new Annex provides guidance on how SDG-alignment claims should be defined, evidenced and communicated within the Certification Program. We are assessing its application to [product name]. Our review covers the wording and scope of relevant claims, the methodology used, portfolio-level evidence and any limitations or adverse effects that should be disclosed. We will communicate material updates through the usual product disclosure and client channels.

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Adviser-facing materials

ADVISER EMAIL

Subject: A clearer basis for reviewing [product name]'s SDG-related claims

RIAA has released an SDG Alignment Guidance Annex for certified products. It provides a practical basis for considering the terminology, methodology, portfolio evidence and limitations behind SDG-related claims.

For [product name], the key resources are

- product claim and scope: [link]
- methodology and categorisation rules: [link]
- portfolio evidence or reporting: [link] and
- limitations, exclusions and relevant disclaimers: [link].

We are reviewing these materials against the new guidance and will make any relevant updates during the transition period. Please contact [team] if you would like to discuss our approach.

Questions issuers should be ready to answer

- What does the product mean by "aligned", "contributing" or "supporting" an SDG?
- What methodology and categorisation rules are used, and who provides the data?
- How much of the portfolio is represented by the claim?
- How current is the evidence, and how are data gaps handled?
- Which exclusions, thresholds, assumptions and limitations apply?
- How are possible adverse effects or conflicting outcomes considered?
- Is the claim consistent across product disclosures, the website, marketing and reporting?

ADVISER NEWSLETTER COPY

New RIAA guidance is strengthening the basis for SDG-alignment claims made by certified products. We are reviewing [product name] against the Annex, including its terminology, methodology, portfolio evidence, limitations and consideration of adverse effects. Advisers can access our supporting methodology and disclosures here: [link].

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Social media copy

POST 1: ISSUER RESPONSE

RIAA has released a new SDG Alignment Guidance Annex for certified products.

[Issuer name] is reviewing the guidance across our relevant investment strategies, evidence and communications. The Annex provides clearer expectations for terminology, methodology, portfolio-level evidence, proportionality, limitations and the consideration of positive and adverse effects.

This supports our commitment to communicating sustainability-related claims clearly and with appropriate evidence. See RIAA's SDG Alignment Guidance Annex here.

#ResponsibleInvestment #SustainableFinance #SDGs.

POST 2: METHODOLOGY FOCUS

What sits behind an SDG-alignment claim?

For [product name], our approach explains

- what alignment means
- the methodology and data used
- the proportion of the portfolio represented
- relevant thresholds and limitations and
- how adverse effects are considered.

RIAA's new SDG Alignment Guidance Annex provides a clearer basis for these disclosures. Explore our methodology: [link]

POST 3: IMPLEMENTATION UPDATE

We have completed our review of [product name] against RIAA's SDG Alignment Guidance Annex.

As a result, we have [updated our methodology / clarified our product claim / expanded portfolio evidence / strengthened limitations and disclaimers]. These updates are intended to make the basis and scope of our SDG-related claims clearer for advisers and investors.

Read the updated materials: [link]

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Implementation update templates

NO MATERIAL CHANGE REQUIRED

We have reviewed [product name] against RIAA's SDG Alignment Guidance Annex. The review considered terminology, methodology, portfolio-level evidence, proportionality, exclusions, limitations, disclaimers and the treatment of positive and adverse effects. We concluded that no material change to the product's current claim is required. We will continue to monitor the evidence and maintain consistency across relevant disclosures and communications.

CLARIFICATION OF DISCLOSURE UPLIFT

Following our review of RIAA's SDG Alignment Guidance Annex, we have strengthened [product name]'s disclosures by [describe change]. The investment strategy has not changed. The update clarifies the meaning and scope of the claim, the methodology or evidence supporting it, and relevant limitations. Updated materials are available here: [link].

CLAIM NARROWED OR REMOVED

Following our review of RIAA's SDG Alignment Guidance Annex, we have [narrowed / removed] an SDG-related claim for [product name]. This change reflects [a change in evidence availability / a more precise description of portfolio coverage / a methodology limitation / another reason]. It does not necessarily indicate a change to the investment strategy. Updated product information is available here: [link].

METHODOLOGY CHANGE

Following our review of RIAA's SDG Alignment Guidance Annex, We have updated the methodology used to assess [product name]'s relationship to the Sustainable Development Goals. The change affects [categorisation / data sources / thresholds / treatment of adverse effects / portfolio coverage]. The updated methodology applies from [date] and is available here: [link].

Approved language and claims guardrails

Use	Avoid	Why
"A certified product making SDG-alignment claim"	"RIAA Certified SDG product"	Avoid implying a separate category or endorsement
"Guidance supports clearer and more consistent claims"	"Guidance prevents greenwashing"	Do not guarantee the effect of the guidance
"Evidence proportionate to the claim"	"Proof that the product delivers on the SDGs"	Evidence of alignment is not a guarantee of outcomes
"A proportion of the portfolio is categorised as aligned"	"The portfolio is aligned" where evidence covers only selected assets	Keep the scope of the claim accurate
"The product considers positive and adverse effects"	"Every holding has a net positive impact"	Avoid unsupported whole-portfolio conclusions
"Certification assessment will reflect the guidance"	"RIAA has endorsed our methodology"	Certification is not a bespoke endorsement

Issuer do and do not

Do	Do not
Explain the exact nature and scope of the claim	Rely on SDG icons as evidence of alignment
Link to methodology and supporting disclosure	Use selected holdings to imply whole-portfolio alignment
Disclose thresholds, assumptions and limitations	Omit material caveats that change interpretation
Keep claims consistent across all channels	Use overly broad language in marketing compared to formal disclosure
Use approved certification language	Suggest certification guarantees outcomes

Product Issuer FAQs

Does the Annex create a new product certification?

No. It provides guidance for interpreting and assessing relevant claims under RIAA's existing Responsible Investment Standard.

Which of our products should be reviewed?

Review certified products making express or implied claims about alignment with, contribution to, support for or exposure to one or more SDGs. Consider formal disclosures, websites, marketing, reports and imagery.

What should the review cover?

At minimum: terminology, claim scope, methodology, categorisation rules, data and evidence, portfolio coverage, thresholds, exclusions, limitations, disclaimers, icons and branding, and positive and adverse effects.

Does every holding need to align with an SDG?

Not necessarily. The claim must accurately represent the approach and portfolio coverage, and the evidence and limitations must be transparent and proportionate to the claim.

Can we continue to use SDG icons?

Only where their use is appropriate, consistent with applicable permissions and not likely to imply a broader or stronger claim than the supporting evidence.

What if data is incomplete?

Explain the data source, coverage, assumptions, proxies, gaps and implications. Narrow the claim if the evidence is not sufficient for its current scope.

When should we communicate an update?

Communicate material changes in accordance with disclosure, legal, compliance and certification requirements. Clarifying updates should explain whether the investment strategy itself has changed.

Does certification replace our compliance review?

No. Issuers remain responsible for ensuring claims and communications comply with applicable law, regulation, disclosure obligations and internal approval requirements.

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Pre-publication checklist

Check	Requirement	Owner/date
☐	The product's certification status and approved certification language are current	
☐	The SDG-related claim is defined precisely and uses consistent terminology	
☐	The methodology and categorisation rules are accessible and current	
☐	Portfolio coverage is quantified or otherwise represented accurately	
☐	Data sources, assumptions, proxies and gaps are disclosed where material	
☐	Thresholds, exclusions and limitations are clear	
☐	Positive and adverse effects are considered appropriately	
☐	SDG icons and branding do not overstate the claim	
☐	The wording is consistent across the PDS, website, marketing and reporting	
☐	Any implementation update explains whether the investment strategy has changed	
☐	Legal, compliance, product and communications approvals are recorded	
☐	Links work and accessible formats, headings, and alt text have been checked	

Product-specific planning sheet

Field	Product response
Product name	[Insert]
Current SDG-related claim	[Insert exact wording]
Channels where claim appears	[PDS/website/marketing/reports/adviser materials]
Methodology link and owner	[Insert]
Portfolio evidence and coverage	[Insert]
Material limitations or data gaps	[Insert]
Required uplift	[None/clarify/expand evidence/narrow/remove]
Accountable owner	[Insert]
Target completion date	[Insert]
Approval pathway	[Insert]
Publication or client communication	[Insert]

Action log

Action	Owner	Due	Status	Completion evidence
[Action]	[Name]	[Date]	[Status]	[Link/record]
[Action]	[Name]	[Date]	[Status]	[Link/record]
[Action]	[Name]	[Date]	[Status]	[Link/record]
[Action]	[Name]	[Date]	[Status]	[Link/record]

FINAL REMINDER

Replace all bracketed fields, reconcile the copy with the Annex and product-specific certification position, and retain a record of approvals before publishing.

We welcome your feedback on this toolkit. You can share your thoughts and recommendations by emailing the RIAA Certification Team at: certification@responsibleinvestment.org.