

**John Watson**  
Function at ..... Department  
221B Baker Street, London  
crimenovelist123@gmail.com

**Attention to:**  
**Mr. Sherlock HOLMES**  
Head of .....  
Company  
221B Baker Street,  
London

City, Month Day 2016,

**Object:** Opportunity for [Company] to (choose one of the different items)

- Map the sustainability literacy of our staff
- Raise awareness amongst our team, department, board...
- Attract and retain talent
- Value our Employer brand
- Assess progress

Dear **Mr. HOLMES**,

I know our company has a corporate social responsibility strategy and has been committed to supporting sustainable approaches for several years.

It is my understanding that our company has launched an [please add here some examples: innovative philanthropy program to promote education and higher education in the southern hemisphere]. I also discovered that our company has a [special program to reduce its carbon footprint worldwide].

Recently, I discovered the Sustainability Literacy Test, a multiple choice questionnaire used to evaluate sustainability knowledge of professionals all over the world. The tool is supported by many international institutions and is currently used by many organizations to develop and track their stake holders' sustainability knowledge and understanding.

It would be very interesting for our company to begin use of the tool to help develop staff's understanding of sustainability and global issues. The test has been successful within higher education institutions and has been growing in use within companies and across civil society.

According to the [website](#), companies can also customize questions to cater to specific CSR related issues within their sector. This allows, for example, to evaluate how CSR activities are perceived within the company, how effective training has been, and which competencies may require further development.

In order to sign up our company, you can [contact](#) the association, or find out more about [registration](#) for companies.

This test is certainly an opportunity to show how our company knows how to combine performance and responsibility.

I look forward to hearing your thoughts.

Best regards,

**John Watson** (An employee proud to work for a committed company)