

Getting value from sustainability reporting

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Article 13, a leading corporate social responsibility consultancy, has released a feature on CSR and sustainability reporting. The feature takes an in-depth look at recent trends in CSR and sustainability reporting both in the UK and internationally. It also profiles ACCA and GRI sustainability reporting award winners and explores what the recent economic downturn means for reporting.

With the global financial crisis placing pressure on budgets, our CSR expert view takes an in-depth look at the challenges of [sustainability reporting](#) and how to make it more cost effective by focusing on WHO we are really trying to convince and HOW we should go about it. Recognising that sustainability and CSR reporting are still in their infancy, this opinion piece emphasises the importance of producing reports that demonstrate the clear value of corporate responsibility in practice if the field is going to survive inevitable budget cuts. "Sustainability reporting – demonstrating the value of sustainability efforts" explores the complexities of having multiple audiences to take into account when reporting on CSR; deciding on which of the multiple reporting frameworks to use; and the recurring question of verification of sustainability reporting.

In the CSR view from the field, Article 13 associate, Toby Radcliffe, explores the [role for CSR in a downturn](#) and what changes this may see to the profession. Toby realises that businesses must prioritise in the face of recession, but says that CSR and sustainability should not be swept aside. He believes that companies where management has fully integrated sustainability will be more likely to see it through, but those who are in the early stage 'add-on' phase are unlikely to be robust enough or show enough foresight to survive the recession. He goes on to assert that CSR and sustainability must evolve in times of recession to ensure that they take into account economic factors such as maintaining cash and liquidity, reducing debt, managing costs more efficiently and maximising productivity.

This feature on sustainability reporting also incorporates a series of [CSR best practice case studies](#), which profile winners of the ACCA sustainability reporting awards and the Global Reporting Initiative's Readers' Choice Survey. They include BT, CLP Holdings, Shell, Petrobras and ICT. In addition, there are two briefing papers, which overview reporting trends from around the world as identified by a KPMG survey and how the new [AA1000 assurance standard](#) can help reporters focus on what is really important.

To read the full CSR and sustainability feature, visit <http://www.article13.com/csr/theissues.asp>

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