

Sustainability Reporting Tips*

1	Set the scene	Provide an overview of your business and the market environment in which you operate to contextualise your reporting for the reader.
2	Live it, breathe it	Clearly describe your sustainability strategy over the short, medium and long term. Demonstrate how this is integrated in your core corporate strategy and permeates throughout your business.
3	What gets measured, gets done	Identify KPIs which are directly relevant to your sustainability strategy. Explain why they are relevant and how they are defined. Set and review your performance against challenging but realistic targets.
4	The good, the bad, and the ugly	Present information in a balanced and transparent fashion. Celebrate success but also avoid glossing over negative sustainability impacts or poor performance against targets. Explain where and how improvements will be made.
5	Snakes and ladders	Draw out and explain in detail the key strategic risks and opportunities arising from the sustainability agenda. Explain the relevance and implications of each as they relate to your organisation and the actions put in place to mitigate risks and maximise opportunities.
6	It's a material world	Demonstrate an understanding of the sustainability issues relevant to you and your key stakeholders; report only those of material importance.
7	Show me the money	Illustrate how your sustainability strategy has had an impact on the bottom line. Identify and define potential means of maximising economic benefits going forward.
8	Pay as you go	Explain how directors and staff are incentivised to deliver on the sustainability strategy and the goals set. Ensure that the reader can understand the link between remuneration and actual performance.
9	Ask around	Explain how you engage with principal stakeholders and how this has impacted your sustainability strategy and reporting.
10	Reach out	Use multiple communication channels thoughtfully. Ensure that the medium, content and style are tailored to both the audience and the messages being delivered.
11	Big brother	Explain how the sustainability governance system operates. Identify the board member responsible for sustainability issues, describe the policies that have been implemented and explain how management ensure that these policies are working.
12	Prove it	Ensure the credibility of your reported content, for example, by reference to independent studies, external benchmarking, expert review panels or through conventional assurance. Where assurance is used the opinion should clearly state the scope of work.