

Sustainability and Corporate Responsibility Reporting

Entertaining but not PR

Sustainability or corporate responsibility reports can't be cobbled together with 'nice' stories about company-funded 'family days'. They need to demonstrate Board engagement. They are scrutinised by investors. They make or break a prospective employee's decision to apply for a job. In essence, they are an essential tool for communicating the material risks and opportunities facing an organisation.

In today's world, if a company wants to be a serious player, it needs to be proactively managing sustainability issues. And it needs a report that is able to strategically communicate how it is doing so.

To stand any chance of being noticed in today's flood of sustainability reports, your public commitment to the environment and society has to be much more than just an info-data dump. Reports should communicate your strategies and material issues for the future in an engaging and interesting way.

Futureye has developed a comprehensive sustainability reporting service to help you communicate to your important stakeholders on the issues that most matter to them.

Comprehensive, topical, and engaging sustainability report writing.

Our services

- **Best practice benchmarking** – What are your competitors doing? How do you rate?
- **Report writing** – Planning, messaging and writing reports to communicate performance
- **GRI compliance** - Ensuring best-practice reporting
- **Report analysis and engagement** – Is your report becoming a trusted source of information?
- **Sustainable development policy and vision** – Creating a clear roadmap for achieving sustainability
- **Stakeholder engagement** – On reporting material issues
- **Case studies and best practice examples**
 - Workshopping case studies and creating our themes
- **Assurance process** – Engaging stakeholders to assure reports.



Futureye
Real solutions to real dilemmas

Our Clients

Futureye has worked with:

Leighton Holdings Limited (LHL) to benchmark where its six group companies are positioned in terms of health, safety, culture, environment and community reporting. Futureye used the results of the analysis to develop a group reporting strategy which laid out the steps required for LHL to become a reporting leader.

Zinifex Limited (now oz minerals) to write its first, GRI-compliant Sustainability Report. Futureye also conducted stakeholder engagement on Zinifex Limited's 2006 report by engaging with experts and conducting a number of site-based focus groups. The engagement provided Zinifex Limited with recommendations for improving future reporting.

OneSteel Whyalla Steelworks to document its progress towards fulfilling its Environmental and Social Responsibility (ESR) Vision through the development of its first and second ESR reports.

BHP Billiton to understand stakeholder perspectives on its key sustainability issues and how they should be reported. Futureye facilitated a series of forums with experts on BHP Billiton's key sustainability challenges to gain feedback on how well these are being reported.

Woodside Petroleum to write its first, public Health Safety and Environment Report.

Leighton Contractors to improve its sustainability reporting by providing analysis and feedback on its 2007 report and recommendations to improve its reporting process.

Oxiana Limited (now oz minerals) to improve its sustainability reporting through analysing its report drafts (in 2006 and 2007) prior to them being finalised.



Hydro Tasmania to obtain stakeholder input prior to and following the release of its first Sustainability Report.

Anglo Coal Australia to develop a reporting strategy, assist with writing and compliance with G2.

Our principles

1. Include stakeholder voices (avoid a boring monologue)
2. Be highly proactive in identifying new issues and actions and make commitments to address them within specific timeframes
3. Ensure the report is a balanced and engaging read
4. Provide frank assessments of both good and bad news
5. Make the reader feel like they are in the room when decisions are made and reward their attention by giving them a deeper understanding of the issues
6. Sustainability/CR reporting is used to engage key stakeholders on material issues that have been raised in the reporting period
7. Use an assurance process that is underpinned by engagement with key stakeholders (e.g. the AA1000 Standard) and/or provides independent commentary from Corporate Responsibility experts or key stakeholders

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