



# Sustainability Reporting Scorecard

**Legend**

- ✓ Yes
- Starting to
- ✗ No

STANDARDS		Strategic Reporting	Performance Oriented Reporting	Transitional Reporting	One-Sided Reporting	Superficial Reporting
<b>Understanding</b>	Demonstrates broad understanding of sustainability issues, including company's place in global context	✓	✓	→	→	✗
<b>Strategy</b>	Links sustainability strategy to overall business strategy	✓	✓	→	✗	✗
<b>Innovation</b>	Demonstrates how product and process innovation contribute to sustainability	✓	→	✗	✗	✗
<b>Transparency</b>	Contains a frank assessment of good and bad news	✓	→	✗	✗	✗
	Is upfront about challenges and commits to actions for addressing them within specific timeframes	✓	→	→	✗	✗
<b>Readability</b>	Makes reader feel like he /she is in room when decisions are made	✓	→	✗	✗	✗
	Is available in multiple formats (print, online, summary and full reports)	✓	✓	→	✗	✗
<b>Inclusivity</b>	Includes and responds to stakeholder voices, creating a balanced and engaging read	✓	→	✗	✗	✗
	Is used to engage key stakeholders on material issues	✓	→	✗	✗	✗
<b>Reliability</b>	Uses an assurance process that is underpinned by engagement with key stakeholders	✓	✓	✗	✗	✗
<b>Accuracy</b>	Uses Global Reporting Initiative	✓	✓	✓	✓	✗
<b>Measurability</b>	Clearly measures and reports company impacts using internationally-benchmarked indicators	✓	✓	→	✗	✗
	Demonstrates how company actions have impacted the community, positively or negatively	✓	✓	✓	✗	✗
<b>Comparability</b>	Contextualises approach and actions taken to address impacts in terms of peers and/or best-practice	✓	→	✗	✗	✗

# Sustainability Reporting: Gaining a Competitive Advantage

Futureye's scorecard for sustainability reporting assesses the value and quality of sustainability reports according to a five-point reporting standard:

## 1. Strategic reporting

- Report is used as a key part of the company's sustainability strategy and not a mere communications exercise
- The company's sustainability reporting is used to engage key stakeholders on material issues that have been raised in the period
- Highly proactive in identifying new issues and actions and commitments to address them within specific timeframes
- Makes the reader feel like they're in the room when key decisions are made – they gain an understanding of the issues.

## 2. Performance-oriented reporting

- Understands its sphere of influence and responsibility
- Is open about its dilemmas and challenges
- Engages with stakeholders to ensure that it is reporting on the issues that really matter
- Is easy to access through multiple formats.

## 3. Transitional reporting

- Has a better understanding of the stakeholder context in which the company is operating
- Whilst some reporting of the bad news, no inclusion of stakeholder concerns
- Uses GRI and assurance to demonstrate it is serious about reporting but it is yet to discuss key challenges.

## 4. One-sided reporting

- Similar to superficial reporting with the addition of some data and may have used GRI to select indicators that suit the company's positive spin/story

## 5. Superficial reporting

- Resembles promotional/marketing document
- No hard data to prove good news stories
- Only delves into the good news

Futureye's sustainability reporting scorecard can assist report providers to better design their reports and report users to evaluate and compare reports with current best practice in sustainability reporting.

## What makes a good report?

**Ask yourself these questions:**

**Understanding** – Does your company understand sustainability and what it means for your business?

**Strategy** – Is sustainability a central part of your company's core business?

**Innovation** – Has your company linked innovation and sustainability?

**Transparency** – Does your report provide a balance of good and bad news? Does the company commit to act in an appropriate and timely manner?

**Readability** – Will the report engage stakeholders? Is the report easy to access?

**Inclusivity** – Is your company engaging with stakeholders to understand what is important to them?

**Reliability** – Will readers believe what the company is saying?

**Accuracy** – Is the report based on international standards? Does it exceed those standards?

**Measurability** – Are the results credible?

**Comparability** – Can I compare these results to other companies?