

# Sustainability Reporting

Sustainability reports tell compelling stories to consumers and investors about compliance, impact, vision, and goals.

## EVOLUTION OF SUSTAINABILITY REPORTS

Sustainability reports hit the marketplace in the 1990s as a way for companies to celebrate their environmental efforts and respond to consumer questions. Without consistent frameworks, it became challenging to compare companies' efforts and prevent greenwashing. In the past 30 years, tools have evolved to guide companies towards comparable, data-driven reports.

## SEMANTICS OF SUSTAINABILITY REPORTS

What a company chooses to name their report can indicate more about the audience than the content. *Impact Reports* or *Corporate Sustainability Reports (CSRs)* are often for consumers, while *Environmental, Social, and Governance (ESG) Reports* speak to financial stakeholders. Companies seeking a specific brand position within their industry may create a unique name.

## WHERE TO START

### 1. Complete a Materiality Study

A Materiality Study will assess the concerns of your stakeholders, giving you critical visibility into the issues and initiatives they care about. These insights will become the foundation of your strategy and will drive decisions about what frameworks to follow and which metrics to include.

### 2. Choose a Reporting Framework

The Global Reporting Initiative (GRI) is the most widely used sustainability reporting framework. Other frameworks, such as the Taskforce for Climate-Related Financial Disclosures (TCFD) and the Sustainability Accounting Standards Board (SASB), assess financial risk as it relates to climate change and are often layered on top of the GRI. These frameworks will guide your data collection efforts.

### 3. Celebrate Achievements & Acknowledge Challenges

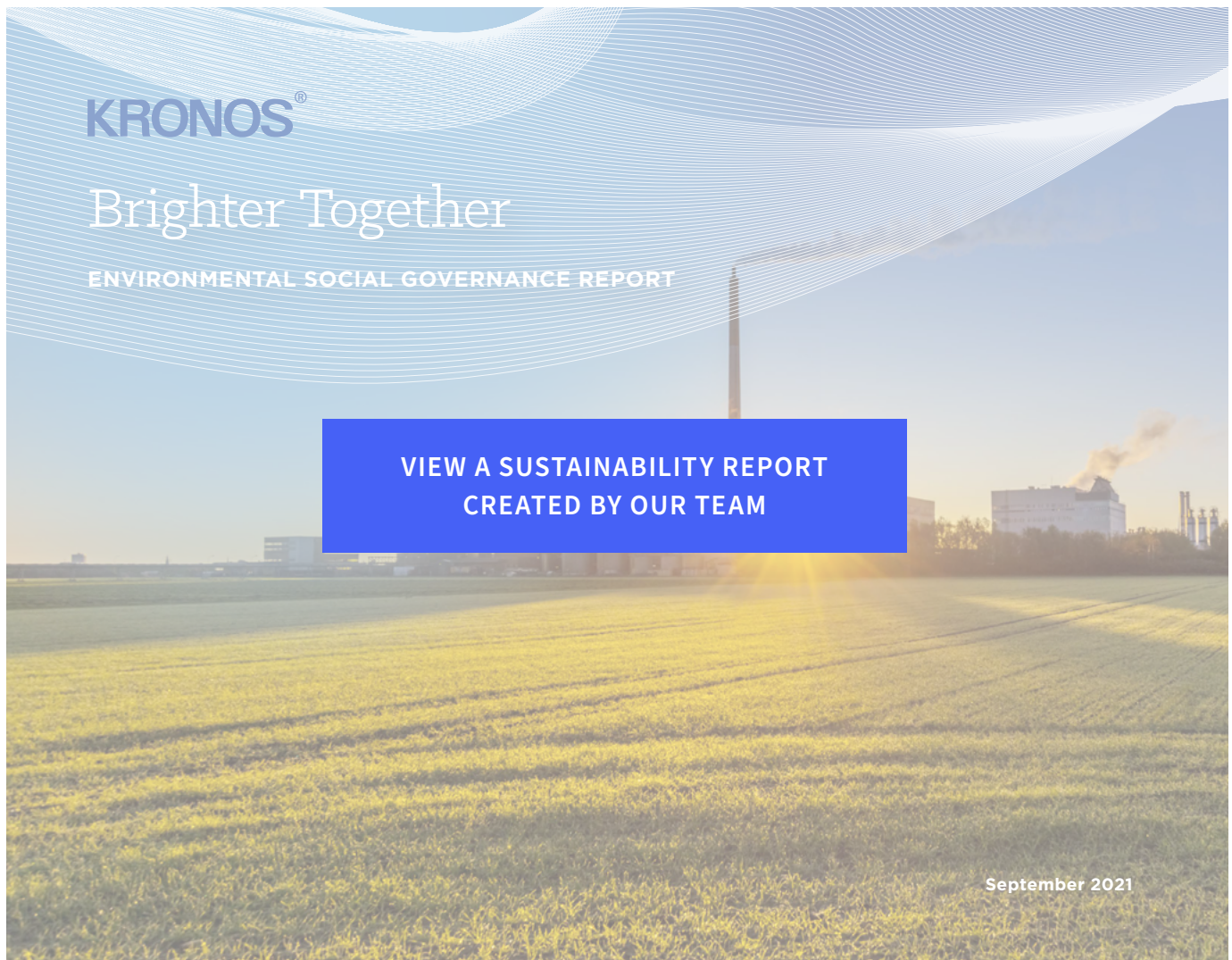
While data is critical to your report, it doesn't paint the whole picture. Tell your broader story and invite stakeholders into your journey. Being honest about the hurdles you face builds trust and can lead to innovative solutions and collaborations.

### 4. Align with your Brand Identity

Your report should embody your brand's voice and visual identity while championing your values and mission. This isn't just a tool for compliance; it is an opportunity to wow consumers, attract talent, and appeal to investors.

## HOW FORESIGHT CAN HELP

Foresight provides turnkey sustainability reports. This service can include materiality studies, strategic planning, data collection, project management, copywriting, and design.



***We're here to help!***

Chat with Mike about how we can help create a sustainability report for your company.