

Why report? What's the value of reporting to you, your customers, employees and investors?



1

## Financial Directors increasingly need reporting

### TOP LINE VALUE:

understand total impact, improve risk and reputation management.

### BOTTOM LINE BENEFIT:

back-office work reveals operational improvements and efficiencies.

2

## Investors and others expect it

Most listed companies in the UK report. Many stock exchanges are now mandating it. Financiers, customers and regulators want clarity on governance, supply chain, environmental impacts and opportunities in a sustainable economy.

Give them what they want: an at-a-glance view of how you deal with sustainability risks using a Sustainability Report.

3

## Stand out as a modern, built-to-last business

You can show accountability for risks previously considered 'off balance sheet'. Business is under greater scrutiny in our globalised, superconnected world.

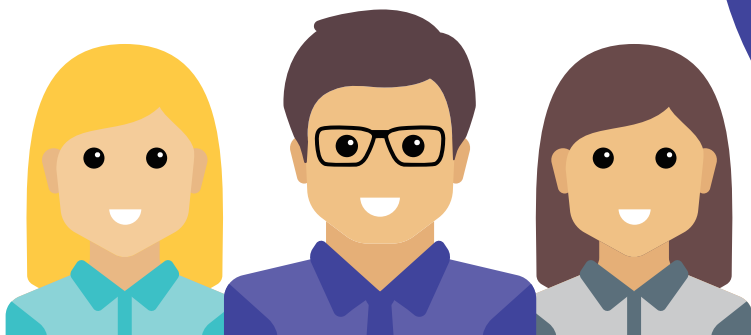
Your employees will feel motivated by it.

4

## We are a mid-sized company – is it for us?

Yes. Mid-scale companies 'create and protect value' too by managing sustainability impacts and their stakeholders also want to be informed on approach and progress.

Those reporting include The Crown Estate (UK), Big Yellow Self Storage (UK), Organix Brands Ltd (UK, food), Viridor (UK, recycling), Trent Dove (UK, housing), Soneva (Maldives, tourism), Aurora Organic Dairy (USA), Knauf Insulation (Belgium, insulation), Halba Chocolates (Switzerland), du Telecom (UAE).





# TIPS FOR REPORTING



EXPLAIN TO SENIOR EXECUTIVES that you report as a way of improving market performance, cost of equity capital, reputation, board effectiveness, and employee and customer loyalty



SET A PROJECT TIMELINE that can meet the publication deadline



UNDERSTAND YOUR SUSTAINABILITY IMPACTS, and note where they occur (upstream, on site, downstream)



Reports cover what matters most; DON'T SHOEHORN EVERYTHING IN. Use a 'materiality assessment', talk to external stakeholders



USE PUBLISHED TARGETS



DON'T FORGET YOUR AUDIENCES: investors and owners use reports to make their valuations!



DON'T STRESS ABOUT FRAMEWORKS STRAIGHT AWAY (e.g. GRI), focus on transparency



STAY ON TOP OF DATA RELATED TASKS – data are vital to report credibility



SEE OPPORTUNITY, AVOID DEFENSIVENESS



USE AN EXPERIENCED CONSULTANT



REPORTING IS A CORE TOOL for strategic decision-making, long-term planning, stakeholder relations, and data-guided insights; TREAT IT AS SUCH



GET SENIOR EXECUTIVES INVOLVED EARLY ON – they're usually receptive once you explain it



APPLY ACCEPTED Content and Quality of Information Reporting PRINCIPLES



MEET YOUR INTERNAL 'CONTENT OWNERS' EARLY, treat them nice, be a team!



KEEP IT TO ABOUT 40 PAGES, use an effective design



BE AWARE OF WHAT ASSURANCE IS, where it adds value (and leave it until later in you 'journey')



A REPORT IS A JOURNEY: TAKE IT STEADY, match your reporting ambition to your resources! Build it over time



READ THE REPORTS OF OTHER SIMILAR COMPANIES around the world (see [www.corporateregister.com](http://www.corporateregister.com) and <http://database.globalreporting.org/>)



BE AWARE OF COMPLIANCE REQUIREMENTS on sustainability disclosure (e.g. EU Directive 2014/95, or stock exchange listing rules)

# IMS CONSULTING IS YOUR REPORTING PARTNER

## WE ARE A SAFE PAIR OF HANDS

Led by Roxy and Alex, our team has been involved in more than 80 reports over 15 years.

Roxy is a master of stakeholder engagement and corporate strategy, Alex is a seasoned provider of full reporting services and Expert Reviewer on the global reporting database [www.corporateregister.com/reviews](http://www.corporateregister.com/reviews)

The IMS team can manage the whole process for you, working with internal and external stakeholders to deliver a report that is effective, engaging and provides long term benefits.

Alternatively we can work with you on just the elements you need help with most – content gathering, design, materiality or other.

## DATA TOOLS

We have data experts used to handling many terabytes of information. They regularly work on science-based targets, CDP, stakeholder data and natural capital accounting.

## DESIGN AND DIGITAL

Our design partners have a second-to-none reputation in international corporate communications including digital media.

Speak to our friendly experts, **Roxanne Ratcliff** and **Alex Nichols**, who can talk you through how it could work for you.



[alex.nichols@imspc.com](mailto:alex.nichols@imspc.com)  
+44 (0)117 905 5050



[roxanne.ratcliff@imspc.com](mailto:roxanne.ratcliff@imspc.com)  
+44 (0)117 905 5050

## OUR SIX STEP PROCESS...

### 1 GET READY

Prepare to report, prepare senior teams, align with Principles of reporting and Reporting Frameworks, decide target audience.



### 2 ENGAGE

Talk with stakeholders inside and outside your organisation about reporting to provide focus. Our online StakeholderTALK™ tool is used by businesses, governments and NGOs.



### 3 DEFINE CONTENT

Deal with what matters most using a bespoke approach to prioritising your content, or the IMS Materiality process: which will give you clear guidance.



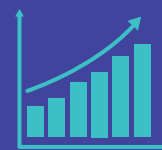
### 4 BUILDING BLOCKS

Meet colleagues, collect data and information needed to compile your report.



### 5 WRITE AND DESIGN

Core text, quotes, captions, case studies, charts, tables, pictures, infographics, cartoons, and other content required.



### 6 CAPITALISE

Reap the returns of the investment, re-purpose the content through the year, generate digital media content, publicise, advertise, feed a strategic approach.



IMS Consulting (Europe) Ltd

Offices in the UK +44 (0) 117 905 5050 and France +33 (0) 1 53 32 17 44

[info@imspc.com](mailto:info@imspc.com) | [www.imspc.com](http://www.imspc.com)