Value of sustainability reporting

A study by EY and Boston College Center for Corporate Citizenship
About this study
This study was produced as a joint effort between EY and the Center for Corporate Citizenship at Boston College.

The Boston College Center for Corporate Citizenship and Ernst & Young LLP conducted a survey on sustainability reporting, which was administered between February 26 and March 8, 2013. The comprehensive survey covered various aspects of an organization’s ESG reporting. Topics included the cost and benefits of reporting, as well as making connections to financial performance. Respondents’ companies did not have to report in order to participate in the survey. For more information on the profiles of the companies surveyed and the methodology, please refer to page 24.
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Executive summary

Sustainability reporting has emerged as a common practice of 21st-century business.

Where once sustainability disclosure was the province of a few unusually green or community-oriented companies, today it is a best practice employed by companies worldwide. A focus on sustainability helps organizations manage their social and environmental impacts and improve operating efficiency and natural resource stewardship, and it remains a vital component of shareholder, employee, and stakeholder relations.

It is clear that sustainability reporting is here to stay. Environmental, social and governance (ESG) company data scroll down thousands of trading terminals. A full 95% of the Global 250 issue sustainability reports. Firms continuously seek new ways to improve performance, protect reputational assets, and win shareholder and stakeholder trust. The evidence is all around us.

The benefits of sustainability reporting go beyond relating firm financial risk and opportunity to performance along ESG dimensions and establishing license to operate. Sustainability disclosure can serve as a differentiator in competitive industries and foster investor confidence, trust and employee loyalty. Analysts often consider a company’s sustainability disclosures in their assessment of management quality and efficiency, and reporting may provide firms better access to capital. In a review of more than 7,000 sustainability reports from around the globe, researchers found that sustainability disclosures are being used to help analysts determine firm values and that sustainability disclosures may reduce forecast inaccuracy by roughly 10%.

Beyond the Global 250, thousands of companies around the world issue sustainability reports, and the number of companies reporting grows every year. In 2011, more than 2,200 firms filed reports with the Global Reporting Initiative (GRI), and hundreds more filed GRI-referenced reports. These firms exemplify the principle that reporting is expected of the top companies in our modern business world. As business consultant and author Christopher Meyer explained, we now live in “the age of transparency,” where companies that do not own up to their responsibilities will find themselves in “the worst of all worlds,” where they will “be made responsible and still not be considered responsible.”
The benefits of reporting include:

- **Better reputation:** a 2011 survey on corporate reputation found that expanding transparency and reporting positive deeds were the two most important ways to build public trust in business. The 2013 Boston College Center for Corporate Citizenship and EY survey revealed that more than 50% of respondents issuing sustainability reports reported that those reports helped improve firm reputation (see Figure 1).

- **Meeting the expectations of employees:** a 2011 survey conducted by EY and Green Biz found that employees were a vital audience for sustainability reporting, with 18% of reporters citing employees as a report's primary audience. More than 30% of reporters in the 2013 Boston College Center for Corporate Citizenship and EY survey saw increased employee loyalty as a result of issuing a report (see Figure 1).

- **Improved access to capital:** recent research found that reporting firms ranked highly for sustainability have Kaplan-Zingales Index scores that are 0.6 lower than the scores for low-sustainability companies. A lower score signifies fewer capital constraints.

- **Increased efficiency and waste reduction:** in a 2012 global survey of sustainability reporters, 88% indicated that reporting helped make their organizations' decision-making processes more efficient.

Sustainability reporting requires companies to gather information about processes and impacts that they may not have measured before. This new data, in addition to creating greater transparency about firm performance, can provide firms with knowledge necessary to reduce their use of natural resources, increase efficiency and improve their operational performance. In addition, sustainability reporting can prepare firms to avoid or mitigate environmental and social risks that might have material financial impacts on their business while delivering better business, social, environmental and financial value—creating a virtuous circle.

Already, 61% of sustainability managers report that risk management is one of the three top reasons for their firms’ sustainability activities. The links between material business impacts and environmental and social risks suggest that sustainable business management and its key metrics will become more significant in the evaluation of overall business risk.

For reporting to be as useful as possible for managers, executives, analysts, shareholders and stakeholders, a unified standard that allows reports to be quickly assessed, fairly judged and simply compared is a critical asset. The Global Reporting Initiative (GRI) currently provides the global standard for comparability.

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**Figure 1: Ways that sustainability reporting provided value**

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

Note: for information on how this study was conducted, please refer to page 24.
The Global Reporting Initiative: the leading global standard

More than two-thirds of respondents indicate that their organizations employ the GRI framework in the preparation of their reports.

As firms worldwide have embraced sustainability reporting, the most widely adopted framework has been the GRI Sustainability Reporting Framework (GRI Framework or framework).

The GRI framework is a collection of reporting guidance documents—all of which were developed through global, multi-stakeholder consultative processes—designed to assist companies in preparing sustainability reports and ESG disclosures. These guidance documents are periodically revised to ensure that they continue to meet the needs of 21st-century business and society. In the 2013 Boston College Center for Corporate Citizenship and EY survey on sustainability reporting, more than two-thirds of respondents indicate that their organizations employ the GRI framework in the preparation of their reports.

The key benefit of using the GRI framework, in addition to standardization of reports, is guidance on material issues. The GRI emphasizes that a company consider those environmental and social aspects that are most significant to its key stakeholders and have the most significant impacts on its business—or result from it.

The GRI Guidelines have been designed to harmonize with other prominent sustainability standards, including the OECD Guidelines for Multinational Organizations, ISO 26000 and the UN Global Compact.

Reporters who use the GRI Guidelines are strongly encouraged to submit their sustainability reports to external assurance. Though assurance is not mandatory for sustainability reports, there is evidence that many analysts and investors, including investors who do not consider themselves social investors, consider assurance important and factor its presence or absence into their company analyses. As one respondent to the Boston College Center for Corporate Citizenship and EY 2013 survey wrote: “We are investors who are looking for robust material and audited sustainability information for corporations. We heartily endorse any effort aimed at driving it.”
History of the GRI and sustainability reporting

The Global Reporting Initiative was founded at the end of the 1990s. Only a few dozen companies filed reports with the GRI in its first few years, but with the environmental sustainability movement at its core, it quickly gathered momentum. By the mid-2000s, hundreds of companies were voluntarily adopting the GRI framework and producing sustainability reports. In January 2011, the GRI began collecting GRI-referenced and non-GRI-referenced reports. Today, thousands of companies, from all over the globe, are publishing sustainability reports. In the Boston College Center for Corporate Citizenship and EY survey, a majority of respondents indicated that their organizations issue a sustainability report.

The first version of the GRI standards appeared in 2000. The working groups that draft and revise the framework and supplements are composed of corporate representatives, NGOs, labor groups and society at large. By continually revising its standards through a broadly consultative global process to meet evolving circumstances, the GRI has established itself as a leader in reporting.

Between 2007 and 2011, the GRI Sustainability Disclosure Database, which tracks sustainability reports submitted by companies, grew, on average, more than 30% each year (see Figure 2). According to a 2006 study by GRI data partner the Governance & Accountability Institute, Fortune 500 participation in GRI reporting was 5%. A 2012 follow-up found that 53% of companies on the S&P 500 published a sustainability report and that 63% of those were GRI reports. This is similar to the results of the Boston College Center for Corporate Citizenship and EY study, in which more than two-thirds of respondents indicated that their organizations use either GRI guidelines or a GRI-referenced framework for sustainability reporting (see Figure 3).
A variety of concerns, including pollution, climate change, human rights issues and economic crises, have prompted the development of ongoing public discourse about the role of business in society and the need for greater transparency, sustainability and responsibility in business.

One of the biggest moments in the mainstreaming of sustainability reporting came in 2009, when Bloomberg made access to sustainability data available to terminal subscribers as part of its regular subscription. There are more than 100 sustainability data points available for each firm covered, and in the latter half of 2010, analysts and investors viewed more than 50,000,000 indicators, representing a 29% uptick from the prior six months.18
It’s just part of business: reasons to report

Companies are motivated to report for different reasons. Large companies are more likely to report than small companies, and they appear to be influenced more than small companies by expectations of transparency with stakeholders and competitive differentiation.

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

Large companies are more likely to employ the GRI framework.

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

Public companies are influenced by stakeholders to a greater extent than privately held companies, suggesting increased influence of stakeholder perspectives.

Private companies are more likely than their public counterparts to see reporting as an opportunity to manage risk.

Source: Boston College Center for Corporate Citizenship and EY 2013 survey
Reporting contributes to important business outcomes

Research has shown that the process of reporting can improve productivity and efficiency. Different industries report realizing major value from reporting in different ways; these benefits contribute to improved financial performance (see Figures 7–10).

**Figure 7: Increased consumer loyalty**

Health care and social assistance
Professional, scientific and technical services
Information
Finance and insurance
Utilities and mining
Manufacturing

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

**Figure 8: Increased employee loyalty**

Information
Health care and social assistance
Professional, scientific and technical services
Finance and insurance
Manufacturing
Utilities and mining

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

**Figure 9: Reduce waste**

Professional, scientific and technical services
Information
Finance and insurance
Manufacturing
Health care and social assistance
Utilities and mining

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

**Figure 10: Monitoring long-term risk and improve risk management**

Health care and social assistance
Information
Utilities and mining
Finance and insurance
Professional, scientific and technical services
Manufacturing

Source: Boston College Center for Corporate Citizenship and EY 2013 survey
A study by EY and the Boston College Center for Corporate Citizenship

What drives a company to issue a sustainability report in 2013? Many corporations, after all, engage in sustainability activities without issuing reports.

In general, those companies that report appear on sustainability rankings and obtain higher places within those rankings than do non-reporters. Though improved reputation is reported to be a significant positive outcome of sustainability reporting, it was not found to be a primary reason that companies prepare reports (see Figure 12).

The Boston College Center for Corporate Citizenship and EY survey found that transparency with stakeholders was a key motivation for organizations to disclose ESG information (see Figure 12). A variety of internal and external drivers may also influence whether a firm reports:

- Rating agencies factoring sustainability information into broader analysis
- Executives, shareholders and investors seeking assurance that sustainability risks have been managed
- Communities seeking information regarding how the company is managing the environmental and social impacts of its operations
- Regulations related to environmental and social matters
- Current and potential employees seeking information about company sustainability practice

Source: Boston College Center for Corporate Citizenship and EY 2013 survey
Investors and exchanges seeking more transparency

For many firms, the growth in socially responsible investment (SRI) may be one of the most compelling reasons to engage in reporting. Approximately US$3.74 trillion in assets are administered by managers who systematically evaluate and screen for sustainability practices when determining their portfolios.22

The market for responsible investment, however, isn’t limited to members of the public or to investors. Mainstream analysts have shown a healthy appetite for sustainability information.23 And institutional shareholders, including some of the world’s largest, have been asking companies for increasing amounts of ESG data.24

Reporting: the law of the land?

In many countries some type of sustainability reporting is mandated, either by exchanges or by the government, and every year brings new laws and guidelines to countries throughout the world. Stock exchanges in at least 20 countries across six continents require or strongly encourage companies to provide sustainability reports or similar disclosures.25 At present, at least 44% of capital in stock markets worldwide is in exchanges that either mandate or encourage reporting.26 In South Africa, for example, companies listed on the Johannesburg Stock Exchange must either produce an integrated report with both financial and sustainability information or explain its absence.27 More than a dozen countries mandate varying levels of corporate sustainability disclosure.28
As of 2012, the governments or stock exchanges of 33 countries have required or encouraged some level of sustainability reporting:

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<tr>
<th>Argentina</th>
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<td>France</td>
<td>Malaysia</td>
<td>United States</td>
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In addition, in the fall of 2011, the European Commission recommended to the European Parliament that it investigate ways to ensure further corporate disclosure.

Many indicators suggest that mandatory corporate reporting will be the future in both developed and emerging economies. Some believe that reporting will be required in the future in both emerging and developed economies.
The business benefits of sustainability reports

Transparency offers a number of financial and social advantages that make it more than worth its costs.

Financial performance

Supporters of reporting and the GRI have long contended that disclosure offers reporting companies a wide spectrum of intangible benefits, such as employee loyalty and consumer reputation. But new research suggests that the value of disclosure also extends to the firm's balance sheet. This is consistent with the survey responses for this report, where a majority reported realizing business value as a result of their companies' reporting efforts.

A 2009 analysis of the results of more than 200 independent empirical studies examining the relationship of corporate social and environmental performance to corporate financial performance suggested that companies might benefit from increased communication of their good deeds. The studies in the sample specifically covering transparency and reporting indicated positive market reactions to sustainability reporting. A 2012 finance study indicated that a large institutional shareholder’s successful interventions in corporate social responsibility increased share price by an average of 4.4% a year.

The rigor of the reporting process matters a great deal in terms of the value that can be realized. Recent research found that environmental disclosure quality and firm value have a positive relationship. Even after implementing a control for environmental performance, the most transparent companies in the study tended to have higher cash flows. Furthermore, an analysis of firms from 1994 to 2007 found that higher levels of transparency correlate with better firm liquidity, decreased bid-offer spreads and a higher Tobin's Q.
Access to capital

Research indicates that reporting may well open the door to new and less costly sources of capital. By reporting on their sustainability initiatives, companies may be able to convince potential sources of equity that they are competitive and lower-risk investments.\textsuperscript{36} A recent paper suggests that investors increasingly prefer to invest in transparent enterprises due to higher stakeholder-manager trust, more accurate analyst forecasting and lower information asymmetry.\textsuperscript{37}

A study of five industries with significant environmental impacts (utilities, metals and mining, oil and gas, pulp and paper, and chemicals) determined that voluntary sustainability disclosure by firms in these industries allows investors more information than government-regulated transparency alone and that disclosure was positively correlated with return on assets and cash flow from operations.\textsuperscript{38}

Finally, communicating sustainability efforts may signal general firm quality and help lower the firm’s cost of equity, particularly in competitive markets.\textsuperscript{39} More competitive industry sectors tend to employ more types of social and environmental programs and tend to initiate higher numbers of sustainability initiatives, suggesting that firms may see their sustainability efforts as important opportunities to positively differentiate themselves.\textsuperscript{40}

Innovation, waste reduction and efficiency

Gathering information and constructing a report can help a firm to develop new means of data collection and to think in new ways about long-held practices. The data gathered in the reporting process may help firms:

- Innovate processes
- Reduce waste
- Gain insight into possible growth areas

Reporting can offer firms insight into potential changes in process and business. Innovative firms can employ social and environmental initiatives as opportunities for learning.\textsuperscript{41}
Risk management

Reporting firms may be better able to predict and manage risks emanating from sustainability-related dimensions of business. Engaging in sustainability reporting may allow firms to:

- Anticipate and prepare for issues in communities of operation
- Increase agility in process improvement
- Anticipate and prepare for future materials scarcity

In 2008, several multinational firms collaborated with the GRI on a pilot program to address supply chain sustainability. The GRI case analysis found that reporting provided new insight into supplier management and business practices—a potentially substantial benefit in an era when many corporations have been held accountable for the actions of their suppliers.42

Improved environmental performance has been linked already to better financial results; as natural resources continue to be taxed and the costs of industrial inputs increase, this effect may become significantly more pronounced.43 Many large corporations already monitor or reduce emissions beyond legal requirements.44 Of the world’s 500 largest companies, 68% now have a sustainability strategy in place and 76% of sustainability professionals queried in a 2011 EY and Green Biz survey expect scarcity to affect their resource use within five years.45 As resources grow scarcer, the discipline of sustainability reporting can help firms maintain focus and gain insight into how to better steward those resources.

Reputation and consumer trust

Since 2008, consumers are increasingly wary of placing their trust in corporations.46 Trust is a valuable commodity: a 2009 report on firm reputation found reputation leaders performed 22% better than the S&P average; more than five years’ stock prices were 88% higher than average.47 Sustainability reporting can aid firms that seek to:

- Create, improve, or repair a brand
- Signal trustworthiness
- Reach social-choice consumers
- Maintain their license to operate

Reporting may prove to be a powerful tool for corporations that need to build or restore trust. A recent EY study found that social acceptance risk was one of the Top Ten Risks for Global Business and that corporations may benefit from communicating transparently to the public.48 A worldwide survey from late 2011 indicated that most professionals believe that increasing transparency is the most important way for businesses to build trust.49

Employee loyalty and recruitment

Reporting has a powerful impact on stakeholders outside a company, and it can also have a profound effect on the happiness and productivity of the firm’s employees. Proactively communicating your firm’s corporate responsibility commitments has a positive impact on productivity, including the number of voluntary, uncompensated hours worked.50 In a survey of sustainability professionals, 18% of respondents claimed that employees were a primary audience and that reports can help improve both retention and recruitment.51

In addition to inspiring current employees, responsible disclosure can serve as a powerful differentiator in a competitive job market. A reputation for responsibility and disclosure can help recruiting efforts.52

Social benefits

Many firms that produce sustainability reports have found that doing well and doing good are not mutually exclusive propositions. By releasing their reports, they engage with stakeholders outside the company, integrate with local and global communities, and participate in inclusive discourse that can lead to investments that benefit the company and its operating environment.

In an especially competitive or saturated market, disclosing information on a firm’s sustainability commitments leads to positive differentiation of the company and better firm performance. A study of corporate social responsibility in highly competitive markets concluded that companies engaging in sustainability initiatives can simultaneously increase firm success, reduce negative social influence and benefit society at large.53
Why not report?

Though issuing a sustainability report in accordance with the GRI framework or another standard requires a lot of work, there is strong evidence that transparency offers a number of financial and social advantages that make it more than worth its costs. Respondents from organizations who issue a sustainability report most often identified data-related issues as among their challenges in the reporting process (see Figure 12; Boston College Center for Corporate Citizenship and EY 2013 survey).

For large enterprises, sustainability reporting may not be an entirely internal activity; proper sustainability management may require working with subsidiaries and suppliers. For some enterprises, these suppliers may not be large enough to support robust reporting or may not yet have adopted the practice of sustainability reporting—requiring of reporters more effort to capture full business impacts through their supply chains. See Figure 13 for the differences in the reasons why organizations do not report between private and public for-profit companies (Boston College Center for Corporate Citizenship and EY 2013 survey).
A push to integrate financial and sustainability reporting

One part of the move towards standardization is the push for annual reports that include and connect information on both financial and non-financial aspects of business.

Some advocates of sustainability reporting believe that integrated reporting is the way forward. In 2010, the GRI cofounded the International Integrated Reporting Council (IIRC) to help promote the disclosure of sustainability performance data. In March 2013, the GRI and IIRC announced a Memorandum of Understanding declaring the two organizations’ continued commitment to collaboration.
Assurance and harmonization

As more companies issue sustainability reports, analysts expect that public and investor demand for external assurance of sustainability reports will grow. Independent assurance of sustainability disclosures can help make a persuasive case for the reporter’s seriousness and reliability. The GRI encourages external assurance, and there is strong evidence that investing in assurance is a wise decision since it enhances the credibility surrounding positive disclosures. For example, a recent study found that readers are more likely to believe negative disclosures than positive disclosures in reports. In order for disclosures of positive performance to have the same weight and credibility as negative disclosures, the positive disclosures had to be assured—even if the negative disclosures were not assured. There is evidence that firms with more visible industrial impacts such as mining, power and finance are more likely to seek assurance and that assurance conducted by large accounting firms may be considered superior in quality due to the firms’ economies of scale, professional codes of ethics, and the reputational capital that they bring to their engagements.

Indicators show that the number of assurance statements in sustainability reports is increasing year over year. There is evidence that firms with more visible industrial impacts such as mining, power and finance are more likely to seek assurance and that assurance conducted by large accounting firms may be considered superior in quality due to the firms’ economies of scale, professional codes of ethics, and the reputational capital that they bring to their engagements.

Though assurance is not yet mandatory for sustainability reports, it is an important risk management exercise. As more and more companies issue reports and seek assurance services, there is likely to be an increased demand for comparability and alignment across reports. Today there is already a movement towards harmonization of reporting guidelines and standards; the GRI Framework, for example, aligns with ISO 26000, the UN Global Compact and the Carbon Disclosure Project.

A table illustrating the alignment of reporting dimensions across frameworks can be found in Appendix A of this report. The appendix covers nine different initiatives, descriptions of the reporting framework, tool, and/or standards they cover, the industries and regions they represent, and which core sustainability issues they address.

A survey commissioned by Accounting for Sustainability indicated that investors and analysts tend to consider external assurance a vital part of a company’s sustainability reporting process, with 77% of the sample labeling it either “important” or “very important.”

Figure 14: Assured reports by provider type, 2012

![Figure 14: Assured reports by provider type, 2012](image)

Source: Data from GRI Sustainability Database

Figure 15: Scope of assurance, 2012

![Figure 15: Scope of assurance, 2012](image)

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### Appendix A: harmonization of reporting frameworks

#### Global Reporting Initiative (GRI) Sustainability Reporting Guidelines

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<th>Organization initiative or tool</th>
<th>Type/description</th>
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<tbody>
<tr>
<td></td>
<td>Reporting framework: G3.1 is the GRI's set of sustainability reporting guidelines, and G4 is planned to be released in May 2013. Performance indicators are organized into the following three dimensions: economic, environmental and social.</td>
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<tr>
<td></td>
<td><a href="http://www.globalreporting.org">www.globalreporting.org</a></td>
</tr>
<tr>
<td>Members/regions represented</td>
<td>4,981 organizations from every region around the world have created GRI reports.</td>
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<tr>
<td>Industries</td>
<td>All public and private organizations</td>
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<tr>
<td>Core subjects</td>
<td>Organizational governance</td>
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<td></td>
<td>Human rights</td>
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<td>Consumer issues</td>
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<td>Community involvement and development</td>
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<td>Website</td>
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<td>database.globalreporting.org</td>
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<td>Organization initiative or tool</td>
<td>AccountAbility: The AA1000 Series of Standards</td>
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<tr>
<td><strong>Type/description</strong></td>
<td>Voluntary, principle-based standards:</td>
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<tr>
<td></td>
<td>- AA1000 Assurance Standard (2008): provides a method for assurance professionals to evaluate the degree to which an organization meets the AccountAbility Principles.</td>
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<tr>
<td><strong>Members/regions represented</strong></td>
<td>Members in North America, European Union, Latin America, Middle East, Southern Africa, and other developing countries</td>
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<td><strong>Industries</strong></td>
<td>Financial services, pharmaceuticals, energy and extractives, telecommunications, consumer goods, and food &amp; beverages</td>
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<td>Organization initiative or tool</td>
<td>Carbon Disclosure Project (CDP) tool and framework</td>
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</table>
| Type/description               | • Tool: CDP Questionnaire — the CDP provides an online questionnaire for firms looking to report their environmental impacts.  
• Rankings: CDLI (Climate Disclosure Leadership Index) and CPLI (Climate Performance Leadership Index) — top-scoring companies out of a group, based on market capitalization, can qualify to be part of the indexes.  
• Reporting framework: Climate Disclosure Standards Board (CDSB) — the CDP promotes the integration of information regarding climate change into companies’ financial reports with its global framework.  
• [https://www.cdproject.net/en-US/Respond/Pages/overview.aspx](https://www.cdproject.net/en-US/Respond/Pages/overview.aspx)  
• [https://www.cdproject.net/en-US/Results/Pages/leadership-index.aspx](https://www.cdproject.net/en-US/Results/Pages/leadership-index.aspx)  
• [https://www.cdproject.net/en-US/OurNetwork/Pages/special-projects.aspx#cdsb](https://www.cdproject.net/en-US/OurNetwork/Pages/special-projects.aspx#cdsb) |
| Members/regions represented    | Global membership includes investors and corporations. |
| Industries                     | Firms from all types of industries report to CDP. |
| Core subjects                  | The environment |
| Website                        | [www.cdproject.net](http://www.cdproject.net) |

<table>
<thead>
<tr>
<th>Organization initiative or tool</th>
<th>International Integrated Reporting Council (IIRC) International Framework (December 2013)</th>
</tr>
</thead>
</table>
| Type/description               | • Reporting framework: the first iteration of the International framework for integrated reporting will be available in December 2013. One of the main objectives of integrated reporting is to communicate a more comprehensive picture of an organization’s value by considering the environmental, social and governance dimensions along with financial performance. The framework would provide a consistent and comparable way for companies to develop integrated reports.  
• [http://www.theiirc.org/about/the-work-plan/](http://www.theiirc.org/about/the-work-plan/)  
• [http://www.theiirc.org/about/making-happen/](http://www.theiirc.org/about/making-happen/) |
| Members/regions represented    | Global organization made up of regulators, companies, the accounting profession, investors, NGOs, and those involved with standard setting |
| Industries                     | All types of organizations |
| Core subjects                  | • Organizational governance  
• Human rights  
• Labor practices  
• The environment  
• Fair operating practices  
• Consumer issues  
• Community involvement and development |
<p>| Website                        | <a href="http://www.theiirc.org">http://www.theiirc.org</a> |</p>
<table>
<thead>
<tr>
<th>Organization initiative or tool</th>
<th>International Organization for Standardization ISO 26000</th>
</tr>
</thead>
</table>
| Type/description               | - Standard (non-certifiable): provides guidance for organizations on how to behave in a socially responsible way. Helps organizations to put principles into actions and shares best practices. ISO 26000 was launched in 2010.  
| Members/regions represented    | Members from 163 countries                              |
| Industries                     | All types of organizations                              |
| Core subjects                  | - Organizational governance  
- Human rights  
- Labor practices  
- The environment  
- Fair operating practices  
- Consumer issues  
- Community involvement and development |
| Website                        | [www.iso.org/iso](http://www.iso.org)                   |

<table>
<thead>
<tr>
<th>Organization initiative or tool</th>
<th>OECD: Risk Awareness Tool for Multinational Enterprises in Weak Governance Zones</th>
</tr>
</thead>
</table>
| Type/description               | - Tool: the OECD Risk Awareness Tool for Multinational Enterprises in Weak Governance Zones focuses on the risks and ethical issues that corporations doing business in such areas might encounter. These include a higher level of care when managing investments and speaking out regarding wrongdoings.  
| Members/regions represented    | 34 member countries including advanced and emerging countries in North America, South America, Europe, and the Asia-Pacific Region |
| Industries                     | Multinational enterprises, professional associations, trade unions, civil society organizations and international financial institutions |
| Core subjects                  | - Organizational governance  
- Human rights  
- Labor practices  
- Fair operating practices  
- Community involvement and development |
<p>| Website                        | <a href="http://www.oecd.org">www.oecd.org</a>                       |</p>
<table>
<thead>
<tr>
<th>Organization initiative or tool</th>
<th>Sustainability Accounting Standards Board (SASB)</th>
</tr>
</thead>
</table>
| **Type/description**          | • Standards: the SASB has classified companies into ten sectors covering 89 industries that incorporate their degrees of resource use and potential for sustainability innovation. The SASB will produce materiality maps by industry and develop standards for each industry that will account for differences across types. Sustainability accounting standards will consist of performance metrics and management disclosures and will be classified under impacts or opportunities for innovation.  
• [http://www.sasb.org/sics/](http://www.sasb.org/sics/)  
• [http://www.sasb.org/approach/produce/](http://www.sasb.org/approach/produce/)  
• [http://www.sasb.org/sustainability-standards](http://www.sasb.org/sustainability-standards)  
• Standards for all ten sectors will be available in the second quarter of 2015 at [http://www.sasb.org/sustainability-standards/timeline/](http://www.sasb.org/sustainability-standards/timeline/). |
| **Members/regions represented** | Any public company in the US |
| **Industries**                | 89 industries in ten sectors: health care, financials, technology and communications, non-renewables, transportation, services, resource transformation, consumption, renewables and alternative energy, and infrastructure |
| **Core subjects**             | • Organizational governance  
• Human rights  
• Labor practices  
• The environment  
• Fair operating practices  
• Consumer issues  
• Community involvement and development |
<p>| <strong>Website</strong>                   | <a href="http://www.sasb.org">www.sasb.org</a> |</p>
<table>
<thead>
<tr>
<th>Organization initiative or tool</th>
<th>United Nations Global Compact Ten Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type/description</strong></td>
<td>• Voluntary corporate responsibility initiative/framework: The UN Global Compact requires participating companies to adhere to their 10 principles regarding human rights, labor, environment and anti-corruption. The Global Compact also has a number of specific tools for those four areas including the following: Business and Human Rights Learning Tool, Guide to Develop Human Rights Policy, Good Practices to Prevent and Combat Human Trafficking, Corruption Fighting E-learning Tool, and more.</td>
</tr>
<tr>
<td></td>
<td>• <a href="http://www.unglobalcompact.org/AboutTheGC/index.html">www.unglobalcompact.org/AboutTheGC/index.html</a></td>
</tr>
<tr>
<td></td>
<td>• <a href="http://www.unglobalcompact.org/AboutTheGC/tools_resources/index.html">http://www.unglobalcompact.org/AboutTheGC/tools_resources/index.html</a></td>
</tr>
<tr>
<td><strong>Members/regions represented</strong></td>
<td>More than 10,000 corporate participants and other stakeholders in over 130 countries</td>
</tr>
<tr>
<td><strong>Industries</strong></td>
<td>Any company, business association, labor or civil society, government organization, NGO or academic institution</td>
</tr>
</tbody>
</table>
| **Core subjects**             | • Labor practices  
• The environment  
• Consumer issues  
• Community involvement and development |
| **Website**                   | [www.unglobalcompact.org](http://www.unglobalcompact.org) |

| Organization initiative or tool | WBCSD and World Resources Institute (WRI)  
The Greenhouse Gas (GHG) Protocol |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type/description</strong></td>
<td>• Tool/standards: the GHG Protocol is a global accounting tool used by corporations, organizations and governments to quantify, manage and report on greenhouse gas emissions. The protocol is made up of four distinct but related standards included below:</td>
</tr>
</tbody>
</table>
|                              | • Corporate Accounting and Reporting Standards (Corporate Standard)  
• Project Accounting Protocol and Guidelines  
• Corporate Value Chain (Scope 3) Accounting and Reporting Standard  
• Project Life Cycle Accounting and Reporting Standard |
|                              | • [www.ghgprotocol.org/about-ghgp](http://www.ghgprotocol.org/about-ghgp) |
|                              | • [http://www.ghgprotocol.org/standards](http://www.ghgprotocol.org/standards) |
| **Members/regions represented** | Tool is used globally by corporations, organizations and governments, within both developed and developing countries. |
| **Industries**                | All types of organizations across industries |
| **Core subjects**             | The environment |
| **Website**                   | [www.ghgprotocol.org](http://www.ghgprotocol.org) |
Profile of organizations surveyed and methodology

This study was produced as a joint partnership between EY and the Center for Corporate Citizenship at Boston College.

The Boston College Center for Corporate Citizenship and EY conducted a survey on sustainability reporting, which was administered between February 26 and March 8, 2013. The comprehensive survey covered various aspects of an organization’s ESG reporting. Topics included the cost and benefits of reporting, as well as making connections to financial performance. Respondents’ companies did not have to report in order to participate in the survey.

Survey information was sent by email to members of the Center for Corporate Citizenship and to other professionals. The survey was also sent to members of a Survey Sampling International (SSI) panel. Members of the SSI panel were corporate professionals and were required to be employed at management or executive levels in their companies to complete the survey. All respondents needed to be at least somewhat familiar with their organizations’ sustainability disclosures (also known as corporate citizenship; environmental, social and governance; ESG; or corporate social responsibility disclosures).

At the end of the survey, respondents indicated whether they would like to be included in drawings for gift cards, which were for completed surveys only. There were five US$100 gift cards. Respondents also indicated at the end of the survey whether they were willing to be contacted with additional questions.

There were 579 total respondents, and 391 work for organizations that issue a sustainability report. For Figures 1 and 3–12, the maximum number of respondents is 391. Figure 13 pertains to the 188 respondents whose organizations do not issue reports. See Figures 16–18 for additional information regarding the sample, including a breakdown by company operations area, type, and industry.
Figure 16: Company operations area—domestic (US only) vs. global

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

Figure 17: Company type

Source: Boston College Center for Corporate Citizenship and EY 2013 survey

Figure 18: Classification of companies by industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>17</td>
</tr>
<tr>
<td>Finance and insurance</td>
<td>15</td>
</tr>
<tr>
<td>Professional, scientific and technical services</td>
<td>12</td>
</tr>
<tr>
<td>Utilities and mining</td>
<td>9</td>
</tr>
<tr>
<td>Information</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>6</td>
</tr>
<tr>
<td>Retail trade</td>
<td>5</td>
</tr>
<tr>
<td>Construction</td>
<td>4</td>
</tr>
<tr>
<td>Transportation and warehousing</td>
<td>4</td>
</tr>
<tr>
<td>Other services (including public administration)</td>
<td>3</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>2</td>
</tr>
<tr>
<td>Administrative and support; and waste and facilities management</td>
<td>2</td>
</tr>
<tr>
<td>Arts, entertainment and recreation</td>
<td>2</td>
</tr>
<tr>
<td>Educational services</td>
<td>2</td>
</tr>
<tr>
<td>Real estate</td>
<td>2</td>
</tr>
</tbody>
</table>

Note: Industries based on North American Industry Classification System (NAICS).
References


11 EY; GreenBiz Group, 2012.

12 EY, “Climate change and sustainability: How sustainability has expanded the CFO’s role,” EY, 2011.


16 Accounting for Sustainability; GRI; Radley Yeldar, “The value of extra-financial disclosure: What investors and analysts said,” Accounting for Sustainability; GRI; Radley Yeldar, 2011.


19 Governance & Accountability Institute, 2012.


22 Governance & Accountability Institute, 2012.

23 EY; GreenBiz Group, 2012.

24 As You Sow; Sustainable Investment Institute; Proxy Impact, “Proxy Preview 2013,” As You Sow, 2013.


29 Ibid.


32 Ibid.


38 Ibid.


40 Ibid.


44 EY; GreenBiz Group, 2012.

45 Ibid.


49 BSR/GlobeScan, 2011.

51 EY; GreenBiz Group, 2012.

52 P. Crifo and V. Forget, 2012.


58 Accounting for Sustainability; GRI; Radley Yeldar, 2011.


61 Ibid.

62 GRI, “Linkage Documents.”
About the Center

The Carroll School of Management Center for Corporate Citizenship at Boston College is a membership-based knowledge center. Founded in 1985, the Center has a history of leadership in corporate citizenship research and education. We engage 400 member companies and more than 10,000 individuals annually to share knowledge and expertise about the practice of corporate citizenship through the Center’s executive education programs, online community, regional programs, and our annual conference. For more information, visit the Center’s website at BCCorporateCitizenship.org.

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