

Telling your sustainability story

The last of this infographics series done in collaboration with sustainability consulting firm Thoughts In Gear will highlight what businesses can do to complete their sustainability reporting and tell their story.

KNOW

PLAN

DO

TELL

STEP 1 REPORTING

Reporting allows for a strategic and operational depiction of a company's sustainability journey. It is periodic, transparent and balanced; it clearly records the achievements and challenges that a company faces. Both qualitative and quantitative data across the company and supply chain are collected and disclosed as proof of the company's progress.

What can companies do with the sustainability report?

1. Strategic and execute business decisions based on the purpose and impact of ESG factors on and by the company
2. Track the progress of sustainability initiatives and collect data
3. Identify opportunities for the company to be relevant in the future sustainable economy
4. Assess and manage risks in the transition and steady state sustainable economy
5. Communicate consistent, transparent and meaningful updates on sustainability to stakeholders, both internally and externally



Sustainability reporting is a process, not an end goal

- Conduct the sustainability reporting process with the same diligence as preparing financial reporting
- Pre-fiscal year planning and forecasting
- Fiscal year tracking and achieving
- Post-fiscal year data gathering, validating, analysing and reporting

STEP 2 STORYTELLING

Sustainability empowers companies to have a story or brand that is purposeful. It describes how the company meets a need in society and this forms the personality and image of the brand. Of course, caution is to be exercised against greenwashing red flags.

Communicate authentically



Green marketing: Promotion of products and services based on their environmental or social benefits



Greenwashing: Intentional or erroneous marketing that claims that a company's products, services, policies or goals are more environmentally or socially beneficial than they actually are

Help the company create a strong business case

Link sustainability efforts to company strategy and performance and prepare supporting information

1. **Create learning opportunities:** Increase the company's exposure to sustainability learning platforms and experiential opportunities

2. **Leverage the interest of key stakeholders:**

Consistently highlight the sustainability interest of stakeholders like customers, suppliers and regulators

3. **Create opportunities for public commitments:** Create a strong sustainability brand story that supports the company's public commitments

4. **Secure opportunities for recognition and leadership:** Identify market and industry opportunities for recognition of the company's sustainability efforts

Additional tips



Story And Sustainability

SB Merriam



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