

Conference

SHARED RESPONSIBILITY

– how to increase visibility and effectiveness of the EU CSR framework

The Polish Baltic Frédéric Chopin Philharmonic

5 / 9 / 2011

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Driving transparency through reporting

Marjolein Baghuis

Global Reporting Initiative

Managing change

*What you can't measure,
you cannot manage.
What you can't manage,
you cannot change.*

Peter Drucker

Writer, professor, and
management consultant



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What is sustainability reporting?



- Disclosure on economic, environmental, social and governance performance
- Stakeholder focused
- Bridge between financial and other types of performance
- A journey of continuous improvement



The business case for reporting

- Identify risks and opportunities
- Improved management processes
- Attract and retain investors
- Attract and motivate talent
- Stakeholder engagement
- Competitive advantage
- Enhanced reputation and brand loyalty



GRI's Mission

To make sustainability reporting standard practice by providing guidance and support to organizations.

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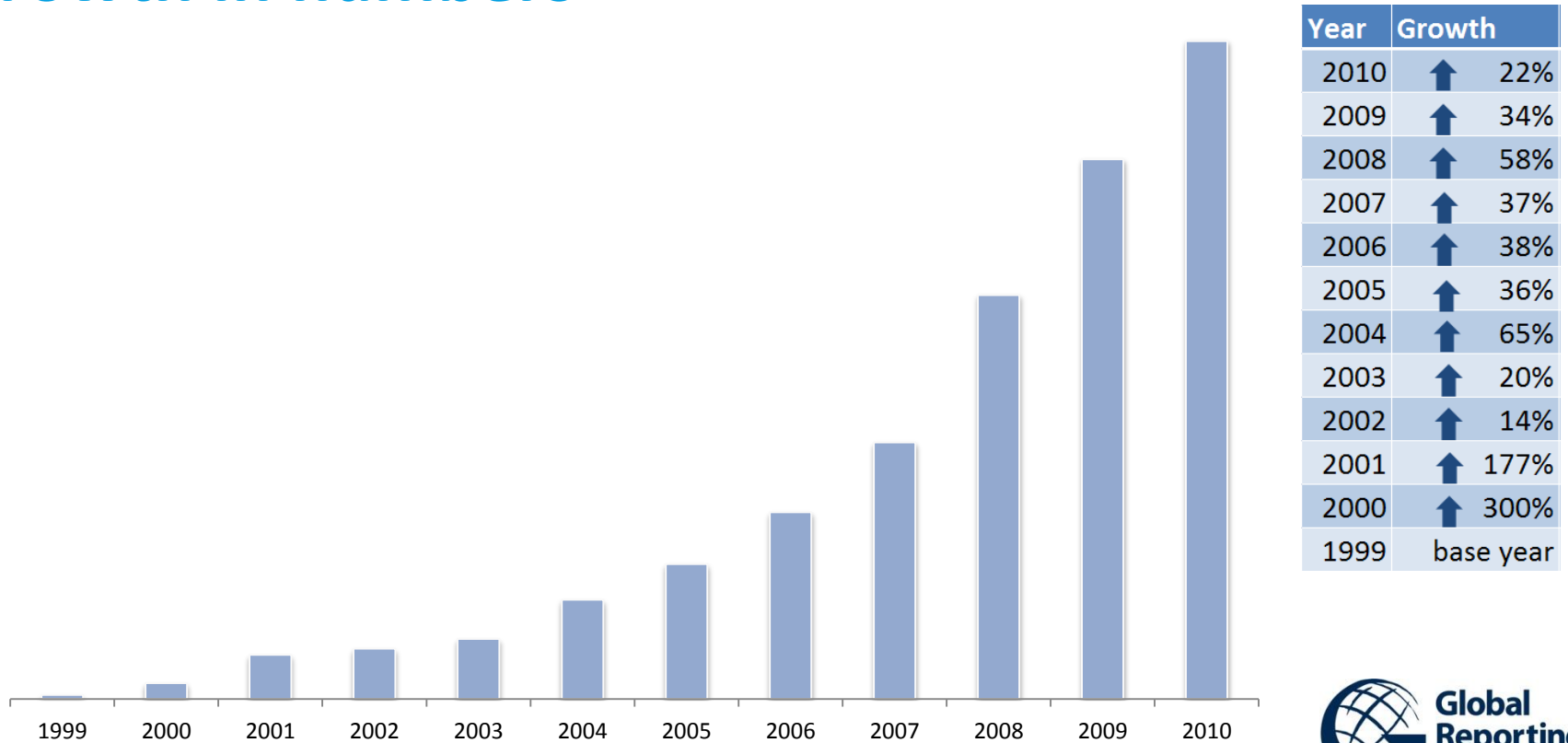
Zielone Wędrzenie



EUROPEAN UNION

Sustainability Reporting Trends

Growth in numbers



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Sustainability Reporting Trends

Changes in reporting

- growth in emerging markets
- more reports by SMEs
- external assurance
- integrated reporting



Sustainability Reporting Trends

Changes in the reporting environment

- Increased requests for information
- Government regulation
- Stock exchange listing requirements



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The next generation of GRIs sustainability reporting guidelines

- Reflect new and emerging issues
- Improve precision of technical definitions
- Provide guidance on integrated reporting
- Harmonize with other frameworks
- Maintain a user perspective

Provide input via www.globalreporting.org



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Thank you!

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