

SUSTAINABILITY REPORTING FACT SHEET

What is sustainability reporting?

Sustainability reporting, also called triple-bottom-line business accountability, is the practice of expanding traditional business reporting to take into account environmental and social performance in addition to financial results.

Why do businesses and other organizations choose sustainability reporting?

For many organizations, financial reporting alone no longer satisfies the needs of shareholders, customers, communities, and other stakeholders who require or desire information about overall organizational performance.

What are the benefits of sustainability reporting?

Organizations choose sustainability reporting because it enhances and strengthens a company's brand and reputation, provides differentiation in the marketplace and establishes a foundation for open, positive communications between a company and its stakeholders. Perhaps more important, when done as a dynamic, interdependent discipline, sustainability reporting reinforces the line between short-term financial goals with longer term environmental and social objectives, resulting in a situation where all three can co-exist and benefit a global society.

How is Steven Snyder, Ph.D., founder of Snyder Leadership Group, involved in sustainability reporting?

In January 2008, Snyder will deliver a speech entitled, "Triple Bottom Line: Pathway to a 21st Century Business Paradigm," at Xavier Labour Relations Institute (XLRI) School of Business and Human Resources in Jamshedpur, India. The speech is part of the prestigious JRD Tata Oration on Business Ethics. Snyder has been a guest on the ABC-TV "Nightline" program as well as a featured speaker in North America, Europe and Asia. Snyder also teaches a master's-level business ethics course as an adjunct faculty member at the University of Minnesota's Carlson School of Management.

What is Snyder's perspective on sustainability reporting?

Snyder says that sustainability reporting is not simply a "report," and shouldn't be done for solely public relations effect. Rather, it is a dynamic organizational learning process in which business and society are conceptualized as *interdependent*, so both benefit over the long term.

Where can I learn more about sustainability reporting?

There are many organizations involved in the move toward sustainability reporting, including:

- **Global Reporting Initiative: www.globalreporting.org**

The Global Reporting Initiative (GRI) has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide.

- **The International Corporate Sustainability Reporting Site:**
www.enviroreporting.com
The International Corporate Sustainability Reporting Site is an international site dedicated to Corporate Sustainability/Corporate Social Responsibility and environmental reporting.
- **Snyder Leadership Group:** **www.snyderleadership.com**
Steven Snyder, founder and managing director of Snyder Leadership Group, is a world-renowned speaker on a number of topics, including sustainability reporting.

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