2013 Global Conference on Sustainability and Reporting
Ready to report? First time reporting made easy
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Ready to report? First time reporting made easy

Crystal Crawford
Liberty Global
Introduction

• Liberty Global is the leading international cable company with 21,000 employees and operations in 13 countries.

• In 2011, we published our first CR Report:
  • Annual reporting helps us better manage our sustainability and social impacts
  • Helps us improve internal management processes, better engage our stakeholders, and attract and retain employees
  • Enables us to address external requests from investors for ESG data
Our unique reporting experience

- In early 2012, we conducted stakeholder engagement and a materiality assessment in partnership with SustainAbility
- Collected CR data from all of the local markets via Credit360
- Held interviews with the various department heads at Liberty Global
- Worked with an external agency (Flag) on copywriting and design
- Aligned our CR Report to GRI Level C Report and used the LBG model to measure our community investment impact
- Prior to publication, we gathered external feedback from several CSR thought leaders
Lessons Learned (Tips & Tricks)

Why should companies start reporting?

- Increase accountability and transparency through public disclosure of targets and performance
- Create an ongoing dialogue with key departments and functions within the organization to drive sustainability performance
- Increase understanding of environmental and social risks and opportunities
Lessons Learned (Tips & Tricks)

• Get senior level buy-in at an early stage
• Focus on your key stakeholders and what issues are material for them
• Be sure to build in extra time in your planning! It will always take longer than you expect to collect the necessary data and get internal sign-off
• It can be difficult to get accurate data in a complex organization structure, with different systems and cultures
• Reporting is an evolving process with many building blocks – it gets better every year!
Future Plans

- Publish 2nd CR Report in July 2013
- Increase transparency by reporting at GRI Level B
- Set goals and targets for key issue areas
- Integrate performance data into the report narrative
- More stakeholder engagement
- Update materiality assessment
- Develop ESG/SRI focused data table
- Prepare for submission to CDP in 2014
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Crystal Crawford
Liberty Global

Thank you.
Ready to report?
First time reporting made easy

William Garcia
Executive Director, Cefic
Introduction

29,000 chemical companies / 1.2 million jobs / 20% of world chemical production.

Cefic Sustainable Development agenda is founded on the Global Industry Responsible Care® Initiative and an Industry Leaders common Vision for the European chemical industry that will:

• Strive to be sustainable in terms of its operations
• Become a key enabler of a sustainable society through the benefits of its products
• Keep attracting investments by way of its strong economic performance
Cefic’s unique reporting experience

- GRI + National associations /Sector initiatives + EU Institutions
- 16 common available indicators
  - People, planet, profit
- What’s missing?
  - Comprehensive Third-party consultation
Lessons Learned

- GRI remains a comprehensive reference document
- For a federation like Cefic, use of GRI needs to remain voluntary
- Access to up-to-date, consolidated, credible and transparent official statistics at EU level remains a barrier to more reporting
- Although comprehensive, there are “materialities” that would require further adaptation to sector specific
- For a federation, external assurance would be included in a larger stakeholder consultation process. Still, time consuming
Lessons Learned

• Alignment and coherence with international standards and other recognised methodologies is necessary
• Planning and preparation workload are critical for federations and SMEs

For the next GRI version, suggestion made to introduce sector specific guidance as subsets of the main framework, and not as additional requirements.
Double role of Cefic

• A support to individual company reporting
  • Simplify / agree common approach / methodology
  • Provide guidance to members (including SMEs) and ‘multiplying effect’
  • Act as a soundboard for good practices

• A model for other federations keen to use GRI for their reporting
  • Ensure adaptation of relevant methodologies and alignment, as well as focus on material aspects
Future Plans

SD Report 2014

• New indicators: R&D / Innovation + indicators on people
• New SD Flagship initiatives
• More support to National Associations
• More stakeholder engagement
• Learning / feedback from the GRI sector specific materiality
Thank you!

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Adam Brennan,
Sustainability Project Manager,
PUMA
Mission
This is what drives us

We want to be the most desirable and sustainable Sportlifestyle Company.

We are committed to work in ways that contribute to a better world by supporting creativity, sustainability and peace and by staying true to the values of being fair, honest, positive and creative in decisions made and actions taken.
Why do we ask PUMA suppliers to report?

- To increase the transparency of our supply chain and the traceability of products / materials
- To integrate suppliers in our sustainability mission and help them develop their own sustainability strategy
- To help suppliers report on the progress of meeting their sustainability scorecard targets in Energy, Water, Waste and CO₂ and create a comparable benchmark
- To communicate progress on public commitments

The supply chain is key to improve our performance: according to our EP&L, over 80% of the environmental impact is caused in the supply chain.
Sustainability Reporting in PUMA’s Supply Chain

- Initiated supplier reporting in 2009 with 8 pilot suppliers, since expanded to over 30 suppliers
- Began with ‘strategic suppliers’ which PUMA has a closer working relationship with, which slowly paved the way for smaller suppliers
- Mixed levels of success
  - Imphala, Jia Hsin, Viyellatex
  - Some Asian suppliers didn’t understand benefits initially, however, after several reports this is beginning to change
• Create support internally and develop **incentives for** sustainability reporting within the supply chain (awards, etc.)
• Convince suppliers that it’s in their own interest to report, give full **ownership** of reports to suppliers
• Brand should hold regular **roundtables** with suppliers to share and discuss issues, challenges and solutions
• Provide **support** during stakeholder engagement (contacting and aligning with other stakeholders)
• Initiate **supplier network** with other industries to see the ‘bigger picture’
Lessons learned & recommendations for MNEs

• Encourage sustainability reporting within the supply chain
• Launch supply chain reporting among a selected group of preferred suppliers prior to roll-out
• Encourage the move away from conventional disclosure
Lessons learned & recommendations for suppliers

Sustainability reporting offers stakeholders key information on supply chain performance and increases much needed transparency.

Recommendations to suppliers:

• Hold a management awareness workshop and create a carefully selected ‘reporting committee’ prior to the launch of the project

• Keep the first report simple, align company strategy and selected indicators - focus on priorities
Future Plans

• Suppliers which already completed a GRI report ➔ upgrade to a Level B report
• Expand reporting to lower Tiers of the supply chain
• Increase the number of Asian suppliers reporting
• Maintain an annual reporting cycle
• Further embed Footwear & Apparel industry indicators
• Improve the quality of individual reports
• Adopt G4 for 2013 reports
• Bridge the gap between consumer demands and the current situation of shielding the supply chain
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Adam Brennan
Sustainability Project Manager, PUMA

Thank you.
Q&A: Ready to report? First time reporting made easy