



Chief Executives for
Corporate Purpose

Reporting Standards & Frameworks

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CECP Point of View

Reporting standards provide companies **guidance**; *they are a reference point, not a recipe.*

This applies to even the most commonly referenced standards such as GRI.* Rather than endorsing a single reporting standard for all companies, CECP encourages you to use what works best for your company. Ask yourself:

- What meets my **organization's needs & objectives**?
- What meets my **key stakeholders' needs & objectives**?

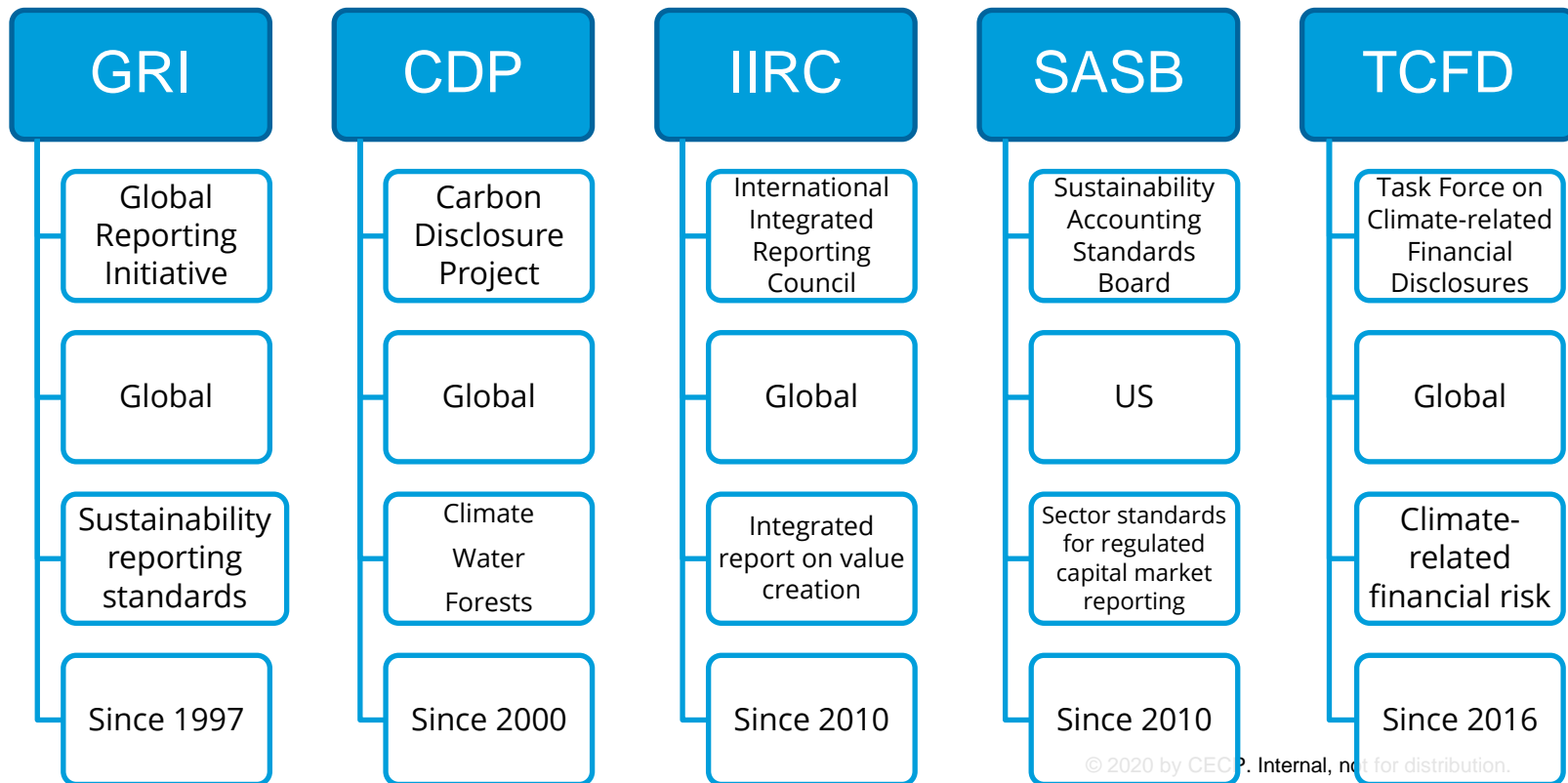


CECP's CEO Investor Forum guidance on how to effectively share Long-Term Plans with an investor audience recommends the standards of the **Sustainability Accounting Standards Board (SASB)** because they helpfully integrate into existing required filings and pinpoint issues that are likely to be material to investors in a range of industries. Though created in the US, the handful of issues that meet the threshold of financial materiality do not tend to vary drastically from one market to the next and can be complemented with unique local issues.

Start with your company's **existing metrics and data** and enhance them with **pertinent metrics in reporting standards**.

*Among the largest 250 companies in the world by revenue, 75% use the GRI standards. Source: KPMG's [Survey of Corporate Responsibility Reporting 2017](#).

Big 5 Reporting Standards



ESG Ratings

There are many companies that rate and rank companies based on ESG factors. If you seek to look at a short list of those with the greatest market share, here are eight* in alphabetical order:

- Bloomberg ESG Data Services
- Corporate Knights Global 100
- Dow Jones Sustainability Index (DJSI)
- Institutional Shareholder Services (ISS)
- MSCI ESG Research
- RepRisk
- Sustainalytics Company ESG Reports
- Thomson Reuters ESG Research

* This is the list used by an article posted in Harvard Law School Forum on Corporate Governance, July 2017, accessed online at <https://corpgov.law.harvard.edu/2017/07/27/esg-reports-and-ratings-what-they-are-why-they-matter/> in August 2020

S&P 500 Companies Mix & Match Standards

78% of reporting companies **issue sustainability reports**

36% of sustainability reports **include assurance**

More trends in reporting:

- KPMG's [Survey of Corporate Responsibility Reporting 2017](#)
- World Business Council for Sustainable Development's [Reporting Matters](#) 2019

97% of reporting companies chose to **customize extant sustainability reporting models**—in style, format and content—instead of closely following a single framework

- **10 companies** issue sustainability reports that follow a single reporting framework *closely*, using either the GRI or an industry-specific model
- **106 companies** (27%) reference and *loosely* follow a single framework, while 46% reference *two or more* reporting models
- **97 companies** (25%) *do not reference* any reporting models

Beyond Standards...

Lots of Guidance & Resources

Non-Profit Organizations

- World Economic Forum International Business Council [More](#)
- Embankment Project for Inclusive Capitalism [More](#)
- Future Fit Benchmark [More](#)

Private Consulting Firms

- BCG's Total Societal Impact [More](#)
- PwC's Total Impact Measurement & Management [More](#)

Industry Associations

- Biopharma Investor ESG Communications Guidance [More](#)
- Sustainability Reporting Guidance for the Oil & Gas Industry [More](#)
- Electricity & Gas ESG & Sustainability Reporting Template [More](#)

And many more...

Set the Context. Own the Narrative. Lead for the Future.

Leading CEOs regularly share with investors their Long-Term Plans for sustainable value creation 3-5 years into the future. [More](#)

96% of investors say long-term guidance affects trust.

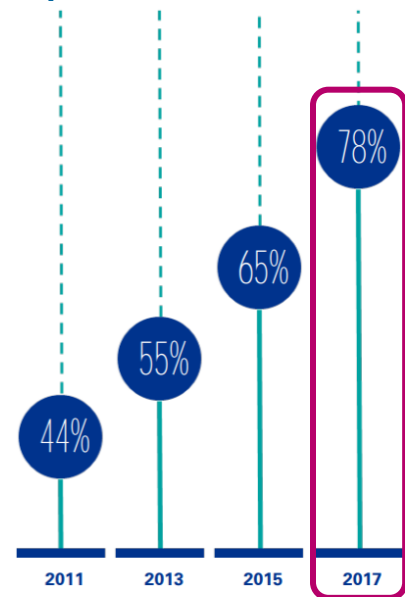
Percent of investors who selected top 3 most important attributes for long-term valuation:

Often found in sustainability reports



Source: Edelman Trust Barometer [Special Report: Institutional Investors](#)

Large companies who include sustainability info in annual financial reports:



Source: KPMG's [Survey of Corporate Responsibility Reporting 2017](#)