CSR Reports 2022

Over the past decade, corporate social responsibility reports—also called CSR reports, impact reports, or sustainability reports—have become more common. In fact, 90 percent of companies on the S&P 500 index publish them (Governance and Accountability Institute, 2020). And this year's Chief Executives for Corporate Purpose's ® (CECP) *Giving in Numbers*^TM report found 78% of surveyed companies consider the investor perspective when reporting in the company's sustainability report. Companies create CSR reports to communicate its mission, efforts, and outcomes to external and internal stakeholders. In addition to employees, decision-makers, and shareholders, these include customers, the local community, and society at large.

What are some examples of recent, effective CSR reports?
To help you envision what your organization's CSR report could look like, here are several examples of recent CSR reports from well-known companies:
 ➢ Mastercard – good visualization of how they are continuing the reduction of greenhouse gas (GHG) emissions in our operations and bolstering efforts to decarbonize our supply chain.
 ➢ PepsiCo – the ability to download customized PDFs according to the reader's interest in focus areas such as climate, people, water, and more.
 ➢ Unilever – provides sustainability ranking, policies, and sustainability performance data to transparently show progress overtime.
 ➢ Microsoft – explains progress but also authentically admits there is no real existing carbon removal ecosystem and encouraged collaboration to foster a solution. Also created RFP process to help develop technology that will support carbon removal from the atmosphere.
 ➢ P&G – authentically acknowledged they do not have solutions to reduce Scope 3 emissions but are working on it.

Best practices
 ➢ **Everything in one place** to see it all at a high level, then tailor to individual needs
   ➢ Show how it all **fits together/integrates**
   ➢ Create **homes for each key audience** to find information, in the format that they need.
   ➢ **Tailor** to each key audience: i.e. investors (numbers) versus employees (narrative)
 ➢ **Update often:** how you are doing now, not 1-2 years ago—plans, progress (met and missed), future goals
   ➢ Don't wait for perfection, be **authentic and humble**
 ➢ **Standardize:** necessary for clarity/transparency
 ➢ **Avoid jargon**: what are you hiding? Be clear.
 ➢ **Comprehensive**: include scope three
 ➢ **Key concepts**, not minutiae (save that for data tables/appendix)

Five key concepts to consider when telling your story:
 ➢ Benchmark
 ➢ Listen
 ➢ Be Authentic
 ➢ Live Your Corporate Purpose
 ➢ Share Your Journey