



ABOUT | The Works Design is an integrated communications studio, specializing in stakeholder reporting, branding and collateral development

PEOPLE RESPOND **EMOTIONALLY** BEFORE THEY RESPOND **RATIONALLY.**
NO EXCEPTIONS.

ROLE | Leading a cross-sector research project to identify sustainability reporting trends and best practices

KEY FINDINGS

- ✓ Companies are producing singular integrated reports to showcase sustainability performance data alongside financial disclosures
- ✓ By aligning to globally recognized frameworks such as the GRI and SDGs, companies add a layer of credibility to their reports
- ✓ It is important to use effective storytelling (case studies, stakeholder testimonials) and dynamic design elements (photography, theming, interactivity) to complement data and metrics-based content

ACCOMPLISHMENTS

- ✓ Analyzed 100+ company reports across 12 sectors
- ✓ Learned about frameworks such as the GRI, SDGs, TCFD, and SASB
- ✓ Used organizational and analytical skills to refine research data into a quantifiable set of trends and best practices
- ✓ Worked with Trends Team to design and deliver a presentation on research findings to colleagues at The Works
- ✓ Interviewed sustainability reporting leaders, such as Marks & Spencer, on their strategy and reporting processes

PERSONAL LEARNINGS

- ✓ In order to be successful in this role, you must be a collaborative and respectful team player, while also being independent and proactive in your own research.
- ✓ It's important to like dogs. You never know when one might want to play catch at your desk.
- ✓ Never underestimate the power of Microsoft Excel. It's a godsend for data analysis.
- ✓ Know your limits. You can't always be perfect.
- ✓ If the company culture aligns with your values, your experience will be smoother than the front page of a freshly printed sustainability report.

TREND Meaningful Dialogue

Talk is never cheap when it's done with care. Detailing the process behind stakeholder engagement says a lot (of good) about a company.



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FRAMEWORKS - SDGs

AXA



In Real Life: 2017 Integrated Report
AXA puts its own spin on the SDG wheel to indicate the six SDGs most relevant to its strategy.

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BEST PRACTICE Effective Storytelling



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GLOSSARY

GRI: Global Reporting Initiative – international standards to help organizations communicate their impact on sustainability issues such as climate change and human rights
SDGs: Sustainable Development Goals – 17 goals set out by the United Nations to solve global sustainability problems
SASB: Sustainability Accounting Standards Board – encourages sustainability communications aligned to investor needs
TCFD: Taskforce on Climate-Related Financial Disclosures – encourages companies to consider climate change risk with investors in mind