The Role of Media in Sustainability (ESG) Reporting & Assurance

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Sustainable Development

• Sustainability as an interdisciplinary field of economics
• Industrialization (Euro-centric)
• Capitalism
• Socialism (ownership, labor rights, Cold War)
• Globalization (growth of multinationals)
• Environmentalism
• Corporate Citizenship (CSR)
• Stakeholders (government, NGOs)
• Alignment of Accounting Frameworks (non-financial)
Corporate Sustainability

- Global Reporting Initiative (GRI)
- Carbon Disclosure Project (CDP)
- Sustainable Accounting Standards Board (SASB)
- Taskforce on Climate-related Financial Disclosure (TCFD)
- Equity Markets (stock exchanges, SSEI)
- U.N. Global Compact (multinational corporations)
- Institutional investors, asset managers, sovereign funds
- Government mandates, industry regulation
The Economics of Media

- Printing press
- Rise of mass media, communities
- Newspapers
- "Everybody on the same page"
- Radio news
- Television news
- Internet & Social Media
Passive (info) ---> Interactive (impact)
Traits of the Digital Age

• Global
• Mobile
• Live / Real-Time
• Interactive
• Direct / Influencers
Reinterpreting the First Amendment

Freedom of Speech
Freedom of Press
Publishing
Media
Accountability
Corporate Reporting
(Financials + CSR)
ESG Catalysts

- Sustainable Wall Street
- Ratings race (MSCI, S&P, Moody's)
- Integrated reporting
- Climate finance (TCFD)
- Corporate Reporting Dialogue
- Impact investing
- Social justice
- Democratization of media tools
Tools For Social Engagement
Transparency (Governance) (Reporting)

Public Accountability Corporate Disclosure
Sustainability (ESG) Assurance

- Framework alignment (baseline)
- Multimedia reporting/auditing
- Integration of finance, ESG metrics (ratings)
- Qualitative v. quantitative
- External (media) v. internal (disclosure)
- Interactivity & Social Engagement
- Auditing for impact, trust
- ESGH (social justice, public health)
- Accountability across business & society
- Reporting as an act of citizenship