



CARBON
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Sustainability Report : The advantages of a Well Structured Sustainability Management.

carbon-connect AG: your specialist for effective climate protection, carbon management and carbon offsetting.



Sustainability Report:

This guide will provide detailed information about sustainability management and sustainability reports.

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Sustainability Management

Sustainability management involves the integration of a sustainability strategy and is based on the following idea: economic efficiency combined with ecological responsibility and social commitment. This strengthens your internal and external positioning and optimizes your business activities in the long-term. As an employer, you will become more attractive and more competitive in comparison to your competitors.

Sustainability Report

The goal is responsible, sustainable and transparent management for a better internal and external communication. Since January 1, 2017, there is a CSR(Corporate Social Responsibility) reporting law for companies with 500 employees, or more, within the EU. Even for companies that are not liable, the benefits are immense, as these following examples show:

- Positioning your company in the sector of sustainability
- Consolidating your company's image and corporate identity
- Boosting the loyalty of your customers
- Promoting trust for your company with partners, customers and stakeholders
- Increasing motivation of your employees
- Increasing competitive advantage
- Optimized business processes
- Better commitment
- Increasing your company's social acceptance
- Advantages when it comes to propositions

Sustainability reports are a further development of environmental reports which have been published by public institutions and companies since the early 1990s. A credible presentation of a sustainability report enhances the reputation of your company and strengthens your business relationships. Thus, you will differentiate yourself and your company from competitors, and also convince new customers and business partners who value or actively demand sustainable and transparent business activities today already.



The Measures Towards Completing a Sustainability Report Successfully

In addition to the G4 guidelines from the Global Reporting Initiative (GRI), the following alternatives and standards are available:

- United Nations Global Compact (UNGC)
- German Sustainability Codex
- International Integrated Reporting Council (IIRC)

Step 1: Definition of a strategy and vision, incl. mission statement and values

Step 2: Schedule / action plan, including the definition of a basic statement

Step 3: Identifying the stakeholders and key topics

Step 4: Data collection

Step 5: Deriving goals and measures

Step 6: Creating a report

Step 7: Processing Sustainability Reporting



Topics (Example: Sports Club), Table of Contents

Preface

The sustainability report

Core topics, goal

Presentation of the sports club

Values, mission statement and corporate governance

Structure of the club

Co-workers, partners and sponsors

Stadium and infrastructure

Environmental Protection

Mobility, Water & Waste Management, Carbon Footprint

Procurement

Responsibility towards society

Stadium safety, possible cooperation with schools and other clubs etc.

Social commitment

Projects & Foundations, other CSR projects

Sustainability initiatives

Projects, memberships etc.

Program and Outlook

Objectives, measures, and period of time

A sustainability report provides information about the goals and measures, and also discloses where there is still potential for improvements in terms of sustainability.



The Advantages of a Structured Sustainability Management

Many companies have been facing increasing environmental and social challenges for quite some time these days. This is caused by legislations and public expectations.

Key issues related to greenhouse gas emissions (CO₂ balancing, corporate carbon footprint), are voluntary contributions of the economy to sustainable developments, and a sustainable situation of human rights within the supply chain. In response to these questions, companies are introducing a structured sustainability management, which represents a comprehensive approach to sustainable business management. The advantages at a glance:

Minimization of costs

- 1). increased process efficiency reduces costs
- 2). The productivity of employees increases
- 3). Avoidance of fines due to environmental violations
- 4). lower risk with bonuses for raising capital

Stakeholder expectations

- 5). Avoiding reputational risks
- 6). Avoiding legal risks in the environmental and social sector
- 7). Increased attractiveness for employers

Better trade opportunities

- 8). Demand for green products
- 9). Reaching new markets with green products

Ensuring success for businesses

- 10). Brand values increase due to an even better image
- 11). Cost-risk minimization, increased shareholder value
- 12). A basis for success, long-term corporate security



carbon-connect AG is a provider of voluntary CO2 compensation measures. With our climate labels, we show committed entrepreneurs simple ways to make a process, a product or an entire company climate-neutral.

You can find all our expert tips and other articles on the environment and CO2 in our Climate Lounge/Blog at www.carbon-connect.ch

