

VERY LARGE BUSINESS APPLICATIONS
 Carl von Ossietzky Universität Oldenburg

Sustainability Reporting à la Carte
 –
Dialogue based Stakeholder Communication with Web 2.0

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Agenda

- About Sustainability reporting
 - What and why?
- Current status and best practise
 - From static reports to user selected content
- Web 2.0 based sustainability reporting
 - Elevating communication to a new level
- Conclusion & outlook



-2-

What is it and why do we do it?
SUSTAINABILITY REPORTING

-3-

About Sustainability Reporting

- Sustainability reporting takes place under many disguises
 - Triple bottom line reporting (Elkington, 1997)
 - Integrated annual reporting (Novo Nordisk, 2002)
 - Corporate Social Responsibility Report (Vattenfall, 2005)
 - Sustainable Development Report (Bayer, 2006)
- Common aspect:
 - Integrated reporting about economic, ecologic, and social aspects
 - Most comprehensive form of corporate reporting

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Why sustainability reporting?

- „Do something good and talk about it!“*
- Public relations
 - Promotion of companies' efforts
 - Motivation of employees
 - Communication with NGOs
- Advantages in awarding of contracts, e.g.
 - federal contracts
 - suppliers
- Certification (EMAS II, ISO 14001 ...)
- Achieving “sustainable business” in its purest meaning
 - Long term capabilities

*Original: "Tue Gutes und rede darüber" (Walter Fisch)

From static reports to user selected content

CURRENT STATUS AND BEST PRACTISE

Classification of internet based reporting

Degree of user modelling	Personalised				?
	Individualised			Best practise	
	Stereotyped	Status quo		O ₂	
		Adapted	Adaptable	Adaptive	
Degree of system adaption					

- Current situation: static content
 - No tailored or customisable information
 - “One size fits all”
 - Information overload
- Potential of web based platforms not utilised

(based on classification schema by Christian Lenz)

Adaptable reporting: O₂



- „Shopping cart“
 - Customised content
 - Detailed selection during runtime
- Problem:
 - Time-consuming selection
 - Difficult to find fitting content

Individualised reporting



- Flexible, tailored reports in three steps
- Step 1:
 - Assignment to a typical stakeholder group
 - Automatic pre-selection of relevant content
 - Alternatively start with full report, EMAS report or from scratch

Individualised reporting (2)



- Step 2:
 - Fine-tune selection based on shopping cart functionality
 - Supported by JavaScript

Individualised reporting (3)



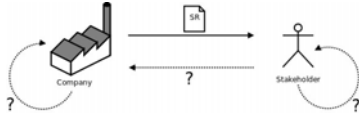
- Download of a tailored report in HTML, PDF, Postscript or XML
- Suitable for direct view, printing, distribution, automatic processing...

Advantages and Issues

- Advantages:
 - Tailored reports → no information overflow
 - Predefined stakeholder profiles → Time-efficient compilation of relevant content
- Remaining problems:
 - Profiles based on static recommendation
 - Flow of communication cannot be classified by this taxonomy
 - Communication is going strictly from companies to stakeholders
- How to approach these issues?

Approach

- Profiles based on static recommendation
 - Solution: Adaptive, personalised systems
 - Solution: Create and analyse profiles "on the fly"
- Communication is going strictly from companies to stakeholders
 - Enable dialogue driven communication



- How to accomplish these goals? → Web 2.0

Elevating communication to a new level

WEB 2.0 BASED SUSTAINABILITY REPORTING

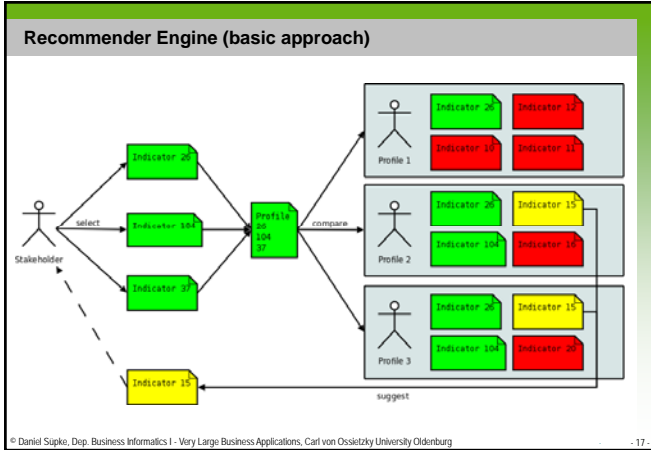
What is Web 2.0?

- O'Reilly:
 - „Build applications that harness network effects to get better the more people use them.“
- Use this definition to find features relevant to customisation and communication flow of sustainability reporting
 - What are successful Web 2.0 companies?

Examples of Web 2.0 platforms (1)

- Last.fm
 - Creation of music profiles based on songs listened to
 - Automatic comparison with other users' profiles
 - Recommendations based on users with similar music taste
- Possible use for sustainability reporting: „On the fly“ creation of stakeholder profiles, recommendation of similar content





Examples of Web 2.0 platforms (2)

- YouTube
 - User generated content (videos)
 - Evaluation/Rating and commenting of videos
 - Establish user communities based on similar interests
- Possible transfer: User feedback, dialogue

Further Sites: MySpace, Facebook

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OUTLOOK & CONCLUSION

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Conclusion & Outlook

- Conclude in-depth analysis of Web 2.0
 - What is possible, and useful in terms of sustainability reporting?
 - How to incorporate these features into an integrated business system?
 - Concept of a software tool for creation, and distribution of tailored sustainability reports based on Web 2.0
- Advantages for companies and stakeholders
 - Stakeholders can efficiently retrieve tailored information
 - Companies can establish direct communication with their stakeholders
 - Improved loyalty in customer base through participation
 - Market research (what are which stakeholder groups interested in?)
- Overall goal: Improving communication towards a dialogue-based, feedback-driven reporting

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Thank you for your attention

Further reading

