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

What is it and why do we do it?

SUSTAINABILITY REPORTING

- Sustainability reporting takes place under many disguises
  - Triple bottom line reporting
  - Integrated annual reporting
  - Corporate Social Responsibility Report
  - Sustainable Development Report
- Common aspect:
  - Integrated reporting about economic, ecologic, and social aspects
  - Most comprehensive form of corporate reporting
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)

CURRENT STATUS AND BEST PRACTISE

From static reports to user selected content

Classification of internet based reporting

<table>
<thead>
<tr>
<th>Degree of user modelling</th>
<th>Personalised</th>
<th>Individualised</th>
<th>Stereotyped</th>
<th>Status quo</th>
<th>O2</th>
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<td>Degree of system adaption</td>
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- Current situation: static content
  - No tailored or customisable information
  - "One size fits all"
  - Information overload
  - Potential of web based platforms not utilised

Adaptable reporting: O2

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

*Based on classification scheme by Christian Lenz*
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

**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

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
Thank you for your attention