



**TRANSPARENCY**



**COMMUNICATION**



**REPUTATION**



**ETHICAL BEHAVIOUR**



**FURTHER EXCELLENCE**



**VALUES**



**STAKEHOLDER DIALOGUE**



**PERFORMANCE**



**CREDIBILITY**

**HOW CAN YOU INCREASE THE TRANSPARENCY AND CREDIBILITY OF YOUR SUSTAINABILITY MESSAGE?**  
**INTEGRATED SUSTAINABILITY COMMUNICATIONS**

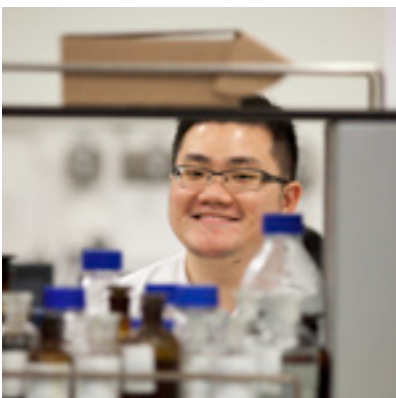
# ENSURE YOUR SUSTAINABILITY COMMUNICATIONS ARE ACCURATE AND RESPECTED



**TRANSPARENCY**

Governments around the world are increasingly demanding the mandatory disclosure of sustainability information in order to promote a sustainable corporate governance culture. Any organisation that fails to base this on reliable and trustworthy information risks being accused of 'greenwashing' or misleading the public. By having an effective, well managed sustainability communication system in place, an organisation can reassure its stakeholders that published data is precise, demonstrates performance, meets all compliance requirements and is based on a thorough consideration of sustainability issues.

SGS offers services that benefit your organisation as you seek to continuously improve your sustainability communications. We help you develop a fully integrated approach, based on key building blocks, enabling you to create a sustainability communication system that aligns with your values, makes the best use of the digital technology available, reassures your stakeholders and ensures you are strategically placed to achieve sector leading sustainability communications in the future.



**ETHICAL BEHAVIOUR**

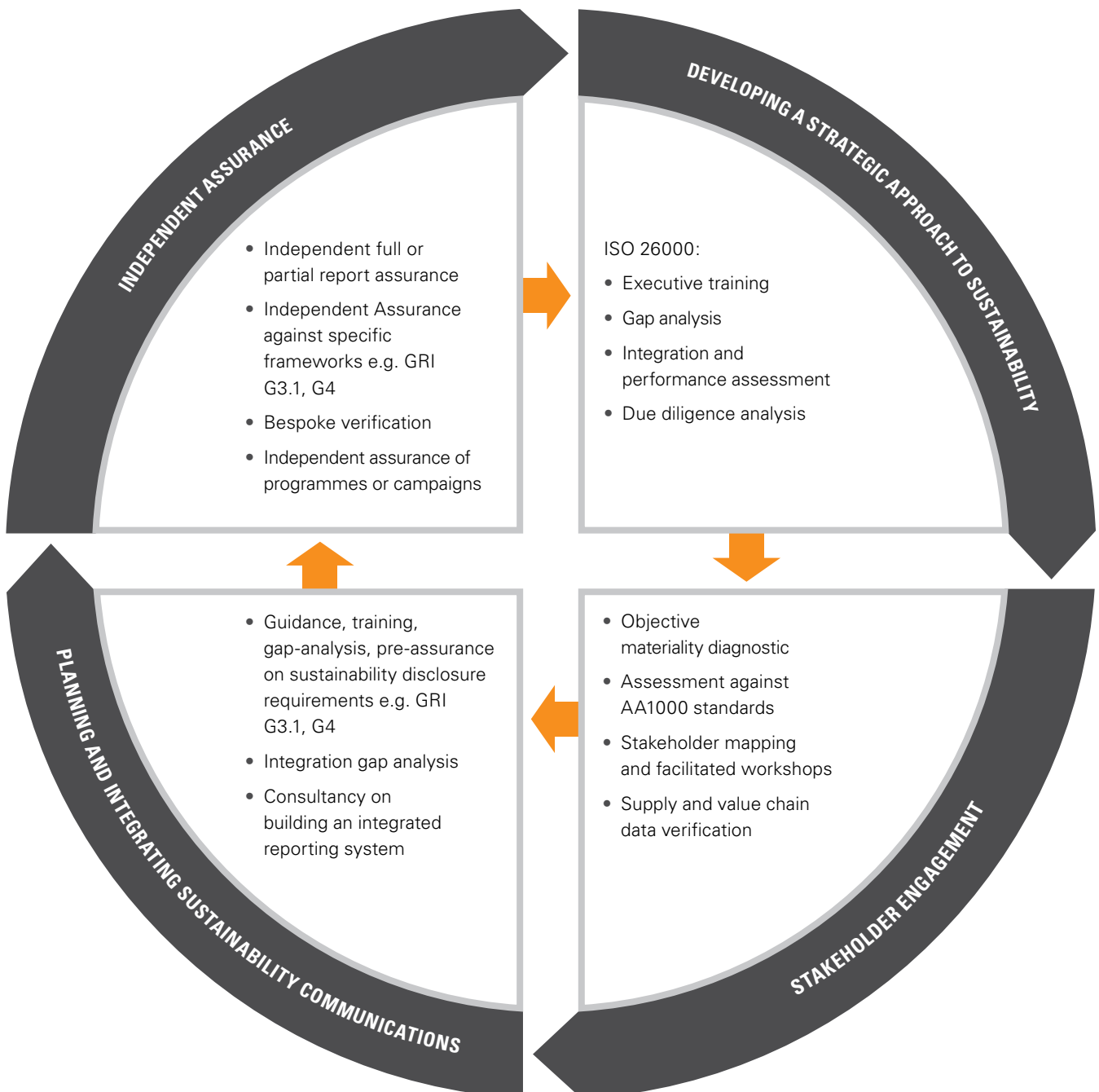
To communicate transparently and to respond openly to stakeholder demands you need to have a robust, resilient and highly organised sustainability communications system, based on a credible sustainability strategy. Examples of sustainability communications that may need to be created are:

- Sustainability reports
- Regulatory returns (e.g. to disclose carbon emissions)
- Communications on sustainability goals to stakeholders such as employees or investors
- Fully integrated sustainability reports that attribute financial values to your core environmental, social and economic impacts

To support you in establishing an effective integrated sustainability communications strategy and system SGS guides you through each of the key building blocks:

- Developing a strategic approach to sustainability
- Stakeholder engagement
- Planning and integrating sustainability communications
- Independent assurance

## SOLUTIONS FOR INTEGRATED SUSTAINABILITY COMMUNICATIONS





## STAKEHOLDER DIALOGUE

---

## ROBUST STAKEHOLDER ENGAGEMENT HELPS YOU TO SCAN FOR FUTURE RISKS AND OPPORTUNITIES.

---

### DEVELOPING A STRATEGIC APPROACH TO SUSTAINABILITY

In order to tell a convincing sustainability story, your organisation needs a sustainability strategy that is rooted in core ethical behaviours and in line with stakeholder expectations. Increasing numbers of organisations are looking to ISO 26000, the global framework for social responsibility, to act as a guide when they are developing and monitoring sustainability. SGS has a suite of ISO 26000 based solutions to help you shape your strategy:

- Executive training – We facilitate sustainability strategy development by ISO 26000 training your senior team.
- Gap analysis – Through a gap analysis of ISO 26000 against your current strategy we propose improvement opportunities.
- Integration and performance assessment – We offer a full assessment of your organisation's integration of ISO 26000, enabling you to strengthen your sustainability performance.
- Due diligence analysis – With our ISO 26000 due diligence analysis we support you when you acquire and integrate a new business, ensuring you have a full understanding of the sustainability risks involved.

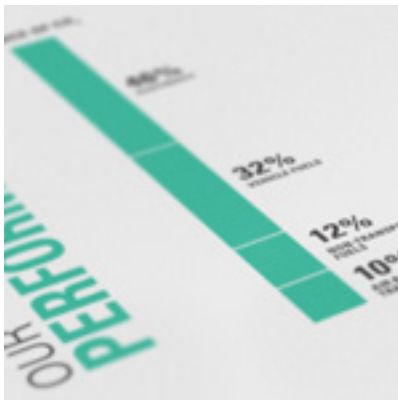
### STAKEHOLDER ENGAGEMENT

A core principle of a well-managed sustainability system is ensuring you fully engage with your stakeholders. Robust stakeholder engagement is good business practice and helps you to scan for future risks and opportunities, and to be prepared for them. Stakeholder engagement is key to winning buy-in and

trust from your stakeholders and done well it can make a significant difference to the credibility of your sustainability communications programme. Our stakeholder engagement services are designed to support you in developing the best possible relationships with your stakeholders:

- Stakeholder mapping and facilitated workshops – We understand good stakeholder relations and add objectivity to your stakeholder engagement programmes by mapping your stakeholders and facilitating stakeholder engagement workshop sessions.
- Objective materiality diagnostic – We offer an objective stakeholder and materiality diagnostic to help your organisation focus on the key issues. This also helps you to identify the critical stakeholders and the associated risks and opportunities they may bring to your organisation.
- Assessment against AA1000 standards – SGS offers a range of stakeholder engagement solutions that are based on the highly regarded AA1000 (AccountAbility 1000) series of standards, including the AA1000 Stakeholder Engagement Standard.
- Supply and value chain data verification – We work with you and your stakeholders to ensure you have a clear view of the impacts of your value chain, allowing you to produce a coherent account of your performance. We also work with your suppliers and your entire value chain to assess and verify their performance and the data they supply to you.





## PERFORMANCE

### PLANNING AND INTEGRATING SUSTAINABILITY COMMUNICATIONS

A well-managed sustainability communications system is one that relies on robust, quality data and clear sustainability goals based on a sustainability strategy. By having effective systems in place it is possible to develop a coherent sustainability communications strategy that will enhance your corporate reputation. Central to this is explicitly communicating your sustainability goals across your organisation and understanding what needs to be reported for the wider audience.

Increasingly, governments are setting mandatory requirements to direct organisations on what sustainability information they need to communicate. Stock exchanges and indices are also increasing the level of sustainability disclosure requirements in their listing criteria. Organisations need to understand how to communicate



## VALUES

sustainability issues and performance in a clear, accurate and credible way using a number of tools and frameworks.

SGS helps you make sense of the regulatory requirements placed on your organisation in each operating location. With this in mind, we guide you on the best frameworks to use to achieve your sustainability communications goals.

---

**ORGANISATIONS NEED TO UNDERSTAND HOW TO COMMUNICATE SUSTAINABILITY PERFORMANCE IN A CREDIBLE WAY ACROSS MULTIPLE CHANNELS.**

---

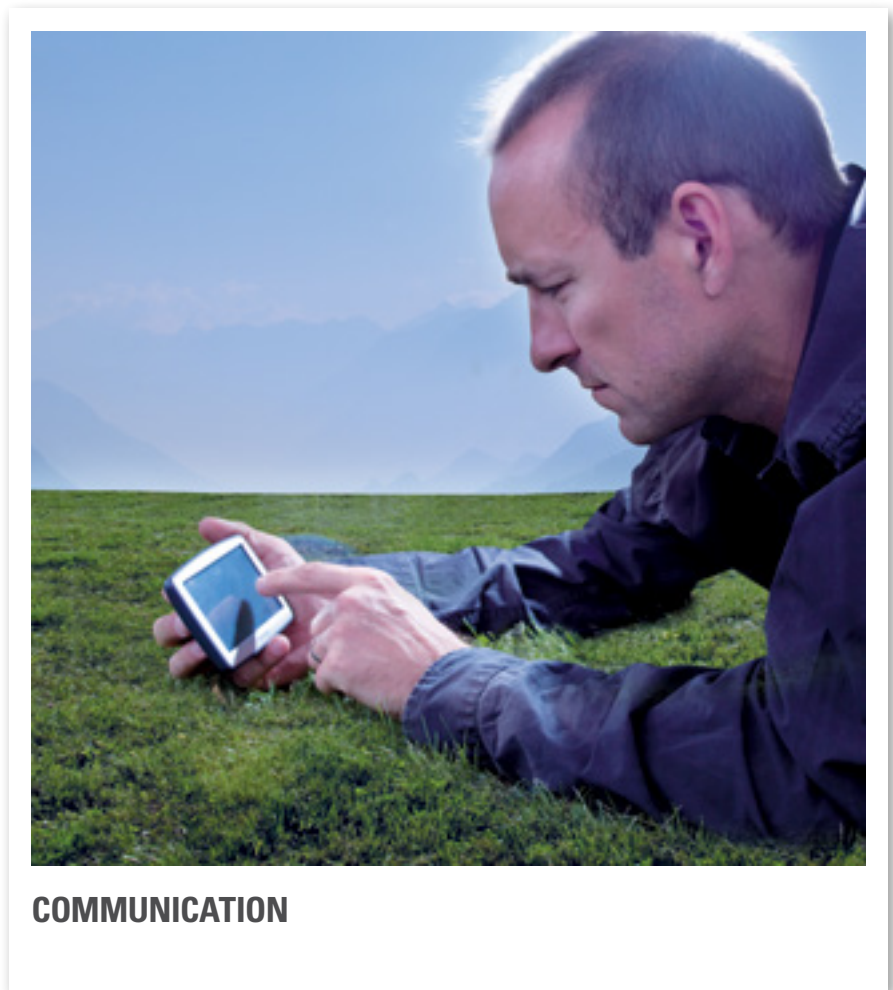
## REPORTING FRAMEWORKS

For most organisations a key output of a sustainability communications strategy is a sustainability report. There is a growing trend towards the production of sophisticated reports that are both electronically available through an organisation's website and communicated via social media channels. These reports can contain sustainability data that has been financially quantified using a range of tools.

- Guidance, training, gap-analysis, pre-assurance and assurance against sustainability disclosure requirements – We can help you prepare reports against best practice frameworks (e.g. Global Reporting Initiative G3.1, G4)
- Integration gap analysis – We prepare your organisation for the move to an integrated reporting platform in alignment with the International Integrated Reporting Committee (IIRC) by helping you to quantify your impacts.

## PERFORMANCE MANAGEMENT: VALUING YOUR IMPACT

Once you have established what is required of your organisation, you need to build a robust data collection system to collect key performance indicator data. Your quantitative and qualitative data must clearly relate to your sustainability issues, strategy, goals and performance. Ultimately, it has to be accurate and you need credible methods for collecting, organising and communicating it. Your sustainability story is critical to your reputation.



## COMMUNICATION

Consultancy on building an integrated reporting system

We support you by verifying your internal data collection systems, providing on-site training and development for the teams preparing and analysing the data. This is critical when you are compiling data from several sites, countries or suppliers when there is a high risk of misinterpretation of the data collection guidelines. We scrutinise your communications before you 'go live' on publishing them; giving you the confidence that your data is ready to communicate.



## CREDIBILITY

### ASSURANCE

Independent assurance of your data ensures the transparency and validity of the information you publish. It reinforces your internal reporting procedures and enhances both the impact of your sustainability reports and the confidence level achieved.

SGS offers you a range of assurance solutions for your sustainability communications. We assess the accuracy of your data and provide you with a statement, which you can use to substantiate your data claims. We use globally recognised assurance protocols across your reporting domains on an ongoing basis, ensuring any data you communicate through any channel is credible and trusted. This means your audience, however they access your sustainability data, can have confidence in your performance and commitment to sustainability.

- Independent full or partial report assurance against frameworks such as the AA1000 Assurance Standard, ISAE 3000 and GRI – We assure entire sustainability reports, or particular topics within the report e.g. the verification of carbon emissions data against ISO 14064.
- Independent assurance against specific frameworks – We offer analysis against your sustainability marketing claims using the ISO 14021 and ISO 14026 framework. We also verify common environmental claims such as: 'recyclable', 'recycled content', 'zero waste for landfill' and 'reduced carbon emissions'. When

required for particular products or for product life cycle and eco-design strategies we use a diverse range of Life Cycle Assessment (LCA) tools.

- Bespoke verification – We work with you to construct bespoke verification methods to support your communications.
- Independent assurance of programmes or campaigns – SGS also supports you through specific sustainability communications projects, such as campaigns or internal sustainability initiatives, by verifying project performance and credibility.

---

**YOUR SUSTAINABILITY  
STORY IS CRITICAL TO  
YOUR REPUTATION.**

---

## SGS SOLUTIONS PORTFOLIO FOR INTEGRATED SUSTAINABILITY COMMUNICATIONS

### SGS SOLUTIONS FOR SUSTAINABILITY COMMUNICATIONS

### PURPOSE

#### DEVELOPING A STRATEGIC APPROACH TO SUSTAINABILITY

#### A GLOBALLY RECOGNISED FRAMEWORK AS THE STRATEGIC FOUNDATION FOR YOUR SUSTAINABILITY COMMUNICATIONS

Executive ISO 26000 training	Customised training on developing an integrated sustainability communications strategy using a globally recognised framework.
ISO 26000 gap analysis	Review of your sustainability strategy providing you with a report on how to align your sustainability strategy to the ISO 26000 framework.
ISO 26000 integration and performance assessment	Analysis of your organisation's sustainability strategy and level of integration against the ISO 26000 framework.
ISO 26000 due diligence analysis	Review of organisations you may partner with or acquire against the ISO 26000 framework.

#### STAKEHOLDER ENGAGEMENT

#### ALIGNING YOUR SUSTAINABILITY STRATEGY TO THE VIEWS OF YOUR STAKEHOLDERS

Objective materiality diagnostic	Objective assessment of your stakeholders providing you with an overview of your core issues.
Assessment against AA1000	Robust analysis of stakeholder issues using the widely recognised AA1000 frameworks.
Stakeholder mapping and facilitated workshops	Comprehensive mapping and facilitation of workshops to gain insights from your stakeholders.
Value chain data verification	Assessment of the issues in your supply and value chain and verification of the data you receive.

#### PLANNING & INTEGRATING SUSTAINABILITY COMMUNICATIONS

#### ACHIEVING REPORTING EXPECTATIONS BOTH TODAY AND IN THE FUTURE

Guidance and training on sustainability disclosure requirements	Guidance on the reporting requirements in the markets where you operate to ensure your sustainability communications are fit for purpose and achieve your goals.
Integration gap analysis	Review your alignment and preparedness to report against globally recognised frameworks. Ensuring you are ready to report to the highest international standards.
Consultancy on building an integrated reporting system	Full value chain materiality diagnostic encompassing sustainability footprinting, risk identification, quantification and integrated reporting outputs.



**SGS SOLUTIONS FOR SUSTAINABILITY COMMUNICATIONS**

**PURPOSE**

**ASSURANCE**

**INDEPENDENT VERIFICATION OF YOUR SUSTAINABILITY PERFORMANCE DATA TO ENSURE IT IS TRUSTED, TRANSPARENT AND ACCURATE.**

Independent full or partial report assurance	Data verification for part or all of your sustainability report providing you with an assurance statement using internationally recognised assurance standards (e.g. AA1000).
Independent assurance against specific frameworks	Verification of your data or sustainability messaging against related standards.
Customised verification	Sustainability data assurance for continuous or regular reporting in any media channel e.g. social media, web pages, and traditional print media.
Independent assurance of programmes and campaigns	Assurance for specific sustainability initiatives or campaigns, including single-subject sustainability reports on waste, carbon, social accountability or social impacts.

**SGS ASSURANCE MEANS YOUR AUDIENCE HAS CONFIDENCE IN YOUR SUSTAINABILITY PERFORMANCE AND COMMITMENT.**



**REPUTATION**



**FURTHER EXCELLENCE**

#### **WHY SGS?**

SGS is the world's leading inspection, verification, testing and certification company. SGS is recognised as the global benchmark for quality and integrity. With more than 75 000 employees, SGS operates a network of over 1 500 offices and laboratories around the world.

Enhancing processes, systems and skills is fundamental to your ongoing success and sustained growth. We enable you to continuously improve, transforming your services and value chain by increasing performance, managing risks, better meeting stakeholder requirements and managing sustainability.

With a global presence, we have a history of successfully executing large-scale, complex international projects. Our people speak the language, understand the culture of the local market and operate globally in a consistent, reliable and effective manner.

---

**SGS SUPPORTS A VARIETY OF LARGE ORGANISATIONS IN MEETING GLOBAL STAKEHOLDER REQUIREMENTS AND EFFECTIVELY COMMUNICATING SUSTAINABILITY ACHIEVEMENTS.**

---

We work with organisations across all sectors, including commercial organisations, NGOs and charitable organisations and throughout every stage of the sustainability communications cycle. We understand the challenges of operating across a large number of countries and managing competing stakeholder sustainability interests. We have extensive global experience of organisational responsibility and sustainability solutions, and have supported global organisations in achieving their sustainability strategy and communications objectives. Our expertise is in the systems that you need to develop to communicate your sustainability effectively and achieve excellence in your sustainability programmes. We also work with your communication and design agencies to give a seamless service. When you want to feel confident that you are ready to report, you can rely on SGS to ensure your communications are robust, transparent, credible and relevant to your stakeholders and work for the benefit of your organisation.

---

**TO LEARN MORE ABOUT INTEGRATING  
SUSTAINABILITY SOLUTIONS FROM  
SGS VISIT [WWW.SGS.COM](http://WWW.SGS.COM) OR CONTACT  
[SUSTAINABLE-DEVELOPMENT@  
SGS.COM](mailto:SUSTAINABLE-DEVELOPMENT@SGS.COM) FOR MORE INFORMATION**

[WWW.SGS.COM](http://WWW.SGS.COM)

WHEN YOU NEED TO BE SURE

