

Corporate Social Responsibility Reporting

ENGAGING WITH INTEGRITY

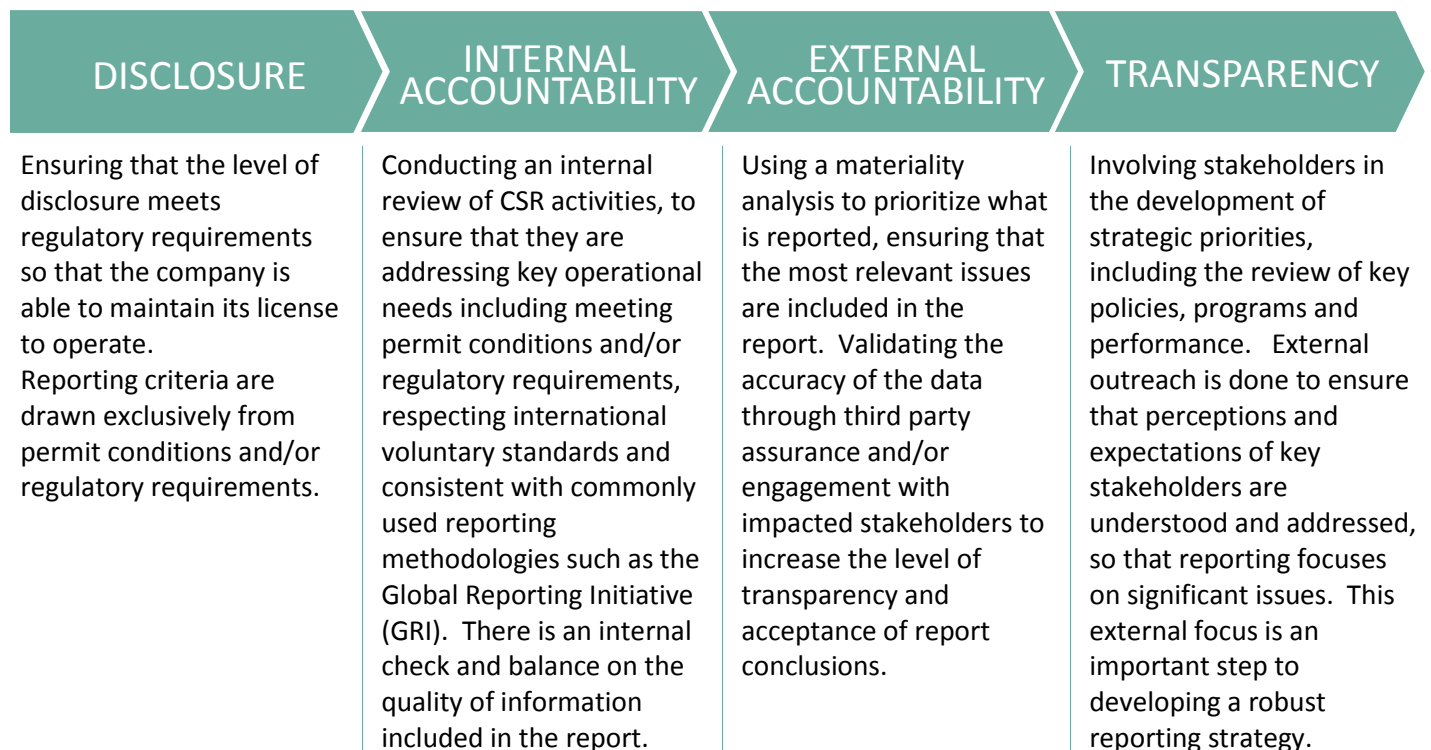
What is Corporate Social Responsibility (CSR) reporting and why is it important?

Stakeholders today are holding companies responsible for non-financial performance on issues such as product quality, employee equity, community engagement, and environmental stewardship. Many stakeholders are demanding that companies ‘prove themselves’ by openly sharing information on social and environmental policies, programs, and performance.

Effective CSR reporting and communication programs can build trust by sharing successes, challenges, risks, opportunities and strategic vision with consumers, employees, communities and investors. Reporting can also act as a management framework to systematically track, evaluate and improve a company’s CSR performance over time.

Companies advance along a reporting continuum

Reporting complexity and transparency increases as companies move along the CSR continuum, from focusing primarily on maintaining regulatory compliance through to being a transformational leader.



How does CBSR support successful CSR reporting?

For over fifteen years, CBSR has been working with many of Canada's Fortune 500 companies and Crown corporations to develop reporting and communication programs that are authentic, balanced and informed by stakeholder perspectives. CBSR's expert team of advisors supports clients in helping them produce best practice reports by offering practical suggestions for year-by-year improvement.

We apply our Report Assessment Toolkit to identify and enhance key performance indicators, pinpoint material issues, review copy and data, facilitate stakeholder panels and collect feedback to support improved CSR reporting and communication. We also ensure reports based on the Global Reporting Initiative (GRI) general and sector specific criteria.

CBSR reporting services include:

- **HIGH LEVEL REPORT ASSESSMENT**
A thorough line-by-line review of your report, referring to each of the ten GRI principles, and providing short and mid-term recommendations.
- **EXPANDED THIRD PARTY APPLICATION LEVEL CHECK**
CBSR checks all references in your GRI Content Index to ensure that the company complies with GRI requirements for acceptable cross-references, direct responses, or valid reasons for omission.
- **MATERIALITY ANALYSIS**
A materiality analysis can help your company focus on the most significant issues based on impact and stakeholder reaction, driving the development of a sustainability strategy that is tightly linked to business value and key risks.
- **STAKEHOLDER OUTREACH**
Stakeholder outreach, either in individual meetings or in focus group, helps your company anticipate, understand and engage on issues that matter most to your stakeholders. The input from this work can inform your report and increase acceptance of its findings.
- **REPORT PLANNING**
CBSR advises on content and develops a strategy for compiling your next report, making sure you meet GRI Guidelines.

"CBSR supported Scotiabank's CSR reporting process by providing guidance, frameworks and helpful feedback. As VP of Corporate Social Responsibility at Scotiabank, I appreciate the tremendous value that CBSR brings to our company, as a reliable source of responsible business resources, knowledge and insight."

Kaz Flinn, VP, Corporate Social Responsibility, Scotiabank

FOR MORE INFORMATION CONTACT YOUR CSR ADVISOR OR:

Steven Fish, Business Development Manager
416.703.7435 x.225
steven@cbsr.ca