

## Maintaining a Competitive Edge in an Age of Transparency

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With the emergence of international reporting organizations like the Global Reporting Institute and Carbon Disclosure Project – as well as mounting inquiries from customers, investors, suppliers, trade and consumer groups – companies are feeling significant pressure to expand their corporate responsibility (CR/CSR) reporting year over year.

When CR reports first emerged, there was no industry-accepted gold standard for what constituted a well-written or comprehensive report. Companies were free to come up with their own recipe and approach. Times have changed! Today's CR report must contain a thoughtful blend of reliable quantitative metrics and compelling qualitative storytelling.



CR reporting can also give companies a competitive edge. In addition to responding to external demands, sustainability reporting can:

- **Focus internal execution and drive progress** – A public statement of economic, environmental and social goals accelerates internal adoption of new policies and programs.
- **Attract and retain the best talent** – Employees increasingly evaluate factors like corporate reputation and commitment to sustainability when deciding where to work.
- **Enhance brand and protect reputation** – A strong CR report can improve a company's position in rankings like Newsweek Green Rankings, CRO magazine, Best Places to Work, and more.
- **Bolster marketing efforts with new and existing customers** – Sustainability messaging can be incorporated throughout a company's sales and marketing tools to proactively respond to external inquiries and illustrate the human side of the business.
- **Maintain competitive parity** – Your competitors are likely taking steps to expand their CR reporting, too. Don't let your company fall behind!

**Paydirt will help your company build a roadmap for expanding and improving reporting by weighing materiality, data availability and market positioning.**

**Whether it's your first or sixth CR report**, we'll work with your team to execute a reporting strategy that responds to stakeholder interests, capitalizes on emerging industry trends, and accelerates your company's unique business objectives.

*"What is voluntary today is likely to be regulated in the future. It's good to stay ahead of the curve."*

Christina Page  
Director of Climate and Energy Strategy  
Yahoo!

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## Building a Successful Reporting Roadmap

Most companies are comfortable with the process of collecting and verifying financial data, but few have a fail-safe methodology or process for aggregating CR data. Paydirt helps clients determine what data is already readily accessible or reported, benchmark current performance against peers, and establish internal systems and controls to collect and verify additional data that is deemed material to your industry and business.

In addition, we'll help set meaningful targets based on historic performance, planned initiatives, stakeholder expectations and available resources for making improvements. As a final step, we'll assess your data for completeness and accuracy, and ensure it is balanced with effective storytelling to bring your CR efforts to life.



## About Us

At Paydirt, we help clients implement sustainability solutions that deliver maximum value to both the environment and the bottom line. With a focus on increased performance and profitability, we devise practical programs to achieve quick results and catapult clients to their desired market position.

Our diverse staff has deep expertise in environmental assessment, management consulting, marketing communications, supply chain, audit and CR reporting. Our list of satisfied clients ranges from small nonprofits to blue-chip corporations, including Land O'Lakes, C.H. Robinson, 3M, the Minnesota Twins and more.

***"Paydirt helped our internal sustainability leadership team understand how Land O'Lakes is positioned among our key stakeholders and competitors, and provided us with a strategic roadmap for improving CSR reporting through increased transparency."***

Greg Somerville  
Director of Sustainability  
Land O'Lakes, Inc.



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