



Award for Best Belgian  
Sustainability Report

# Award for Best Belgian Sustainability Report 2013

2014 Edition

Brussels 2 December 2014



IBR - IRE





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# Who is the audience for your report?



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# Environmental reporting both addresses the needs of **internal as external** stakeholders





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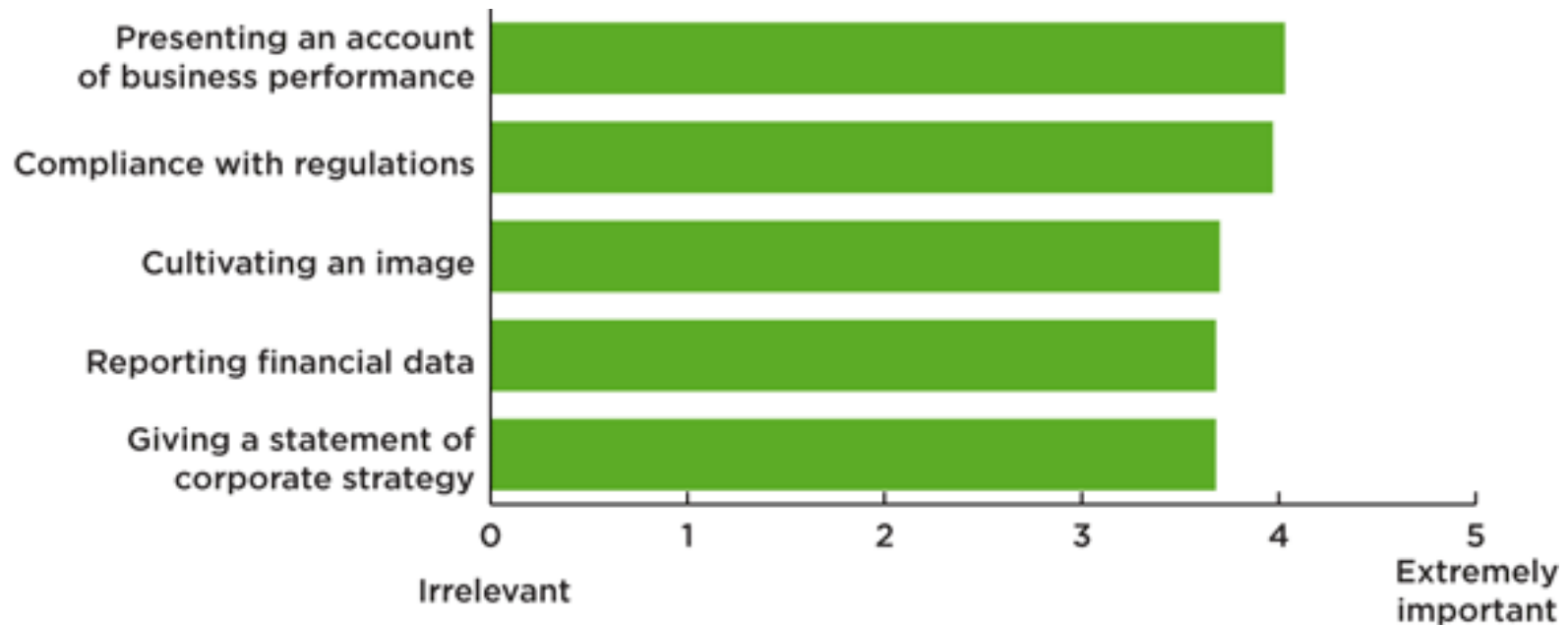
# Functions

## of the report



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# The **most important** functions of the annual report





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## Factors seen as **less important**





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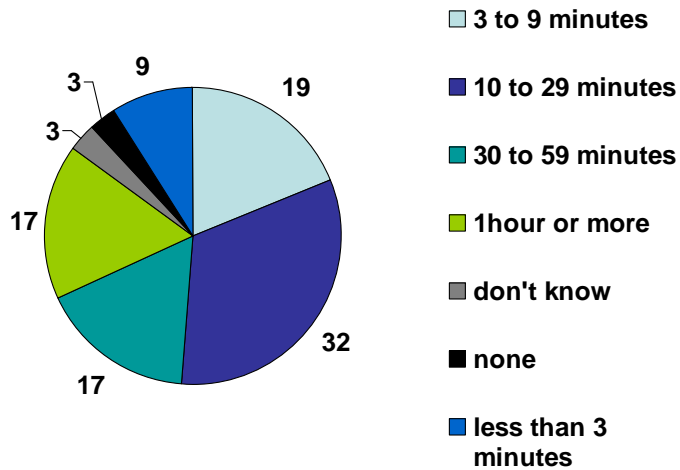
# Do we read reports?



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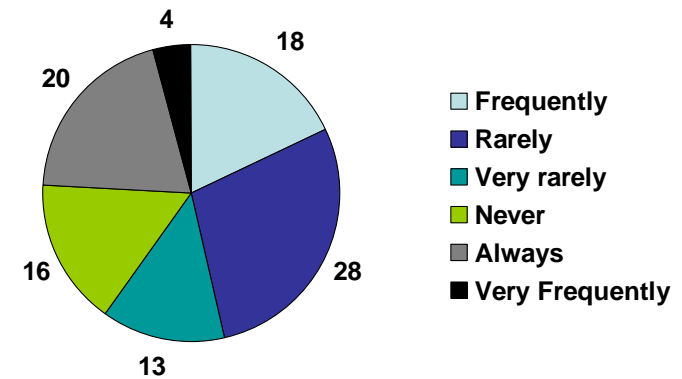
## Time spent reading reports

Source : Security and exchange commission



## How often do we read reports

Source : Security and exchange commission







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# Some facts



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Founded in

**2004 - 9 years ago**

Users Worldwide

**1,2 billion**

Users Belgium

**5,4 million**





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Founded in

**2006 - 7 years ago**

Users Worldwide

**500 million**

Users Belgium

**300.000**





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Founded in

**2003 - 10 years ago**

Users Worldwide

**250 million**

Users Belgium

**1,6 million**





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Opgericht in:

2012 - 1 year ago

Users Worldwide

400 million

Users Belgium

just you and me ;-)

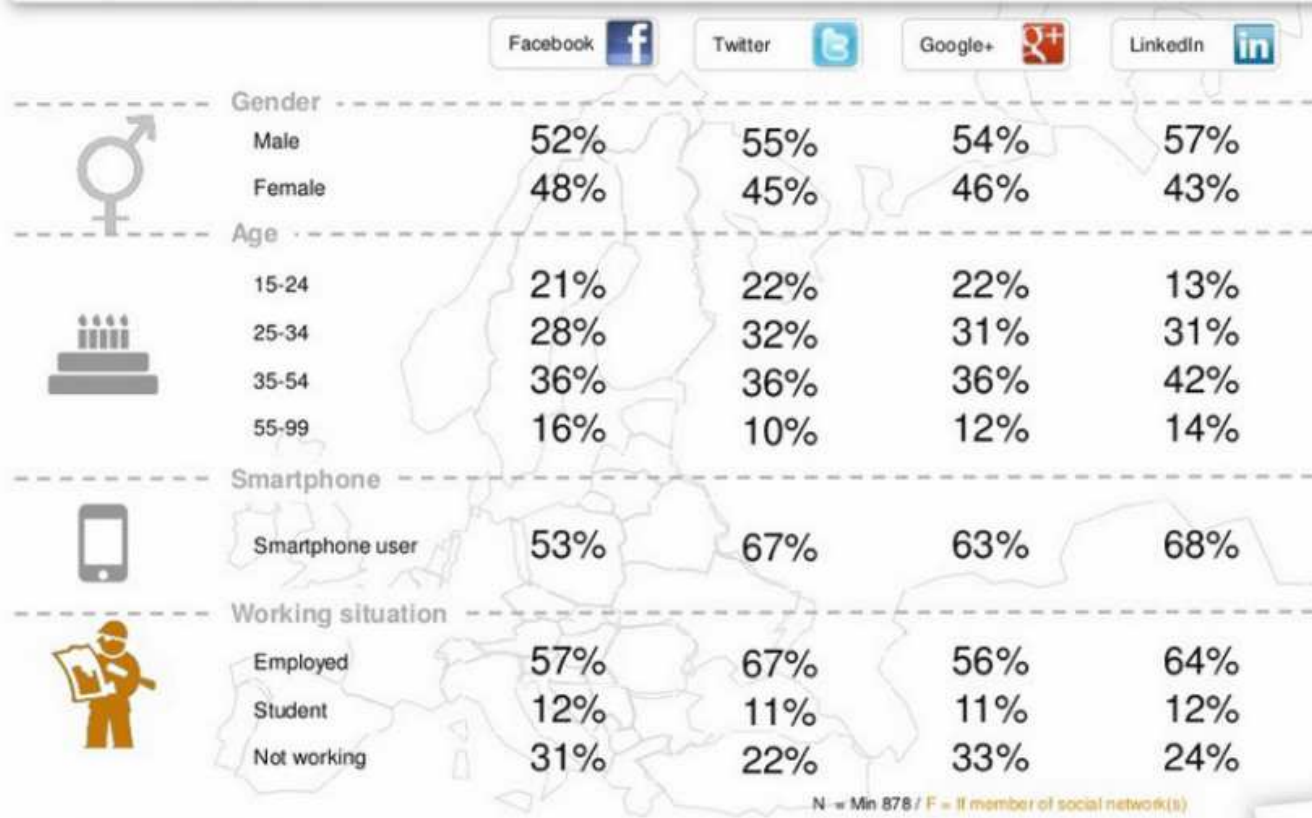




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## Member profile

All social networks are dominated by men. LinkedIn and Twitter members are most likely to be employed and have a smartphone.





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# Some facts

## Statistical insights on the use of online reports:

- averages pages per visitor: 5 pages
- average visiting time is currently 1,7 minutes

## Where do the clicks go?

- 10% on homepage
- 65% to the content within the report
- 25% to the pages tools (features)
  - *Conclusion: the majority of people are looking for information*
- from all the clicks, 3% of clicks go to the mobile annual report
  - *There is a trend to produce mobile reports*

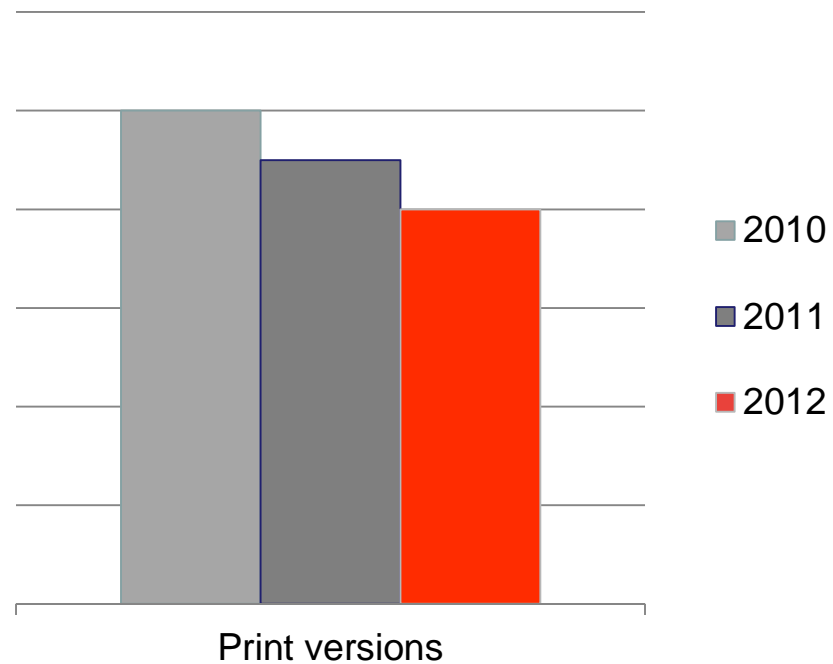


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# Some facts **nationally**

## Print copy

2010, 2011, 2012: - 20%





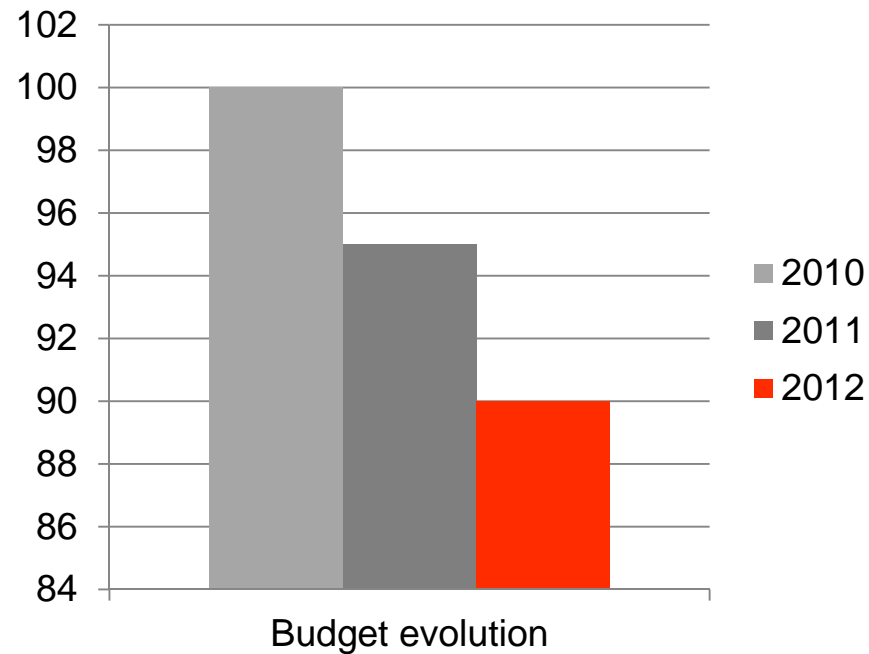


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# Some facts **nationally**

## Budget evolution

2010, 2011, 2012: - 10%



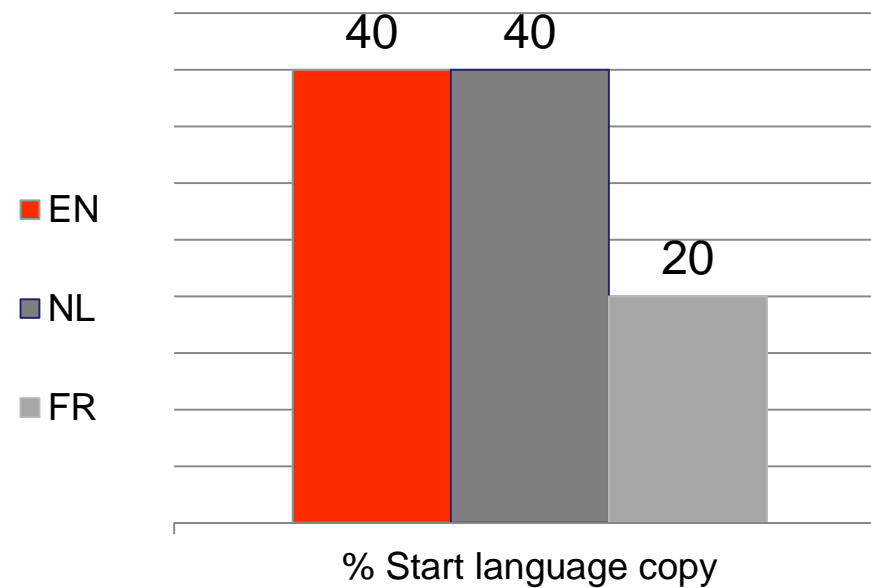


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# Some facts **nationally**

## Original version

NL: 40, EN: 40 and FR: 20





# Some facts **nationally**

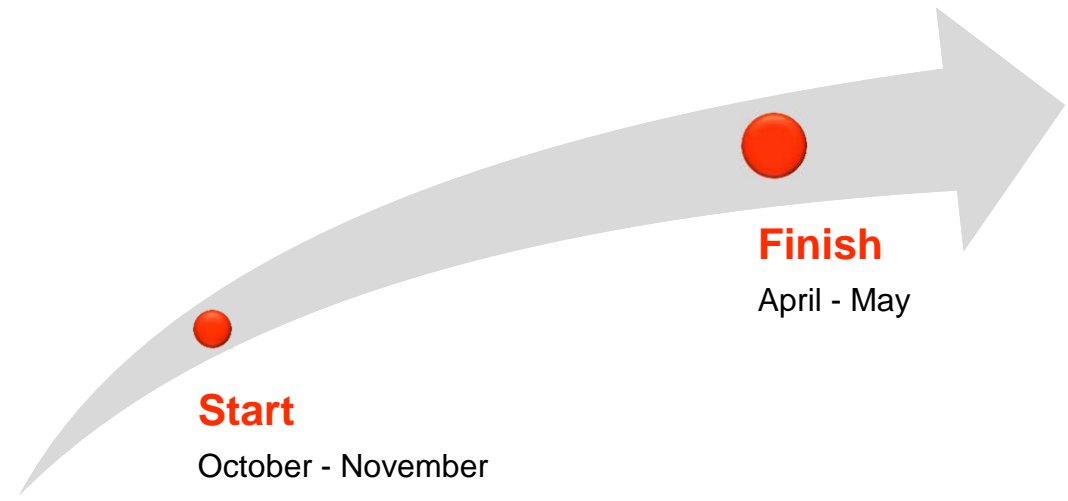
## **Internal coordination**

400 hours

## **Timing**

Start: October – November

Finish: April - May

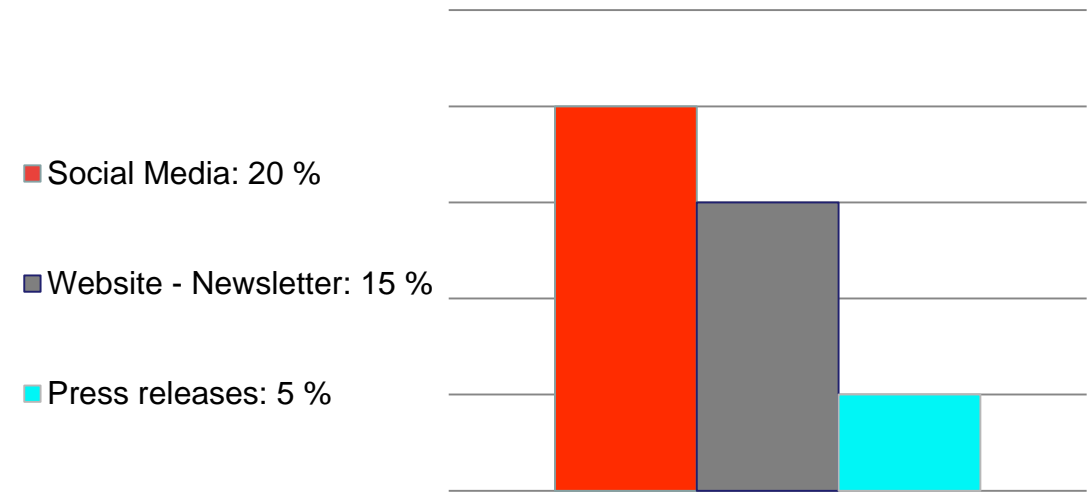




# Some facts **nationally**

**Publishing software**  
60%

**Extra tools to spread the annual report**  
Social media: 20%  
Website & newsletter: 15%  
Press releases: 5%

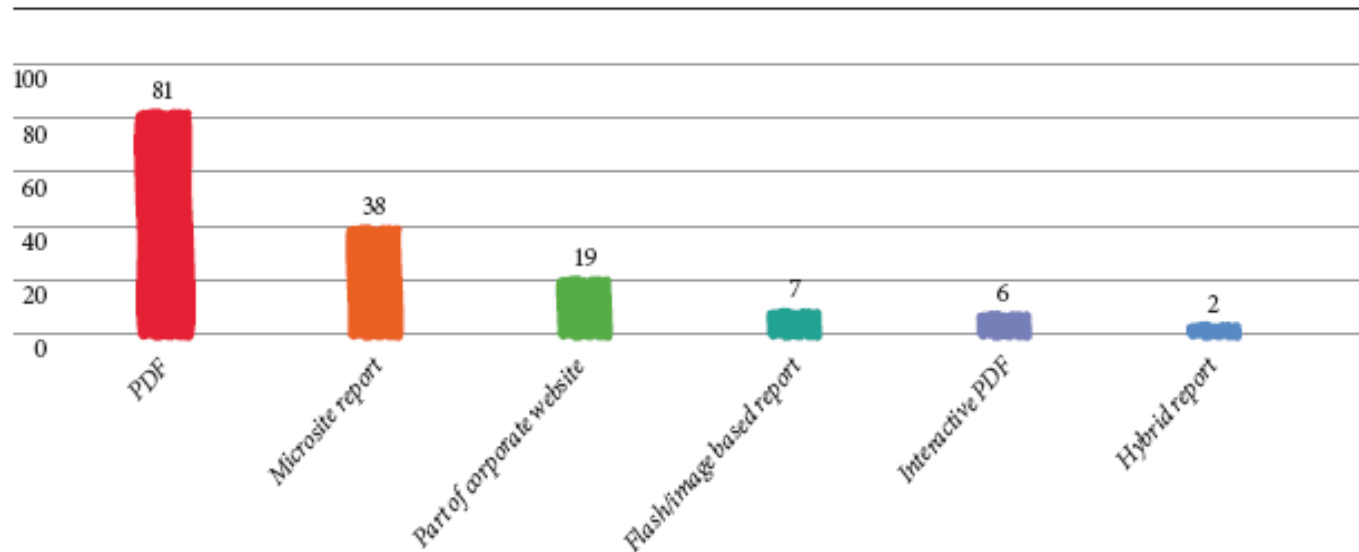




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# Some facts

## Report formats\*



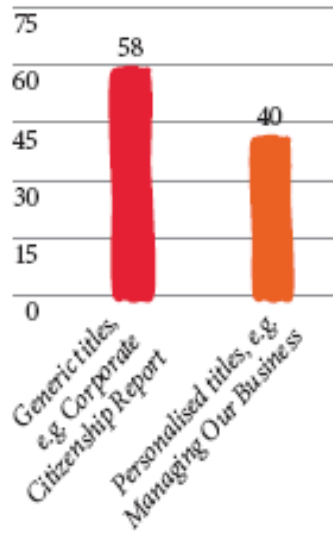
\*Adds up to more than 100% as some companies produce reports in more than one format.



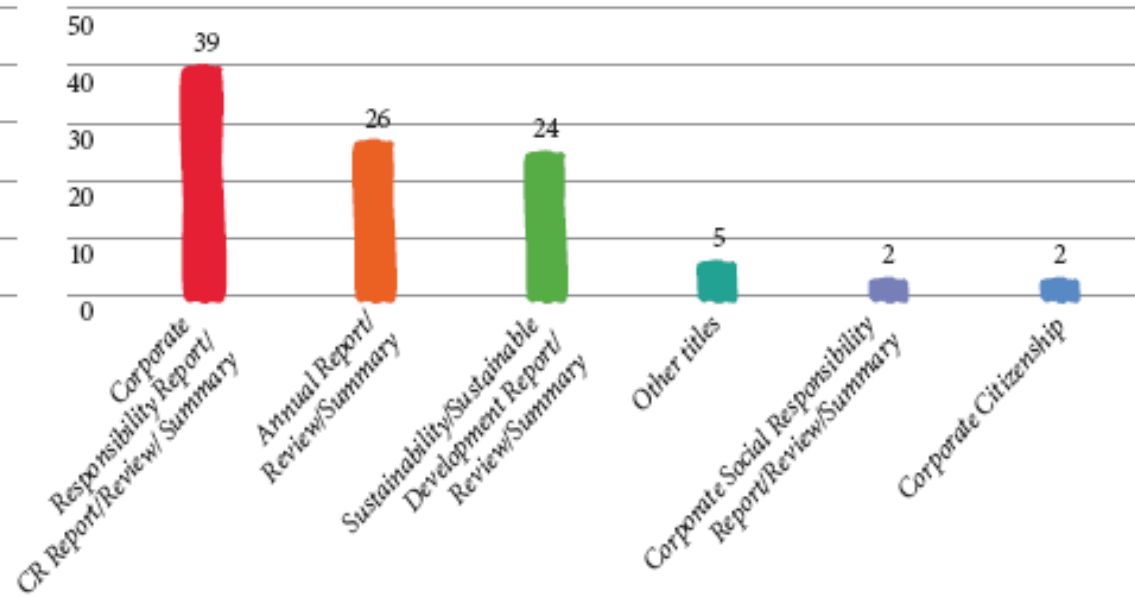
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# Some facts

### Type of title



### What they're calling it





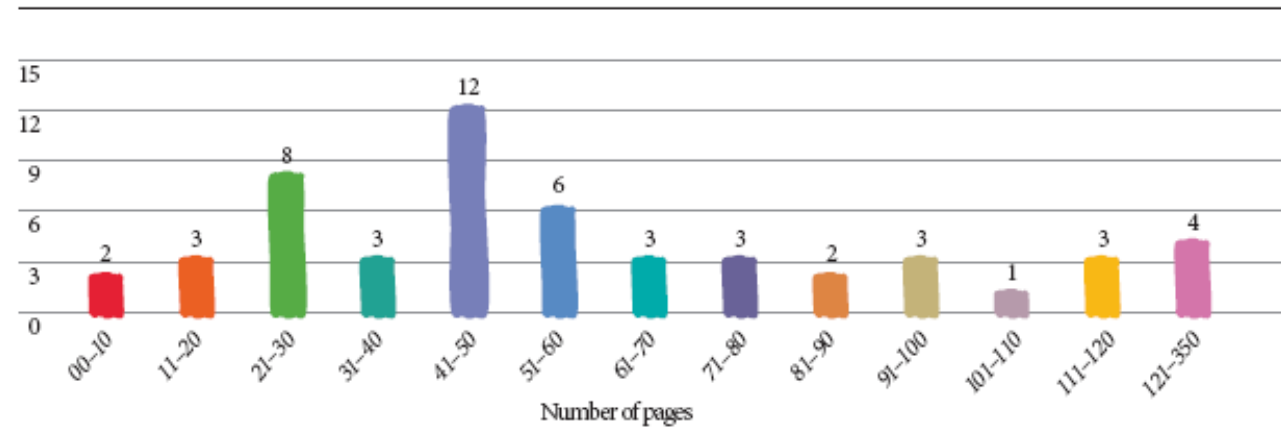
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# Some facts

# 64

*Average number of  
pages in a PDF report*

Number of pages in standalone PDF reports





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Different

# target groups

Different

# demands





Some facts  
**nationally**

The financial community prefers **significant figures** and **hard facts**.

While other stakeholders are more interested in the **company's strategies, values** and **vision**.

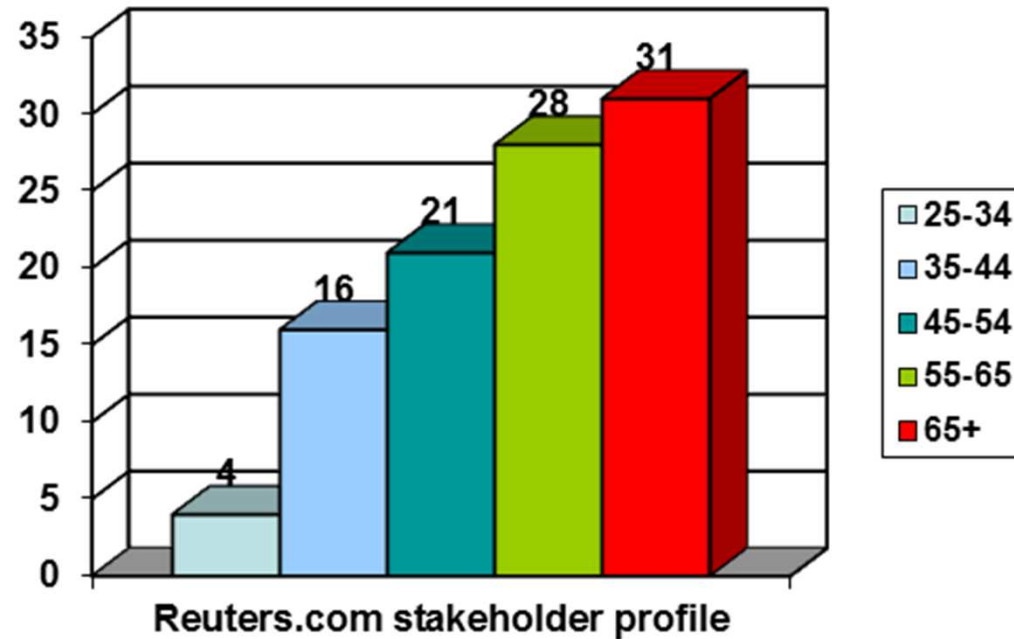
**Adapt** your **content**.



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# Some facts **nationally**

**What** is your **stakeholder profile**?

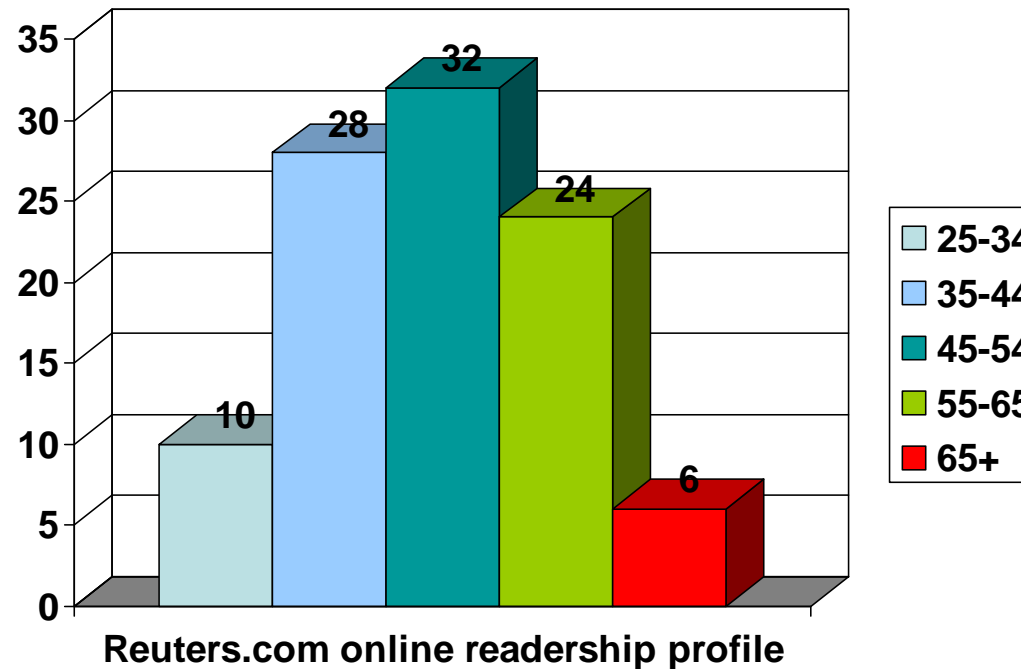




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# Some facts **nationally**

**What** is your **online readership profile?**





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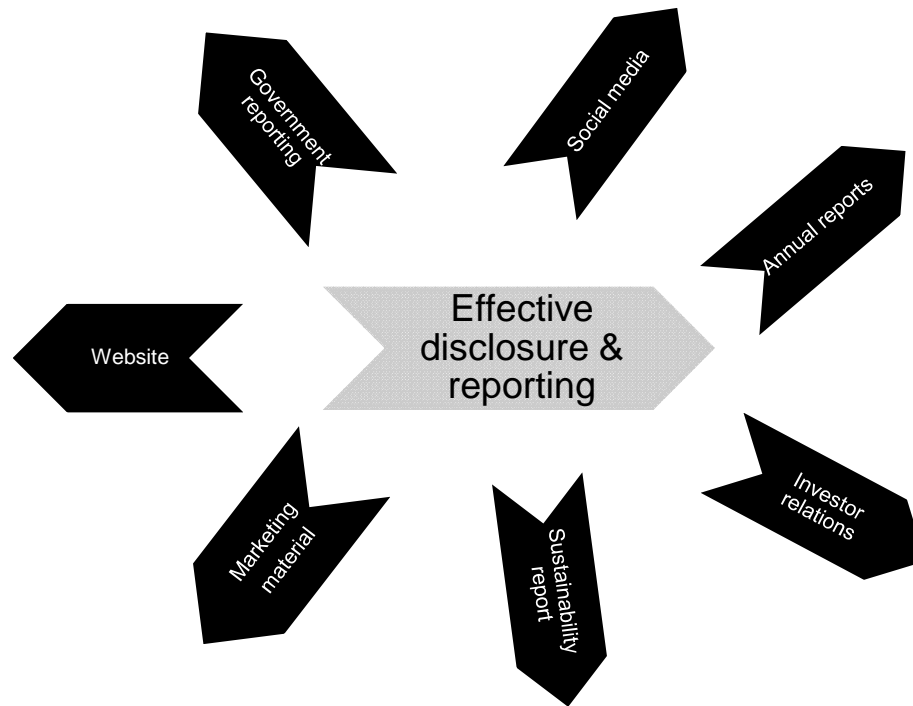
# Disclosure challenges



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# Some facts **nationally**

## Disparate channels





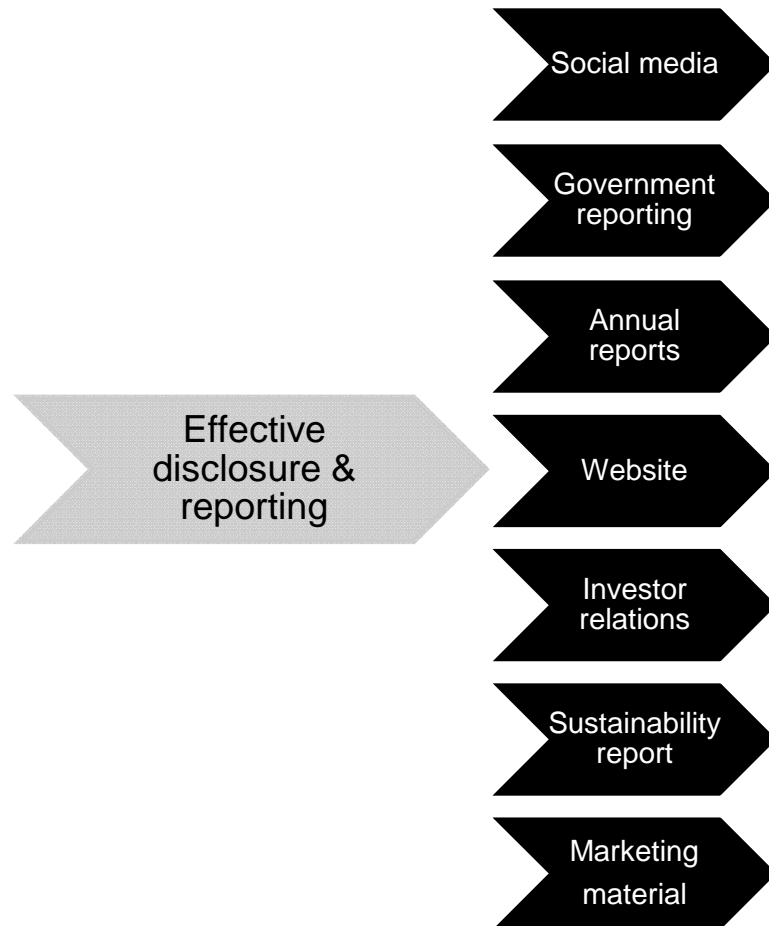
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CSR

# “old school”

CSR communication = necessary function

- Direct com. resources towards very targeted stakeholders: shareholders, sustainability watchdogs, NGOs, 'green' business press.
- Publish a corporate report dedicated to CSR/sustainability.
- But the role of sustainability communication has taken on “public” responsibility:
  - Climate change, green issues and social causes
  - Public embraces social media to share conversations and give feedback on companies.
  - For all money, time and effort producing CSR reports, only few companies made reports accessible and discoverable through social media.

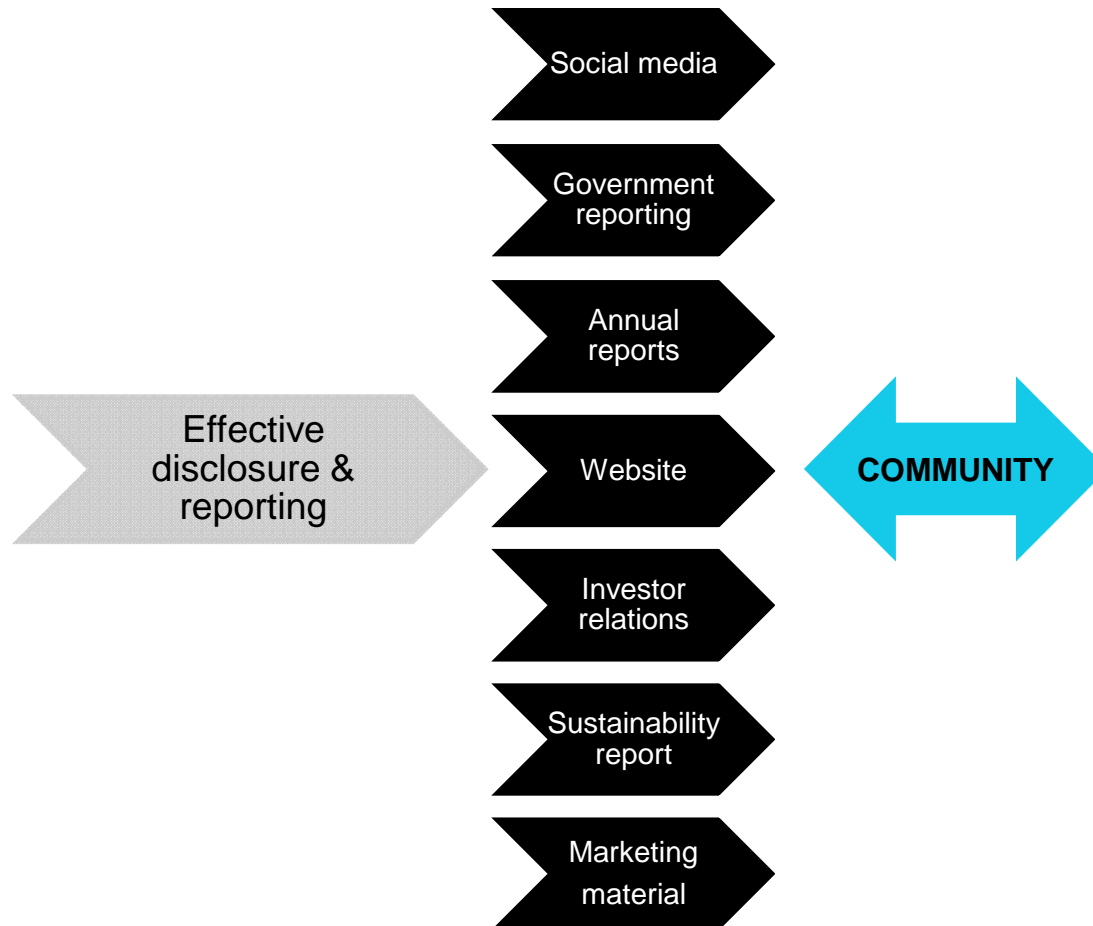




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CSR

# “new school”



Social media philosophy = CSR philosophy

- Transparency
- Ethics
- Innovation
- Help secure a company's bottom line

Most successful social media sustainability communicators demonstrate

- how companies can be useful to the greater community
- allow true community participation and feedback



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# CSR-approach and fit in a corporate communication strategy



- Creation of pages on social networks, membership in 'LinkedIn' groups
- Sharing of interesting articles on social networks by team and authors
- Smart Republishing of testimonials from Facebook & Twitter pages
- Web monitoring & engaging your ambassadors to influence the conversation



## Your CR site



## Traditional communication

Integration through RSS feed of site back to group site (copy of the synthetic report)

## Your corporate site





# ABOUT COMFI

Founded in 2003    11 team members    Turnover +2.0m in 2013

- Integrated communication, PR, IR, & publishing agency
- Professional team of strategists, researchers and writers with over 50 years of communications experience
- Belgian leader in reporting with +200 reports realised in 10 years
- Award-winning IR & PR work
- Member of a network of leading communications agencies across your key territories:
  - Belgium, Luxemburg, the Netherlands, France, Germany, UK and the US
- Strong track record with multinational clients
- Strong track record in working with client partner organisations

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