



Show what your company stands for

Good sustainability reporting does more than demonstrate compliance. It shows what a company stands for, how it handles trade-offs and what contribution it aims to make within its specific business model.



Sustainability reporting creates real value when it answers more than regulatory questions. It can build trust among investors, customers, employees and the public – while creating internal clarity around objectives, data, responsibilities and management. That takes a distinct perspective, reliable facts and the willingness to be as open about setbacks as about progress.

- **Build the foundations early**
 - Conduct a materiality assessment – ideally in line with the ESRS – and identify existing data gaps
 - Clarify responsibilities across HR, Finance, Procurement, Operations and Communications
 - Use the ESRS, GRI or the Swiss Climate Scores as a reporting framework – a robust data foundation cannot be built overnight
- **Demonstrate your position in concrete terms**
 - Explain what sustainability means in the context of your business model and its impacts
 - Illustrate your strategy with specific decisions and priorities derived from it, rather than repeating generic purpose statements
 - Be as transparent about trade-offs and setbacks as you are about progress
- **Use creativity to enhance understanding**
 - Present your business model as a value chain, system or cycle – whichever best reflects your company
 - Set out your targets in concrete terms instead of merely describing them as ambitious
 - Connect data with current projects, situations and people
 - The more professionally creative design is applied, the more effectively your messages will be conveyed
- **Turn the report into a management tool**
 - Answer your stakeholders' questions before they are asked
 - Use the reporting process to identify gaps, define targets and align departments
 - Draw on external expertise, sparring partners or exchanges with peers to identify blind spots – and start before the pressure builds

Our Podcast Partners



Find in-depth background on all these topics from our podcast Berichtenswert, produced in partnership between Linkgroup and SustainServ and available on all major platforms.

linkgroup