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ProStrategy

Transform & Grow

Handbook Guide to Sustainability & ESG Reporting

6 Steps to Success

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"In its simplest form, sustainability reporting involves the measurement and communication of a company's environmental, social and governance (ESG) performance."
– SustainIQ

Introduction

This guide acts as an introductory resource to sustainability & ESG reporting. First introducing the terms, key drivers and legislation, we'll explore why sustainability reporting is paramount to a range of sectors and industries.

Following that, this pack provides a basic methodology and 6 steps to success that you can implement. Our steps aim to move your business from a non-reporting position to having complete sustainability & ESG reporting that will provide numerous commercial and decision-making benefits to your business in years to come.

WHAT IS SUSTAINABILITY REPORTING?

In its simplest form, sustainability reporting involves the measurement and communication of a company's environmental, social and governance (ESG) performance.¹

Sustainability reporting and ESG have exploded in popularity since COP-26 and with the introduction of a plethora of ambitious sustainability goals outlined by the UK Government. Companies now are moving quickly to comply in efforts to minimise future risk, lower potential charges and costs and maximise profitability as priorities for stakeholders change globally.

Why does it matter now?

BUSINESS DRIVERS

- Compliance with standards such as BREEAM, CEEQUAL, LEED and Considerate Constructors Scheme (CCS).^{2, 3, 4, 5}
- Sustainability & ESG credentials can provide access to significantly more capital from finance & loans.⁶
- Green Claims Code from the Competition & Markets Authority (CMA) clamping down on greenwashing.^{7, 8}

LEGISLATIVE DRIVERS

- Task-force for Climate-Related Financial Disclosures (TCFD) requiring large companies to report on environmental performance.⁹
- UK Government legal requirement for all companies to be net zero emissions by 2050.
- Green Public Procurement (GPP) in Ireland & the EU meaning Public Sector must consider green credentials in procurement.¹¹
- Corporate Sustainability Reporting Directive (CSRD) in the EU placing reporting requirements on companies.¹²
- Streamlined Energy Carbon Reporting (SECR) meaning large UK organisations have to report on energy emissions and consumption.
- Public Procurement Notes (PPN) 06/20 and 06/21 requiring companies have both Carbon Reduction Plans (CRPs) and social value commitments in place.

UP TO

20%

greater sales price on BREEAM rated buildings¹⁵

UP TO

44%

more capital provided from ESG loans⁶

UP TO

10%

of worldwide income fine for greenwashing¹⁶

UP TO

£50k

fine for non-compliance with TCFD legislation¹⁷

UP TO

£40k

fine for non-compliance with SECR legislation¹⁸

A group of people are gathered around a wooden table in a meeting. One person in the foreground is holding a tablet that displays a dashboard with various charts and graphs. The background shows other people, a laptop, and a potted plant. The overall scene is dimly lit, suggesting an indoor office environment.

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6 Steps to Success

6 Steps to Success

A METHODOLOGY TO GETTING STARTED

Getting started with sustainability & ESG is arguably the most complex part of the journey.

Getting buy-in from management, determining what matters to your business, where data exists and how to aggregate it into useful information can be a logistical nightmare.

If you're at this stage, worry no more. At SustainIQ, we've worked with clients to simplify the process, and have created this tried and tested approach to implementing sustainability reporting.

Now we're giving that methodology to you, ensuring that access to quality support and guidance to businesses is accessible for all.

This guidance is not defined as a one size fits all approach, but provides stepping stones that should act as strategic landmarks on your way to better reporting. Good luck on your sustainability journey!

Regardless of your sector, business size or structure, if you are reading this pack and need assistance at any stage, reach out to us at hello@sustainiq.com, and we can help you on the way.

- 1 Determining key drivers
- 2 Identifying what's material
- 3 Finding your baselines
- 4 Setting your strategy
- 5 Framework and implementation
- 6 Measure, monitor, report.

1 Determining key drivers

WHY DO YOU NEED SUSTAINABILITY/ESG?

With any business decision, researching the need, establishing a cost-benefit analysis and building a business case is the natural first step.

Before that though, consider these key questions to determine if you really need sustainability reporting, and if it is going to add commercial value to your business.

DO YOU SERVICE THE PUBLIC SECTOR?

If you're conducting works for the Public Sector, the UK Government now require Local Authorities to consider CRPs and Social Value in procurement.

Wider than that, GPP in EU Member States similarly means local authorities must consider the impact on environment and ESG factors when purchasing.

If you want to keep servicing public sector, it's time to implement sustainability reporting.

ARE YOU CONSIDERING INVESTMENT?

51% of private investors now see ESG credentials as important factors.¹⁸ If you're considering investment or seeking finance, having sustainability and ESG credentials will be paramount to doing so.

ARE YOUR CLIENTS' OR CUSTOMERS DEMANDING SUSTAINABILITY/ESG?

In the construction sector, 68% of contractors have seen growth in demand for sustainable construction methods in the last 5 years.¹⁹ With more legislation being introduced and commercial and sustainable success now intrinsically linked, that demand is likely to increase.

In consumer-focussed sectors, sustainability is now a crucial part of commerciality. One in four consumers now are considering environmental issues, and are more likely to think about the social implications of their purchases.²⁰ Branding and marketing products that are sustainable and ethical is key to attracting them.

ARE YOU RECRUITING YOUNGER TALENT?

Increasingly, generation Z are asking questions about ESG credentials, purpose, values and vision in interviews.²¹ Salaries, big bonuses and perks aren't going to cut it - if you want to recruit (and retain) this cohort, ESG is a necessity.

ANSWERED YES TO ANY OF THESE?

If you find yourself answering yes to any (of perhaps all) of these questions, you have some important key drivers, and will reap commercial value from implementing sustainability reporting. Proceed to step 2 and get ready to start your implementation journey.

2 Identifying what's material

WHAT MATTERS TO YOUR BUSINESS?

Sustainability & ESG exists in every business already. For example, all businesses use energy, generate waste and have employees whose wellbeing is important to productivity.

At this early stage however, it's important to consider what is material to your business and stakeholders, and of those material challenges, what matters most.

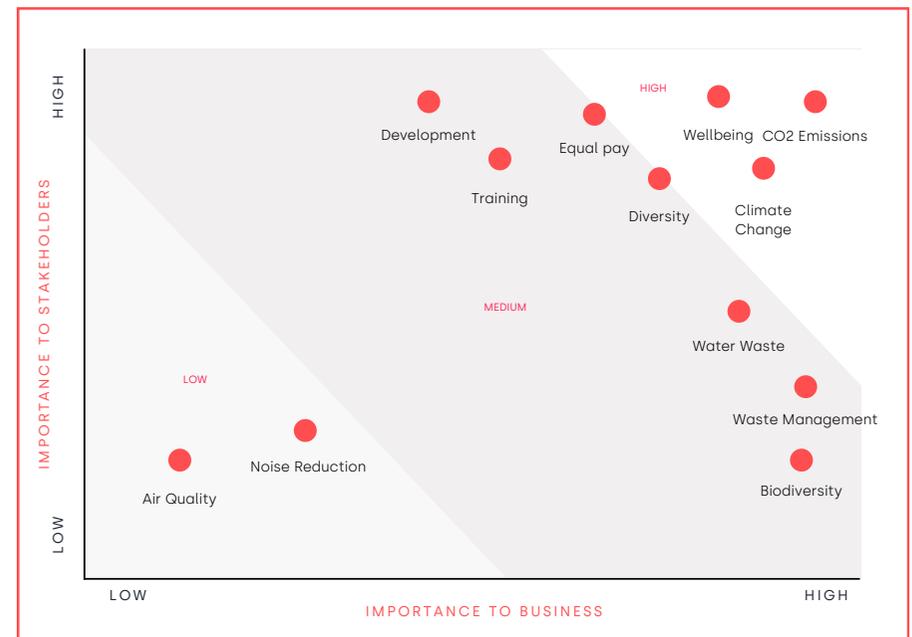
To do this, you need to conduct a materiality assessment.

CONDUCTING A MATERIALITY ASSESSMENT

A materiality assessment is the process of identifying, refining and assessing numerous ESG issues that could affect your business/stakeholders and condensing them into a list of priorities.²²

When conducting an assessment:

1. Define what is material to your business. Certain issues will hold precedence depending on your business industry.
2. Create a list of topics, and begin to categorise them i.e. Environmental Management, People, Health & Diversity
3. Conduct stakeholder interviews to determine what is most material, then work to prioritise topics and sort them in to a materiality matrix.



*Theoretical example

CREATING A MATERIALITY MATRIX

After determining key issues, you should conduct multiple interviews and begin to score and rank material topics in a matrix, as above.²³

This allows for:

- Quick visualisation of the most material issues to both stakeholders and the business
- Visualisation of non-material issues, and therefore less prioritised

With the most material issues here being Climate Change, CO2 emissions and wellbeing, you can then begin to identify baselines in those areas and take the understanding of what is a priority through to objective planning and goal setting.

3 Finding your baselines

HOW ARE YOU PERFORMING NOW?

How could you possibly know where to go if you don't know where you are now? It's time to determine how you are performing across all material topics.

Luckily, we mentioned before that all of the information already exists in your business - you just need to find it.

CREATE A DATA INVENTORY

You'll want to first take a data inventory of both qualitative and quantitative data, which looks at what information exists, where it is stored and what it is currently used for.²⁴

Anything that has an invoice or paperwork is much easier to track, such as your energy bills or waste. More intangible activities, such as apprenticeships, charity initiatives and donations can be more complex.

Consider:

1. Establishing a data authority that consists of core team members or leaders in different sub-teams across different locations to oversee the process
2. Prioritising highly material issues and sourcing data for those first, then dealing with less material concerns later

CONDUCT A GAP ANALYSIS

As the data authority begin to pull information together on your material topics, you'll be able to determine gaps that exist in your information.

At this stage, conduct a data gap analysis, identifying where data perhaps:²⁵

1. Does not exist
2. Data quality is poor or scattered across teams

By identifying where issues lie in data quality, your data authority can work together to action plan strategies to either improve or begin data collection.

CREATE A CARBON INVENTORY

For environmental performance and net zero goals, having a carbon inventory is also key. This involves mapping all sources of carbon emissions at every source in your business.²⁶ When conducting a carbon inventory, ask:

1. What are you producing through operations?
2. Why are you producing it at that stage?
3. Where and when is it produced exactly?

This will allow you to understand where emissions are coming from, making it easier to acquire data then use that data to establish emissions baselines.

SET BASELINES

With all of the data mapped, you'll have a better understanding of where exactly you are across the material challenges in your organisation. Using that information, it's now possible to set goals and KPIs for success.

4 Setting your strategy

WHERE DO YOU WANT TO BE?

With visualisation of your baseline performance, you may be concerned about certain highly material topics and your performance in those areas.

With your baselines established, you should begin to formulate a strategy. At this stage, consider implementing a range of strategic pillars that each have key goals with measurable KPIs, allowing you to set a framework, timescale and action plan against what really matters.

Strategic pillars are the backbone of strategy. These involve identifying three to four long-term key areas or battlefields that your business must perform against.

– SustainIQ

STRATEGIC PILLARS

Strategic pillars are the backbone of strategy. These involve identifying three to four long-term key areas or battlefields that your business must perform against.²⁶

The core of any strategy, each pillar has defined goals that are achieved through set objectives/initiatives. This allows organisations to build frameworks that are rooted in strategy and dove-tail down the organisation to guarantee strategies have defined structure.

For a sustainability strategy, your pillars are likely to be focussed on those core material issues, and may focus on areas such as Environmental Management, People and Wellbeing or Socio-Economic Impact.

SMART GOALS

Under each strategic pillar, you'll want to identify 3 or 4 SMART goals - that is that they are specific, measurable, achievable, realistic and time-bound.²⁷ Creating goals in this way means you are considering how you will track and measure performance over time, meaning realistic goals are built around key-performance indicators (KPIs) and material issues rather than the other way around.

OBJECTIVES

With SMART goals in place, you'll want to set a range of objectives under each goal, and build those in to an implementation framework set against KPIs that will help track the strategy from start to finish.

5 Framework and implementation

HOW EXACTLY WILL YOU GET THERE?

At this stage you now know:

1. What is important to stakeholders and the most material sustainability/ESG topics
2. Your baseline performance in each of those areas
3. What data exists and what does not
4. What your strategic pillars and goals are

Having this level of detail means that the strategy has started from a place of purpose and vision, is rooted in stakeholder expectations and has goals that are then built around material priorities.

The last strategic step is to consider external frameworks, and build an internal framework for the strategy roll out so that you can implement the strategy effectively.

SUSTAINABLE DEVELOPMENT GOALS

You can consider aligning your approach with United Nations Sustainable Development Goals (SDGs). The goals outline 17 key areas which governments globally have committed to.²⁸

For organisations, aligning your strategy with some of the SDGs that align with your material priorities can be a useful way to communicate the impact of your commitments to stakeholders.

GLOBAL REPORTING INITIATIVE (GRI)

The Global Reporting Initiative (GRI) provide best practice guidance for impact reporting across a range of topics and areas. For some of your material topics, the GRI may provide best practice guidance on how to report.²⁹

You may want to align your approach with GRI best practice guidelines. You can [download all of the guidance here.](#)

FRAMEWORKING AND IMPLEMENTATION

Internally, you will want to set up a framework for implementation. Consider the following steps:

1. Start with your long-term vision and purpose
2. Introduce and define your strategic pillars
3. Include every goal under each strategic pillar
4. Objective and action plan under each goal, splitting actions across quarters on an annual basis
5. Assign responsible teams or staff to each action so that follow up and progress can be monitored
6. Assign KPIs and measurables against each action so you can determine performance
7. Ensure an oversight group are conducting regular check ups on a quarterly basis to monitor performance and ensure deliverables are being met.

6 Measure, monitor, report.

HOW WILL YOU MEASURE PERFORMANCE?

Finally it's time to kick off initiatives and begin changing the world, for good. The most crucial part of your journey however is just beginning - how will you measure and report on your performance?

REAL-TIME MEASUREMENT

Measuring in real-time is the ideal scenario. Real-time sustainability analytics will empower decision making and allow management to quickly flag areas for quick wins in sustainability.

COMPANY-WIDE INITIATIVE

Finding your baselines required multiple teams across multiple sites coming together to access data that is lost in silos. Reporting requires the exact same level of collaboration.

Teams should be assigned across the organisation that are responsible for reporting against goals and strategic pillars. Assigning teams and breaking down the reporting will make it easier to determine accountability, provide feedback and maintain consistency throughout.

PERFORMANCE AGAINST BASELINE

As you gather data, you'll want to compare your current year against your baseline year. This will let you see improvements perhaps in social value performance, and reductions in areas such as GHG emissions.

REPORTING PERIODS

Measure, monitor, report. You will want to be constantly measuring data and ensuring that you report on a quarterly basis internally, with an annual review to determine progress toward goals.

At the end of each year, you'll want to collate a more detailed sustainability report that you may disclose to the public. This helps keep your performance reporting transparent, helping establish your organisation as a trusted brand making real commitments and minimising the impact of risks such as greenwashing. Luckily, we provide a solution to help with just that.

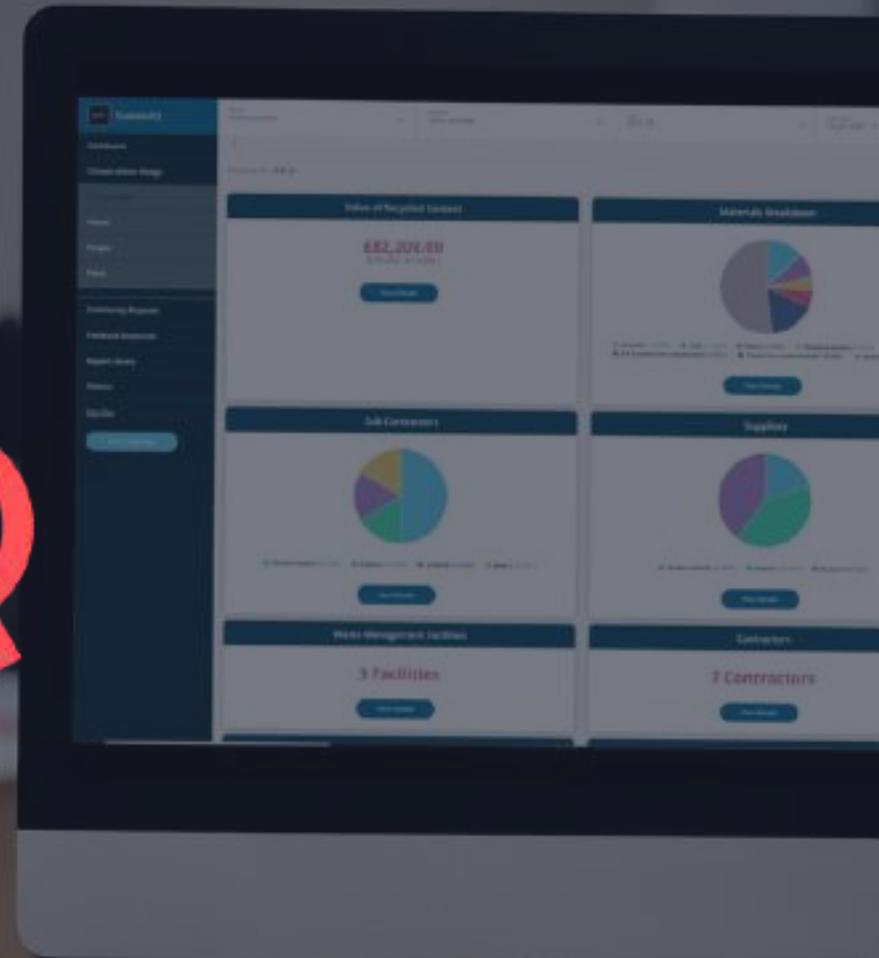


Measure, monitor, report. You will want to be constantly measuring data and ensuring that you report on a quarterly basis internally, with an annual review to determine progress toward goals.

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Our Solution



Meet SustainIQ

THE ALL-IN-ONE SUSTAINABILITY & ESG REPORTING SOFTWARE

SustainIQ provides users with one integrated reporting dashboard for all aspects of ESG.

Report on areas such as **Waste Management**, **Scope 1, 2 & 3 GHG Emissions**, **Social Value**, **Biodiversity**, **Workplace Wellbeing**, **Diversity** & so much more.

Discover how you can save time & money, drive competitiveness, build trust in supply chains and create a sustainable brand image with SustainIQ

WHEN DO I NEED SUSTAINIQ?

If your organisation is working for public sector clients, or perhaps private sector clients that require sustainability reporting, SustainIQ can be a gamechanger from step 1 of our 6 steps.

Reporting across four pillars, SustainIQ makes it simple to gather data across multiple sites and locations on one central dashboard. Streamline sustainability reporting with one, easy-to-use system.

Waste Management Plan

Waste Summary Report - A					
Type	Total T	Total T/m2	Total T/100k	Total M3	Total Volume
xxxx	1253	1.2	0.2	123	
xxxx	1253	1.2	0.2	123	
xxxx	1253	1.2	0.2	123	

Biodiversity initiatives at Site A

Biodiversity		
Ecology Reports	2	Lorem ipsum dolor sit amet, consectetur adipiscing elit
Recommendations Implemented	1	Lorem ipsum dolor sit amet, consectetur adipiscing elit
Biodiversity Champions	3	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Peop

Apprenticeships

314.8
Weeks



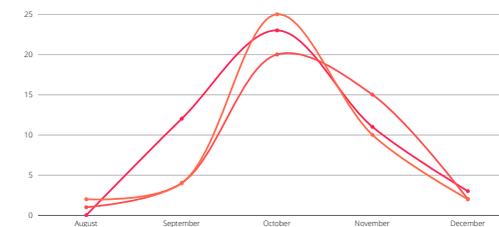
Beneficiaries

Lorem ipsum dolor sit amet, consectetur adipiscing elit

£34,0

Energy use over time

Energy Use					
Type	Usage	Unit	CO2	CO2 100k	CO2 100m2
xxxx	1253	1.2	0.2	123	
xxxx	1253	1.2	0.2	123	
xxxx	1253	1.2	0.2	123	





Responsible Procurement



Environmental Management



People, Health & Diversity



Community Engagement & Partnering

Our Four Reporting Pillars

REPORTING ON PEOPLE, PLANET AND PROFIT.

SustainIQ provides full reporting across our four pillars which categorise different types of data in each reporting section.

Using one software, report on the following areas under each pillar:

Responsible Procurement

- Circular Economy, Volume of Recycled Goods, Socio-Economic Impact, Supplier Accreditations and Standards, Supply Chain Portal, Work Package Management

Environmental Management

- Waste Management, GHG Emissions, Transportation Emissions in Scope 1 and Scope 3, Biodiversity, Water Waste, Full Environmental Performance Reporting, Benchmarking and Goal Setting

People Health & Diversity

- Health and Safety, Training Initiatives, Apprenticeships, Wellbeing Initiatives and Diversity & Inclusion Initiatives

Community Engagement & Partnering

- Community Initiatives, Volunteering, Charitable Donations, Education Engagement, Responsible Leadership and Charity Partnerships

Case Studies

SEE SUSTAINIQ IN ACTION.

We have a full range of case studies available on our [website here](#).

SustainIQ is used across all of our clients' sites and locations for one flat fee agreed as per their subscription package. With no hidden costs, our clients get full access to all four reporting pillars across all sites and locations.

Using the data, our clients achieve excellence in standards such as BREEAM, CEEQUAL, LEED, WELL, CCS and more, as well as having instant reporting for legislation such as Streamlined Energy Carbon Reporting (SECR).

Saving **time & money**, **increasing competitiveness in bids and tenders**, **reducing business risk and establishing trusted and transparent brands** - SustainIQ is an instrumental tool in the sustainability strategies of well over 900 sites across the UK & Ireland.

Benefits for Business



Average time saved on sustainability reporting



Up to 20% more competitive in PQQs, Bids & Tenders



Cost saving across waste, water and energy



Average increase in sustainability initiatives across supply chain



Average decrease in CO2 emissions yearly per company



Increase in staff engagement

Testimonials and Feedback

WHAT OUR CUSTOMERS HAVE TO SAY.



SEAN DORAN
PROJECT DIRECTOR
GILBERT-ASH

Using data generated by the platform's environmental pillar, we were able to measure, monitor and report on impacts from day one on site through to project handover. Ultimately, this data was pivotal in our BREEAM assessment, ensuring we could support our green claims against BREEAM credits and achieve a BREEAM Very Good rating.



NOEL MULLAN
COMMERCIAL DIRECTOR
HERON BROS

The multi-user, multi-site SustainIQ app has helped us to increase awareness of our corporate responsibility strategy by engaging all staff across our projects. This has resulted in a significant improvement by positively impacting the communities in which we work, the natural environment and our economic performance.



CIARAN MCCONNELL
MANAGING DIRECTOR
JP CORRY

SustainIQ allows us to drill into our data to review and measure the community initiatives we have invested in. Seeing the quantifiable impact of those initiatives provides transparency and visibility to our staff on why we do the programs. Because the data all feeds into one source, we can draw down the information and use it to improve.



MARK CAMPBELL
CONTRACTS DIRECTOR
FELIX O'HARE & CO

Before SustainIQ, we were working hard on our sustainability goals, but had no way to bring all that information together for tenders, Board reports or customer presentations and we couldn't evidence our impact. Now, SustainIQ gives us all that rich data at the touch of a button and it's been transformational.



GARY PURDY
MANAGING DIRECTOR
MCCUE

Working in and with key London Councils on multi-million pound contracts in the Greater London area, we have seen how important it is to meet our clients' sustainability goals. SustainIQ allows us to measure, monitor and report on the social, economic and environmental impact of our projects and ensure clients achieve those vital goals.

Get Started

BOOK A SUSTAINABILITY REVIEW.

We're delighted to see that you've taken the first step to implementing sustainability & ESG reporting in your business, and would love to help you on your way.

If you have a specific challenge in a certain area of sustainability reporting, we would be happy to arrange a demo or discussion at a time that suits.

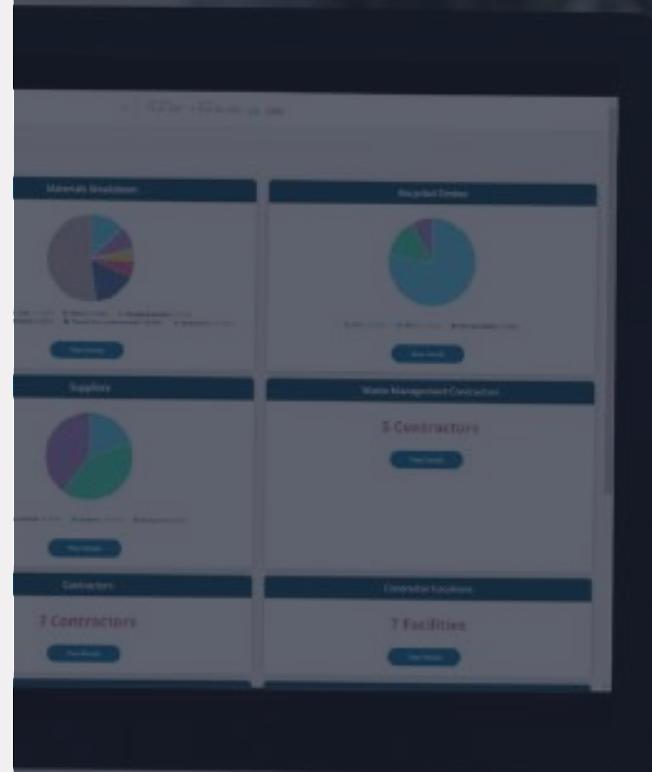


hello@sustainiq.com



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We'll change your world, for good.



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For over 35 years, ProStrategy has been helping businesses to transform and grow through the delivery of ERP, Customer Engagement, Enterprise Performance Management and Data Analytics solutions from our offices in Cork & Dublin.

WWW.PROSTRATEGY.IE
GETSTARTED@PROSTRATEGY.IE



SustainIQ is the all-in-one sustainability and ESG reporting software that measures, monitors, and reports on the social, economic, and environmental performance of businesses.

WWW.SUSTAINIQ.COM
HELLO@SUSTAINIQ.COM