



CR & Sustainability Training Reporting

CR and sustainability reporting is now considered a hallmark of excellence and an international benchmark many important stakeholders consider when making decisions. It goes to the heart of a company's credibility. With over 90% of world's largest companies now making disclosures on their sustainability and ESG performance, reporting is rapidly becoming part and parcel of what it means to be a respected and well-governed company in the 21st century.

DAY ONE WORKSHOP

The workshop focusses on best practice and the theory of reporting.

Course Outline

✓ **State of play**

- Mapping the landscape – what does reporting mean and which forms does it take?
- Overview of international and regional reporting trends
- What makes a good report?
- Who wins the awards and why?

✓ **Why bother**

- External drivers – who is expecting companies to report and why?
- Internal benefits – what is the business case for reporting?
- What's in it for you – what is the link to good Governance?



- ✓ **Which standards matter and why**
 - Overview of key standards – principles, users and uses
 - How can GRI Standard be of benefit?
- ✓ **How to get started**
 - Know your audiences and their expectations
 - Set your ambition and assess your preparedness
 - Plan your longer-term journey

DAY TWO WORKSHOP

Focuses on action planning – you will walk away with your own reporting plan and set of priorities. Planning is guided by an extensive Workbook.

Course Outline

- ✓ **Getting it done**
 - Commit, define, plan, allocate tasks, collect data, set targets, draft, check, design, and publish
- ✓ **Reaching out**
 - Plan your communications and engagement strategy – pre and post launch
 - Listen, learn, respond, improve and evolve
 - Leverage your report for maximum value
- ✓ **Discussion and next steps**
 - Where are your gaps and what should you do about them?
 - Immediate next steps and medium and longer term objectives



PROGRAMME OBJECTIVES

The Programme will:

- Help companies in the GCC to get on the reporting journey.
- Lead by one of the pioneering reporting specialists internationally and will be highly practical in its approach.
- Translate the theory of standards and best practice into concrete and value adding corporate actions.
- Understand internal and external drivers for reporting.
- Plan and implement an effective reporting Programme and know the do's and don'ts of good reporting.
- Appreciate current status of reporting internationally and regionally.

KNOWLEDGE TRANSFER

These Workshops utilize a combination of discussion, facilitated interactive learning, presentations and handout materials, including case studies to develop participants' understanding and potential to apply established governance and board principles and best practice standards.

DATES, COSTS AND LOCATIONS

For more information about our Programmes dates, costs, and location, please visit: www.hawkamah.org

WORKSHOP REGISTRATION

- Telephone: +971 4 362 2550
- Fax: +971 4 362 2475
- Email: Sadia.Malik@hawkamah.org
- P.O. Box: 506767,
- Level 14, DIFC, Gate Building, Dubai, UAE



Maria Sillanpaa

Founding Director, Sustainability Advisory

Maria is an internationally recognized corporate responsibility and sustainability leader. Prior to founding Sustainability Advisory, she held pivotal roles at The Body Shop International, KPMG and Accountability. During her 30-year career in this field, Maria has made pioneering contributions in the areas of strategy development, stakeholder engagement, supply chain management, reporting and assurance.

She has worked and partnered with diverse organizations on all continents in over 20 countries from the UN to Unilever, from USAid to Pfizer, Nike and BBC to name a few. Her work has focused on numerous aspects of programme design and implementation both with global leaders as well as those at the beginning of their journeys. She is also an advisor to a number of sustainability start-ups.

Maria has made instrumental contributions to various sustainability standards and initiatives – notably Accountability and its AA1000 Series of Standards. She sat on the founding board of Ethical Trading Initiative and was a founding member of GRI's Technical Advisory Committee.

Maria is a sought-after conference speaker and has run numerous highly successful training courses, seminars and workshops internationally to diverse audiences. She also has a solid appreciation of corporate responsibility in the Middle East having been active in this region for over ten years.

Maria is one of the pioneering corporate responsibility reporting practitioners internationally. She was responsible for the methodology development of the trailblazing reports by The Body Shop in the 1990s and has since helped numerous organizations – both private and public – with their strategy design, stakeholder engagement, and reporting and assurance journeys. Her publications include *The Stakeholder Corporation – A Blueprint for Maximizing Stakeholder Value*, endorsed by global leaders as a seminal text.