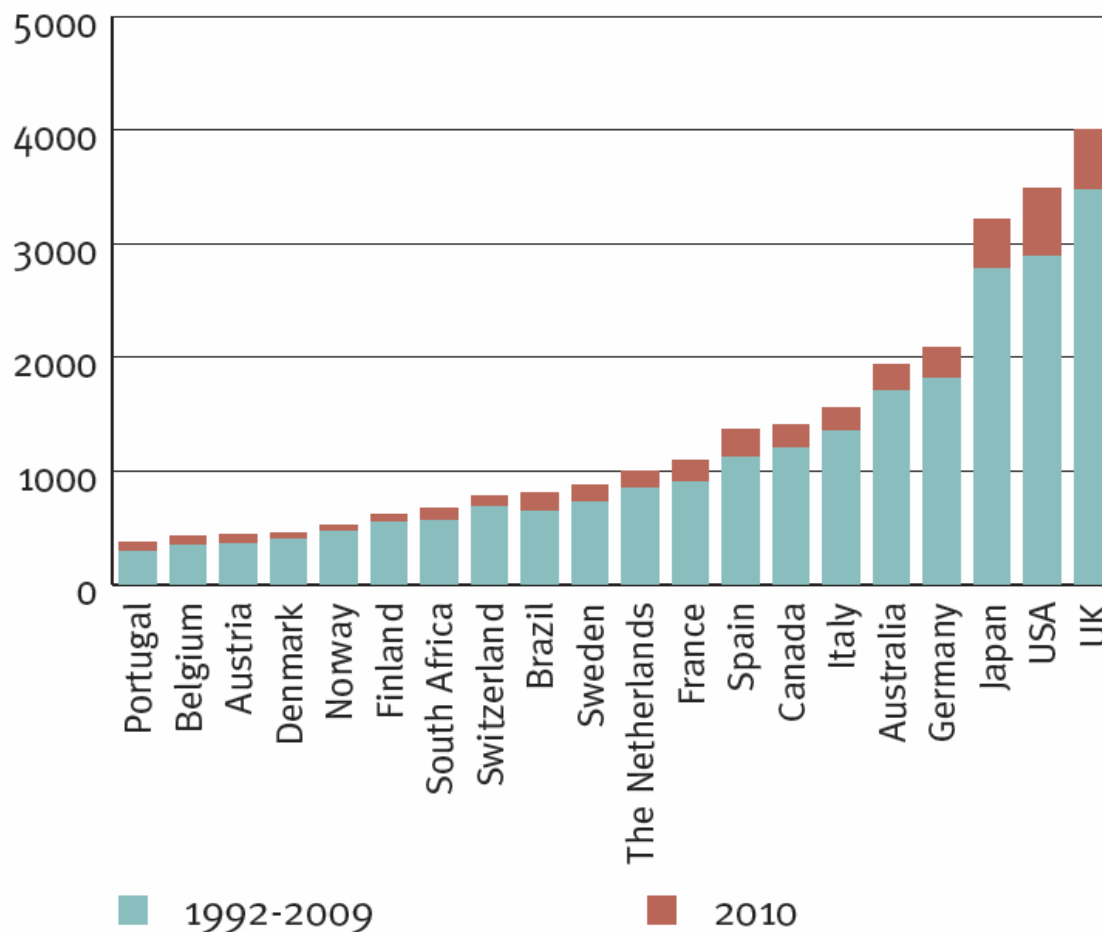
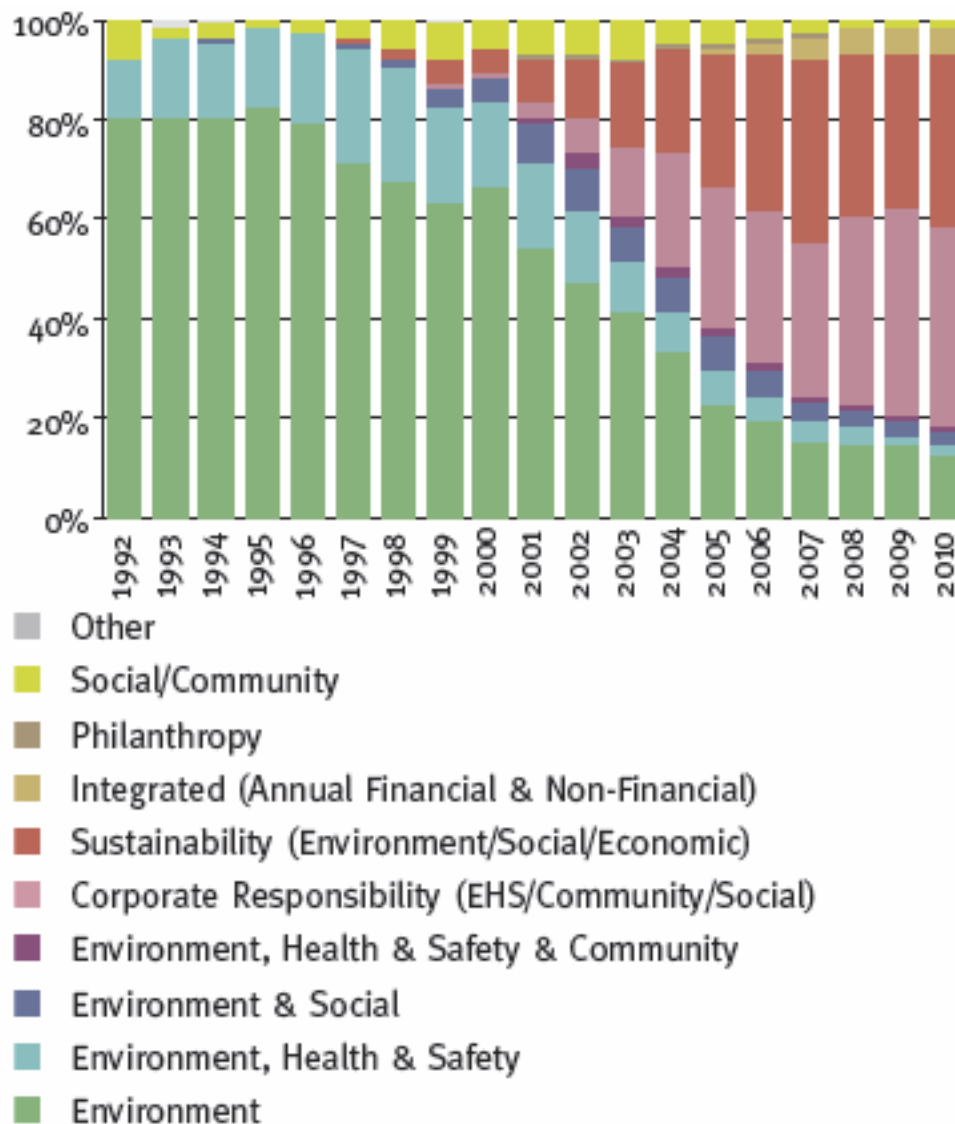


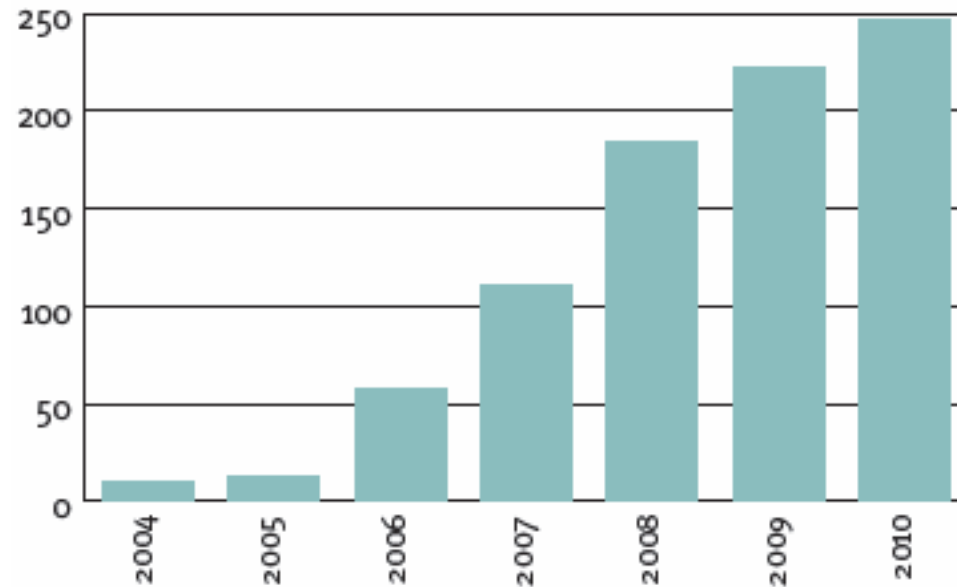
# Bilanci sociali: i primi 20 paesi al mondo



# Bilanci sociali: evoluzione della tipologia



# Bilanci sociali: la (per ora lenta) crescita dei bilanci integrati



# CRRA

CRReportingAwards '11

Experienced stakeholders judge the world's leading CR reports



# Best Report The winners

This is the category for the best overall CR report published in 2009-10.

What makes a good report? This is open to debate, which makes the results all the more revealing. We asked our users to consider five essential elements: Content, Communication, Credibility, Commitment & Comparability.

## The entrants

This category received 35 entrants, all of which received valid votes by the end of the voting period.

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## The results

### Winner

## Hewlett Packard

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"HP has progressed into a front runner on sustainability reporting. It brings a human face to reporting by personalising stories and using technology to best advantage to bring stories to life."*

CSR Consultant, UK

*"While this is a very long report it is also thorough and transparent. It clearly connects sustainability to business strategy and provides good examples of how the company addresses key challenges."*

CSR Consultant, USA

*"A highly focused, interactive report that makes innovative use of technology to improve the user experience."*

CSR Consultant, USA

[http://www.hp.com/hpinfo/globalcitizenship/download\\_report.html](http://www.hp.com/hpinfo/globalcitizenship/download_report.html)

<http://www8.hp.com/us/en/hp-information/social-innovation/social-responsibility.html>

**Runner Up #1**  
**Coca-Cola Enterprises**

[View online](#)



**Runner Up #2**  
**Bayer AG**

[View online](#)



- 4th General Electric Company
- 5th Novo Nordisk A/S
- 6th Co-operative Group Limited
- 7th Royal Dutch Shell plc
- 8th Natura Cosméticos SA
- 9th Coop
- 10th Banco Espirito Santo SA

# Best First Time Report The winners

The category was for companies who had produced their very first CR report.

## The entrants

This category received 15 entrants, all of which received valid votes by the end of the voting period.

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## The results

### Winner

#### Virgin Group

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"This is a wonderfully designed think piece that captures one's attention to the subject matter. Straying away from the norm 'report' makes this my first choice."*

Corporate CSR Professional, USA

*"This report is a very good attempt for a first time reporter."*

Corporate CSR Professional, South Africa

# Best Integrated Report The winners

Most corporate responsibility reports are 'stand-alone' ie they are separate from the Annual Report & Accounts (AR&A). Increasingly, companies are combining non-financial aspects into their AR&As, and the best are integrating them fully, rather than including just a small section of non-financial information. The award is for the report that

most successfully integrates the financial & non-financial aspects.

**The entrants**

This category received 11 entrants, all of which received valid votes by the end of the voting period.

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**The results**

**Winner**  
**Natura Cosméticos**

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"Nice presentation of materiality, goals and progress."*  
CSR Consultant, USA

*"Strong, credible presentation, and nicely laid out. There is a strong assurance statement."*  
CSR Consultant, Hong Kong



Runner Up #1  
**SolarWorld AG**

[View online](#)



Runner Up #2  
**AXA SA**

[View online](#)



- 4th Vestas Wind Systems A/S
- 5th American Electric Power
- 6th Vancouver City Savings  
Credit Union
- 7th NH Hoteles SA
- 8th TNT NV
- 9th Indra Sistemas SA
- 10th Landcom

## Best Carbon Disclosure The winners

Which report gives the best disclosure of the company's carbon emissions, the implications for climate change, and the mitigation measures taken? We prompted voters to check for policy, quantified data and targets.

### The entrants

This category received 16 entrants, all of which received valid votes by the end of the voting period.

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### The results

#### Winner

#### Vodafone Group plc

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"This is a very well structured report, with good coverage of a number of issues of global concern."*

CSR Consultant, South Africa

*"Vodafone has a good, strategic approach to climate change and carbon disclosure, with a dual-target approach to reducing their emissions in both developed and emerging markets, and addressing carbon disclosure in their supply chain."*

CSR Consultant, UK

## Creativity in Communications The winners

Which report is a real pleasure to read, because the authors have given thought to both the content and the reader? Do you find the report engaging and informative, or boring and unimaginative? This award is for the report which best succeeds in getting its message across, using creativity as a defining factor.

### The entrants

This category received 29 entrants, all of which received valid votes by the end of the voting period.

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### The results

#### Winner

#### Virgin Group Ltd

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"This report is highly innovative and describes the company's sustainable initiatives in an easy to read manner."*

Communications Consultant, Brazil

*"Very attractive, creative design, a quick good read that was both informative and enjoyable."*

Management Consultant, USA

Runner Up #1  
**The Coca-Cola Company**

[View online](#)



Runner Up #2  
**Hewlett-Packard Company**

[View online](#)



- 4th General Electric Company
- 5th Kraft Foods Inc
- 6th Banco Espirito Santo SA
- 7th British American Tobacco plc
- 8th Aveda Corporation
- 9th Grundfos A/S
- 10th ArcelorMittal

# Relevance & Materiality The winners

How many times have we seen reports which are long on length but short on relevant content? Which don't tell us about the non-financial issues which impact company performance, but lay down a smokescreen of non-essential information? This award is for the report which cuts to the chase and tells us about the material issues (ie those specific to the company performance and sector, the risks

and opportunities), clearly and succinctly. A short report which gives us the relevant information should win over a blockbuster of several hundred pages.

### The entrants

This category received 30 entrants, all of which received valid votes by the end of the voting period.

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## The results

### Winner SABMiller

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"The content of the report provides generous coverage of what SAB has been able to identify as their most material issues."*  
CSR Consultant, South Africa

*"This report is well-conceived, with a great strategic set-up."*  
Management Consultant, USA

Runner Up #1  
**L'Oréal SA**

[View online](#)



Runner Up #2  
**Novo Nordisk**

[View online](#)



- 4th Bayer AG
- 5th Coca-Cola Enterprises Inc
- 6th General Electric Company
- 7th Banco Espirito Santo SA
- 8th British American Tobacco plc
- 9th HSBC Holdings plc
- 10th Royal Dutch Shell plc

# Openness & Honesty The winners

It's sometimes difficult to tell the whole truth. It's easy to highlight the good news and ignore the bad. Whether performance is poor or excellent is less relevant for this award. This award is for the report which comes clean, tells both the good and the bad news, and which convinces us that this is a balanced picture.

## The entrants

This category received 28 entrants, all of which received valid votes by the end of the voting period.

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## The results

### Winner

#### Novo Nordisk

Corporate Responsibility Report. For the year ended 31 March 2010

[View online](#)



Selected voters' comments on the report:

*"They have fully integrated their KPIs into their DNA as a company and the message is clearly communicated."*

Government Agency, The Netherlands

*"This report demonstrates a solid integration of financial and non-financial information, and has a good mix of quantitative and qualitative information with clear graphs."*

CSR Consultant, Canada

# The Annual CR Reporting Cycle







# Global Reporting Initiative: the standard

The Global Reporting Initiative (GRI) produces the world's de facto standard in sustainability reporting guidelines.

More than 1000 organizations from 60 countries use the Guidelines to produce their sustainability reports.

The Guidelines are the most used, credible and trusted framework in the world largely because of the way they are created: through a multi-stakeholder, consensus seeking approach.



<http://www.globalreporting.org/>

<http://www.corporateregister.com/>



# Performance Indicators

**Core Indicators** have been developed through GRI's multi-stakeholder processes, which are intended to identify generally applicable Indicators and are assumed to be material for most organizations.

**Additional Indicators** represent emerging practice or address topics that may be material for some organizations, but are not material for others.



# Performance Indicators

1. **Economic** Indicators
2. **Environmental** Indicators
3. **Social** Indicators
  - Labor
  - Human Rights
  - Society
  - Product Responsibility