

Stakeholders care about Sustainability



Customers call for it



Employees value it



Investors watch for it

Transparency

- 1 Seems riskier in theory than in practice
- 2 Has rewarding ripple effects
- 3 Alone is not enough

1. Transparency seems riskier in theory than in practice

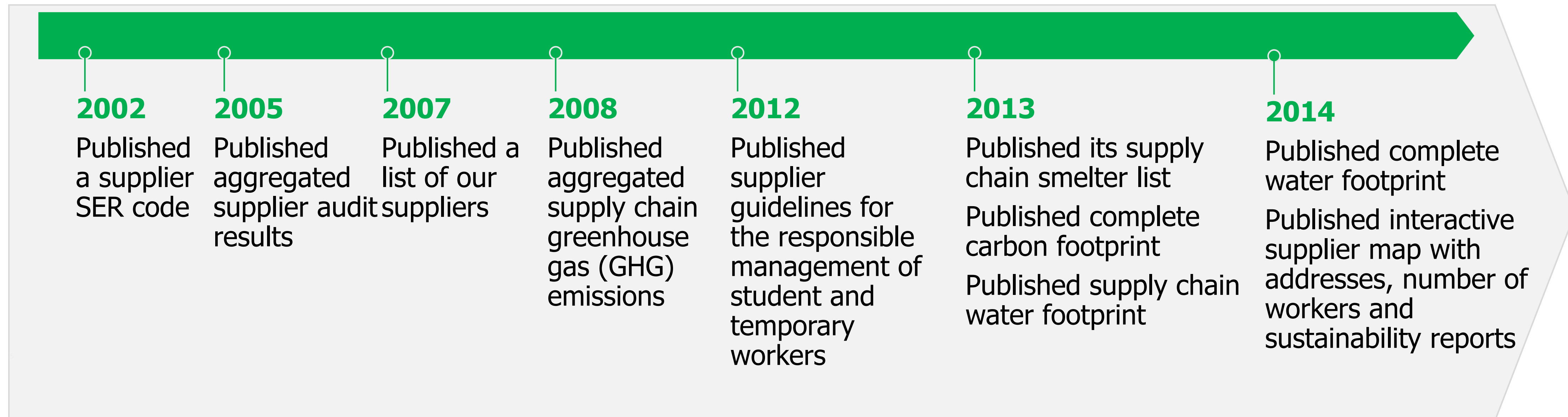


2007

First weeks on the job

HP considers publishing list of suppliers

A legacy of transparency “firsts” in the IT industry



2. Transparency has rewarding ripple effects



3. Transparency alone is not enough



Decide what matters



Measure it



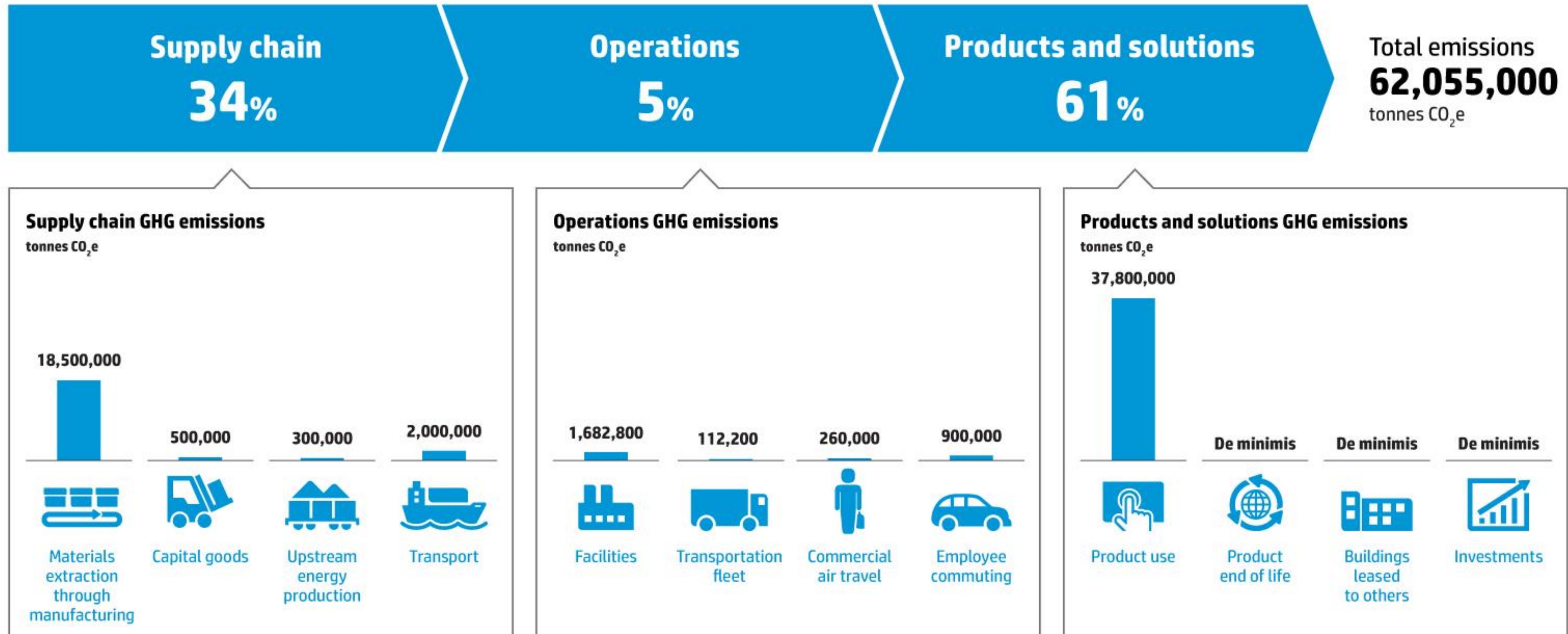
Be transparent



Take responsibility
to improve



HP Carbon Footprint, 2013



HP Carbon Footprint, 2013

Supply chain

34%

Operations

5%

Products and solutions

61%

HP Carbon Goals, 2020

Supply chain

20%
reduction

Operations

20%
reduction

Products and solutions

40%
reduction

Transparency

1. When has your company been transparent in the past? How did it benefit the company?
2. What is something you would like your company to be more transparent about? What is the biggest obstacle to doing it?

Materiality

- 1 What is it and why is it important?
- 2 Steps to complete an assessment
- 3 Use it to focus and prioritize your work

What is materiality?

Importance to sustainable development



relative to

Importance to business success



Materiality assessment steps

1. Identify your stakeholders

- Internal
- External

2. Identify your indicators

- Consider developments in your industry
- Consider emerging trends in sustainability
- Consult frameworks
 - Global Reporting Initiative Sustainability Reporting Guidelines
 - Sustainability Accounting Standards Board (SASB) Standards

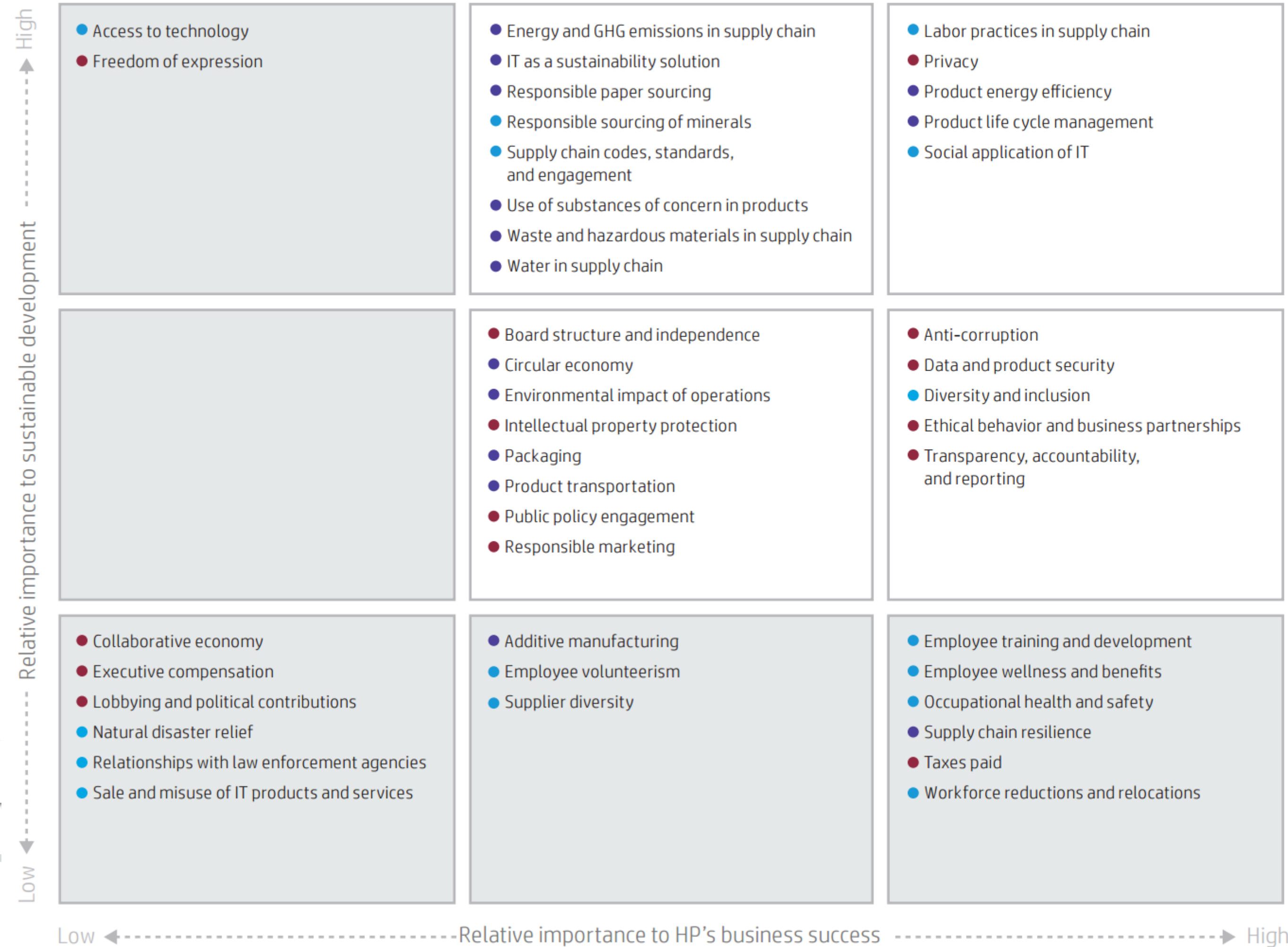
3. Gather information

- Review internal documents
- Survey and interview key stakeholders internally and externally

4. Rank the information

HP 2015 materiality assessment

● Environment ● Society ● Integrity



Materiality

1. What do you consider to be the most material topic to your company? Do you report sufficiently about it?
2. Is there any topic your company spends time worrying about or reporting that is not material? How could you use these resources more effectively?

Reporting

- 1 Why is Sustainability Reporting important?
- 2 Defining what your report is and is not
- 3 Steps to produce your report

Why do companies produce sustainability reports?

1. To provide answers to stakeholders

- How well is the company doing?
- What is its impact on people and the planet?
- How well is it managing its environmental, social, and economic risks and opportunities?

2. To drive continual improvement within the organization

Reports that are incomplete or overly positive lack credibility and may be dismissed as window dressing.

Defining what your report is...

Is it this?

A standards-based description of your sustainability performance

An “encyclopedia” of key sustainability programs and proof points

Indexed well so users can easily find the information they need

Vetted source info to customize for various distribution channels

Distributed mainly through your website

Or is it this?

Marketing collateral (marketing can/should use report as source)

A comprehensive list of every sustainability program

Meant to be read cover-to-cover

The main channel you use to tell your sustainability story

Meant to be printed and passed out in volumes

Define your Sustainability Report structure

Introduction

- Letter from CEO
- Executive summary
- HP profile
- Sustainability strategy

Environment

- Our footprint
- Supply chain environmental impact
- Operations
- Products and solutions
- Product return and recycling
- Data

Society

- Supply chain responsibility
- Employees
- Communities
- Data

Integrity

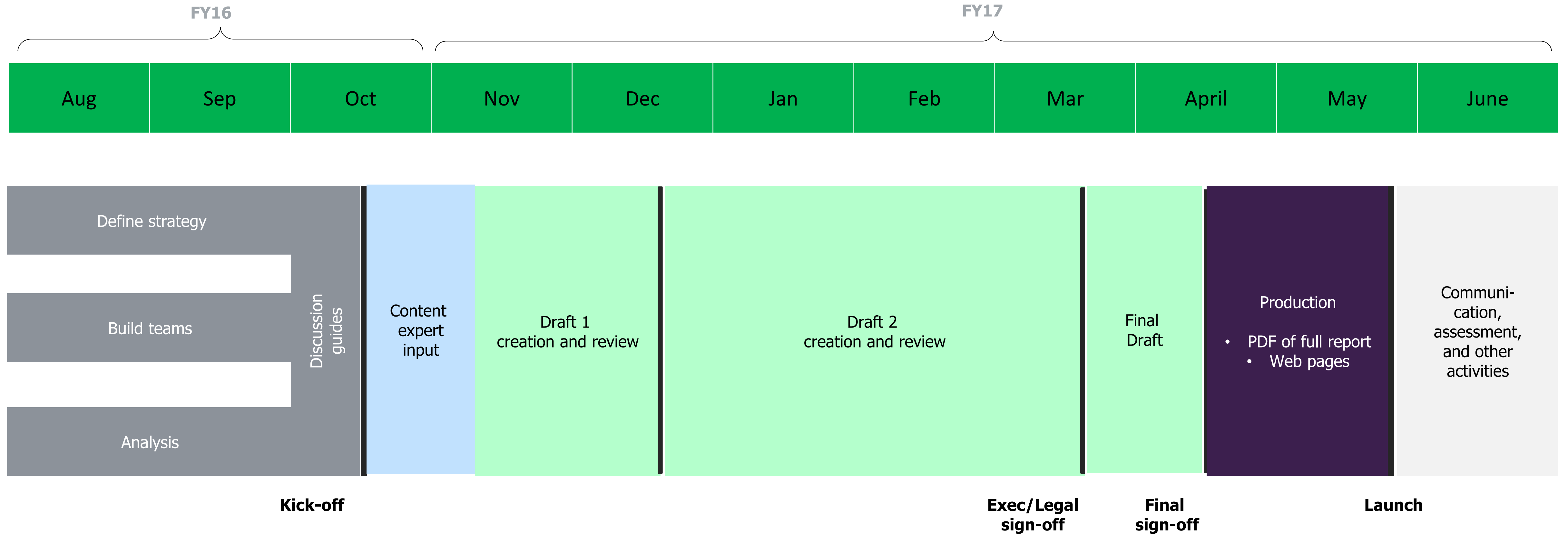
- Overview
- Corporate ethics
- Privacy
- Human rights
- Government relations
- Policies and standards
- Data

About this report

- Independent accountants' report
- UN Global Compact index
- UN Sustainable Development Goals index
- Material issues
- Global Reporting Initiative index

Hint: Use your materiality matrix

Determine your report development steps and schedule



Reporting

1. How is your company's sustainability report leading the way?
2. What would you like to change most about your company's sustainability report to be more effective?



Activity slides.pptx

Let's come together to solve society's toughest challenges.

hp

10

Assembled by: Abdullah - Packard & Associates, Inc. © 2012 HP. The information contained herein is subject to change without notice.

Activity – Roundtable discussion

20-30 minutes

- ❑ What has stood out for you?
- ❑ Where do you see opportunity (ies) to apply this in your organisation?
- ❑ What are the top 3 things that need to be done differently to succeed?
- ❑ Who do you need to work with inside/ outside the organisation to get started?
- ❑ Is the framework clear?
- ❑ What else do you need before you begin?
- ❑ What will you do now?

Closing Reflections

5-10 minutes

- ❑ What do you need to/ what will you remember?
- ❑ What distinguishes a sustainable business from a conventional one in this context?
- ❑ Where do we see leading practice heading towards in this area?
- ❑ What is the role of the sustainability leader?

