

# Sustainability reporting

It's important that the sustainability reports you publish, not only comply with PES and FReM mandatory requirements but also inform, explain and educate about the sustainability decisions you have taken, the progress you have made and your plans for the future - all in a transparent and persuasive manner.

Our pool of expert, real-world communications and design professionals have a well-established pedigree working with public sector and third way, not for profit organisations. Working closely with your team, we produce clear and polished communications across the full spectrum of media - including statutory reports, newsletters and posters as well as on-line content for web sites and the latest social media networks.

Going beyond the minimum reporting necessary, we tailor holistic content from your data and deliver it in a tone of voice designed to win over the hearts and minds of your stakeholders. Typically this content can include communication of the wider economic, social and environmental impacts that are most material, how sustainability contributes to your overall organisational vision and the priority of your sustainable development objectives.

Furthermore, we promote confidence in your organisation by showing how you engage with your stakeholder communities and explaining the structures you employ to ensure compliant governance.

We enhance the power of your reporting with well-crafted copy, discreet design and innovative display of data that amplifies understanding and promotes buy-in to your plans. Always actively encouraging you to include topical real life scenarios and case studies, so progress can be demonstrated through actual issues relevant to the readers' situation.

All through the process, from the advice we give to help you to collate and verify the accuracy of your data to the delivery of the final material, our team will enable you to reduce the time to publication and relieve the pressure that preparation of the report can impose on your people.

By choosing to engage with Generator, you can bring about a positive and profound transformation in how your stakeholders view your endeavours to reduce your environmental footprint in line with the Greening Government Commitments.

Our Sustainability Reporting services include:

- Data collection and verification consultancy
- Content development consultancy
- Data display consultancy
- Development of communications and messaging strategies
- Sustainability Report development and production
  - Copy writing
  - Graphic Design
  - Photography
  - Print & Fulfilment
  - On-line & Web engagement
  - Social media engagement
- Sustainability Reporting Audits

# Sustainability Reporting in Action

## Cobham

Cobham has a well-earned reputation founded on trust, integrity and of "doing the right thing". It's the reason the strapline we wrote for them several years ago 'The most important thing we build is trust' is still a mantra for organisation today.

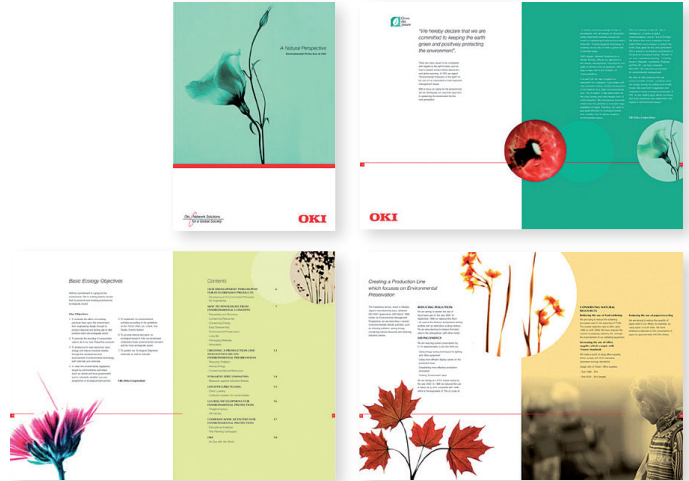


Trust and dignity are core Cobham values and they carry through into their environmental policy. Cobham recognises that its performance in this area is of interest to a wide range of stakeholders including employees, customers and shareholders so it's committed to reporting its sustainability performance and to incorporating sustainability within its standardised operating processes.

We work closely with Cobham to inform their stakeholders through sustainability reporting, presenting innovative uses of their technology for social and environmental benefit and presenting all aspects of their progress towards zero harm.

## OKI

When OKI EMEA's parent company in Japan issued its first Environmental Brochure for global release, it was recognised that what might work well for the Far East may not be entirely suitable for EMEA.



Working with the client's data, Generator wrote and designed OKI's Environmental brochure for the EMEA markets to reflect the company's heritage and to address the issues that were of most importance to OKI's European, Middle Eastern and African stakeholders.

## New Forest National Park

Being responsible for the most populated and visited National Park in the UK, The New Forest National Park Authority experiences more pressure than most organisations to ensure everything it does has a positive effect on the environment, community and economic wellbeing of the area it serves.

We assist in the design, writing and communicating of much of the Authority's sustainability reporting through the wide range of documents it publishes, including Corporate Plans, Framework Documents and Annual Reports covering their achievements, plans and targets for Education, conservation, the use of green technologies, environmentally-friendly building and the production of local food and goods, all of which contribute to the sustainable living.



To discuss your Sustainability Reporting requirements please call us on 01425 651951 or email Paul Allen at [paul@generator.uk.com](mailto:paul@generator.uk.com)

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