



## Sustainability reporting

Sustainability reporting isn't just about numbers and graphs, it's about achievements, goals, people and attitudes. Done properly, it allows you to engage with your personnel and stakeholders and it makes a positive contribution towards helping your organisation achieve its environmental objectives.

As the exclusive partner for Sustainability Reporting at Greening Government 2013 Generator provides a range of services that empower you to bring about a positive and profound change in how your stakeholders view your actions, strategy and culture to achieve your Greening Government targets.

# Sustainability Reporting

# Don't sell yourself short

build trust

Your audiences must have confidence in your sustainability reporting. By reporting both the good and the bad, transparently and consistently, you will be able to win their trust in your ability to deliver on your sustainability commitments

prove your achievements

Your sustainability reporting will enable you to demonstrate that you are reducing energy and materials consumption, and successfully tackling waste. Also it will verify that you are delivering better value for money through fiscal savings

demonstrate good practice

Your sustainability reporting will show where you have made material reductions in your use of resources and the waste you generate. It will also enable you to demonstrate good practice you have put into operation, so your readers understand how you are going about delivering on your sustainability commitments

Readers take investment, purchasing and partnership decisions based on what they read. Use your sustainability reporting to identify and give information your stakeholders need to make these decisions

win & hearts

establish Set out & policy making transform strategy & future plans & performance

If you're serious about reducing cost through sustainable policies you're going to have to bring your people along with you. Deliver the right messages to engender attitudinal and behavioural change in your staff so that they enthusiastically embrace the changes you are trying to bring about

your people's attitudes

& governance

Use your sustainability reporting to establish both the roadmap and the framework for your sustainability initiatives, so that your staff and stakeholders understand the regime within which you are operating

By delivering clear measurable information, sustainability reporting makes it easier to see what plans and targets you need to establish to make a material difference to your organisation's sustainability impacts

targets

Use the data collected for your sustainability report to confidently embed sustainable development strategies into your policy making. That will have a more far-reaching effect on your performance in delivering on your sustainability commitments than simply making operational changes

improve

By providing measurable information in a transparent manner you can more easily encourage a culture of accountability. By giving people clearly defined outcomes targets that they own and are responsible for, you can challenge them to deliver on their commitments and recognise their achievements

accountability

Generator creates effective and elegant communications, consultancy and design solutions for organisations in both the Public and Private sectors.

We apply these solutions to Sustainability Reporting as organisations come under pressure to provide clear, concise and transparent reporting of their policies and the environmental and social impact of their operations.

As marketing and communications specialists, we create inspiring reports that help stakeholders better understand the organisation's focus and performance and the part that sustainability plays in their corporate thinking.

good practice  
Set out  
the plans  
&  
targets  
policy  
making  
& performance  
encourage  
prove  
yo  
rach

# selfish

**Our Sustainability Reporting services include:**

- Data collection and verification consultancy
- Communications strategy consultancy
- Copywriting and content development
- Design and photography
- Print & distribution
- On-line, web and social media engagement
- Sustainability Reporting Audits

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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