

Just how accountable are you?

Gauge your organisation's accountability and learn from best practice with the world's leading CSR benchmarking service

When organisations such as BP, Vodafone, HP, Kesko, The Co-operative Group, TNT and E.ON want to know how their CSR programme and performance compare with what other global businesses are doing, they turn to the Accountability Rating™.

The Accountability Rating is the foremost tool for measuring the extent to which companies have built responsible practices into the way they do business.

Launched in 2004 by consultancy **csrnetwork** and think-tank AccountAbility, the Rating is applied annually to the world's largest companies and the headline results are published in Fortune magazine.

And now you can find out exactly how you measure up by commissioning an Accountability Rating benchmarking report for your organisation. This will give you a comprehensive picture of your accountability strengths and weaknesses and clear recommendations for improvement.



Benchmarking adds value at BP

"We have used the Accountability Rating service for the last two years. It gives us an objective measure of our reporting disclosure and helps identify where we could improve. I believe it has had a significant impact in improving our corporate reporting."

Dr David Bickerton

Head of External Communications
BP plc

Foundations of accountability

The Accountability Rating evaluates companies in four key areas.

- **Strategy:** Does the company address important social, environmental and broader economic issues in its business strategy?
- **Management:** Are senior executives and the board accountable to stakeholders when setting strategy and formulating policy on extra-financial issues? Are these issues translated into management systems, standard procedures, incentives and performance targets towards specified goals?
- **Engagement:** Does the company engage in dialogue with the people and groups who have an interest in its business or may be affected by it or have an effect on it? Does the company publicly report its social and environmental performance? And is its report subject to independent assurance?
- **Impact:** Is the company effectively avoiding negative impacts on the environment, society and the marketplace? And is it active with its stakeholders in collaborative initiatives to solve challenging social and environmental issues?

Invaluable insights, practical guidance

Through Accountability Rating benchmarking, you will learn:

- how you perform overall and in each of the areas we measure
- how your accountability is changing year on year
- how you compare with large global companies and those in your sector, as well as with other comparator companies you select
- what you can do to improve based on best-practice examples.

We can also facilitate a dialogue with your senior management colleagues to develop an integrated plan for enhancing your company's accountability.

Next steps

To discuss how Accountability Rating benchmarking can help your organisation, contact: **Todd Cort** at **csrnetwork** on +44 (0)1225 469802 or **Alex MacGillivray** at **AccountAbility** on +44 (0)20 7549 0400. Alternatively, e-mail info@accountabilityrating.com

Accountability Rating founders



csrnetwork is a leading consultancy dedicated to helping companies worldwide do business in a responsible way. Clients include Airbus, ArcelorMittal, Bacardi, BP, The Co-operative Group, Danisco, RWE npower, StoraEnso and Vodafone.

www.csrnetwork.com



AccountAbility is the international non-profit, membership organisation established to promote accountability for sustainable development. AccountAbility's innovations include the AA1000 stakeholder engagement and sustainability assurance standards.

www.accountability21.net