CEBDS

Nonprofit civil association created in 1997 to promote sustainable development in companies operating in Brazil.

VISION
In 2050, 226 million people will live in Brazil in a prosperous and fair society that respects the planet’s natural limits. Public authorities, civil society, and companies will act cooperatively and harmoniously.

MISSION
Create corporate solutions for the sustainable development of industries, markets, companies, and professionals.

✓ 60+ member companies that account for 40% of GDP
✓ 1.1 million direct jobs
✓ 7 associates among the 10 largest companies in terms of invoiced revenue
✓ 13 among the 15 largest in terms of market value in Brazil
CEBDS

Brazilian representative of the World Business Council for Sustainable Development (WBCSD), **CEBDS is part of its Global Network in an alliance of more than 60 CEO-led business organizations worldwide.**

- Brings together **200 of the largest multinational companies** on the planet
- Together they have annual sales exceeding **US$ 6 trillion**
- Responsible for more than **11 million direct jobs**
Member companies
Corporate Sustainability Reporting

The Private’s Sector Perspective
Ten members of the Latin American WBCSD Global Network analyzed 186 sustainability reports from their associates in order to identify some interesting trends and present a diagnosis of non-financial reporting in the region.
"Sustainability Reports" continue to be the main disclosure of non-financial information, with 85% implementation of the Global Reporting Initiative (GRI) guidelines;

Materiality many times is not reflected in the content of the report;

The connection between the sustainability performance and the creation of financial value can be more explicit;

External environment - two different trends.
Corporate Sustainability Reporting: the Private’s Sector Perspective

Scope

• Adopt an approach that reflects a broader framework of significant impacts;

• Include a clear description or graphical representation of the value chain or the complete business model of the company;

• communicate the period, coverage and scope of the report, so that what is inside and outside is absolutely clear.

Engagement with stakeholders

• Provide information on the channels, themes and results of the activities with stakeholders;

• Consider how the opinion of third parties can enhance the credibility of the report, for example, through stakeholder discussions and interviews.
Corporate Sustainability Reporting: the Private’s Sector Perspective

Materiality

• Define and describe the process of materiality and present the results of analysis;

• Structure the report on the results of the materiality process;

• Whenever possible, consider external verification.

External environment

• Conduct a broad and comprehensive analysis of the external environment, and perspectives of sustainability, market and legislation;

• In the report, discuss your corporate response to these trends and prospects, including how they vary by region and operational division;

• Describe trends and perspectives.
Corporate Sustainability Reporting: the Private’s Sector Perspective

Balance

• Use the report to describe all the material risks and challenges that have arisen during the period of presentation of the information, as well as those who may arise in the near future;

• Provide details on the objectives achieved and areas of low performance, including the context and corrective measures to ensure a balanced report;

• Demonstrate commitment to stakeholders; addressing concerns on material issues in the report;

• Disclose the nature and amount of fines paid and noncompliance occurred, its consequences and actions that are being or are to be taken to avoid to be repeated.
Conciseness

- Understand the information needs of the reading public and ensure that the report answers them;
- Focus on material issues and avoid unnecessary information;
- Appoint an editor to take full responsibility for ensuring the conciseness and focus of the disclosure.
Corporate Sustainability Reporting: the Private’s Sector Perspective

Brazil

B3 (official Brazilian stock exchange)

“Report or Explain”

From 2012, B3 started to recommend listed companies to indicate in the Reference Form, if they published sustainability reports, integrated reports or similar and were they were published. If not, companies should explain why they did not.
Corporate Sustainability Reporting: the Private’s Sector Perspective

Brazil - 2017

B3 launched the "Report or Explain to the Sustainable Development Goals (SDG)".

September 2017: the first survey was released

- 443 listed companies
- 147 (33%) answered
- 60 (13%) informed they were reporting using SDG criteria
- 87 (20%) explained why they were not using SDG criteria
- 296 companies (67%) did not answer

The survey was part of B3's efforts to encourage listed companies to publish sustainability reports or integrated report including SDG criteria.
How can businesses engage with the SDGs?

The **SDG Compass** provides guidance for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs.

The guide presents five steps for companies to maximize their contribution to the SDGs.

**Brazil**

B3 (official Brazilian stock exchange) launched the "Report or Explain to the Sustainable Development Goals (SDG)".
Corporate Sustainability Reporting: the Private’s Sector Perspective

Tools

**Action Platform for Reporting on the SDGs**
A Corporate Action Group as part of the SDG Action Platform, to help influence a greater multi-stakeholder movement that will play a pivotal role shaping the future of corporate reporting on the SDGs.

**Reporting Exchange**
It is a free online platform that connects companies to reliable, comparable information on sustainability reporting requirements and resources.