



# AccountAbility

Setting the Standard for Sustainability

## Using the AccountAbility Principles for Sustainable Business Performance

November 2018

Dubai

London

New York

Riyadh

Zurich

# AGENDA

- ▶ About Us
- ▶ The AA1000 Series
- ▶ AccountAbility Principles: Purpose, Scope and Advantages
- ▶ Technical Overview of the AccountAbility Principles
- ▶ Case Studies
- ▶ Q & A

# ABOUT US



AccountAbility is a **global consulting and standards firm** that works with business, governments and multi-lateral organisations to advance **responsible business practices** and improve their **long term performance**.



*We provide innovative solutions to the most critical challenges in corporate responsibility and sustainable development.*

## Research



**The AccountAbility Institute** focuses on applied research that provides businesses, NGOs and government agencies with: (1) Vital data and knowledge, (2) Critical Insights and (3) Innovative tools

## Standards



**AccountAbility's AA1000 series** are principle-based standards that help organisations become more accountable, responsible and sustainable

## Advisory Services

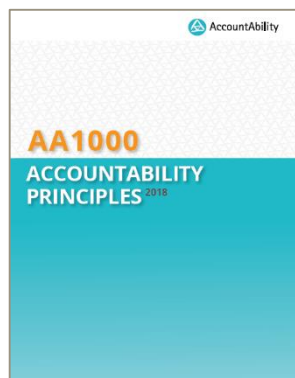


**AccountAbility's Advisory Services team** works with clients in areas including: Strategy and Governance, Stakeholder Engagement, CR Reporting & Metrics and Program Management



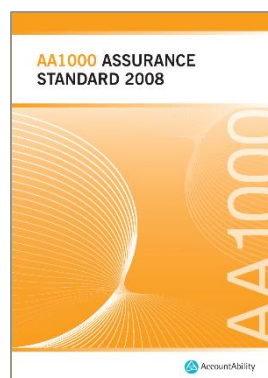
# THE AA1000 SERIES OF STANDARDS

AccountAbility's AA1000 series are principles-based standards to help organisations become more accountable, responsible and sustainable.



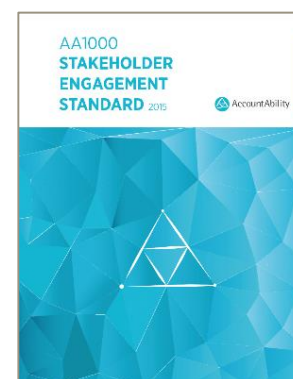
## AA1000 AccountAbility Principles (2018)

- AccountAbility Principles (2018) - released in summer 2018
- Replaces the AA1000APS (2008) – transition period until 1<sup>st</sup> January 2021



## AA1000 Assurance Standard (2008)

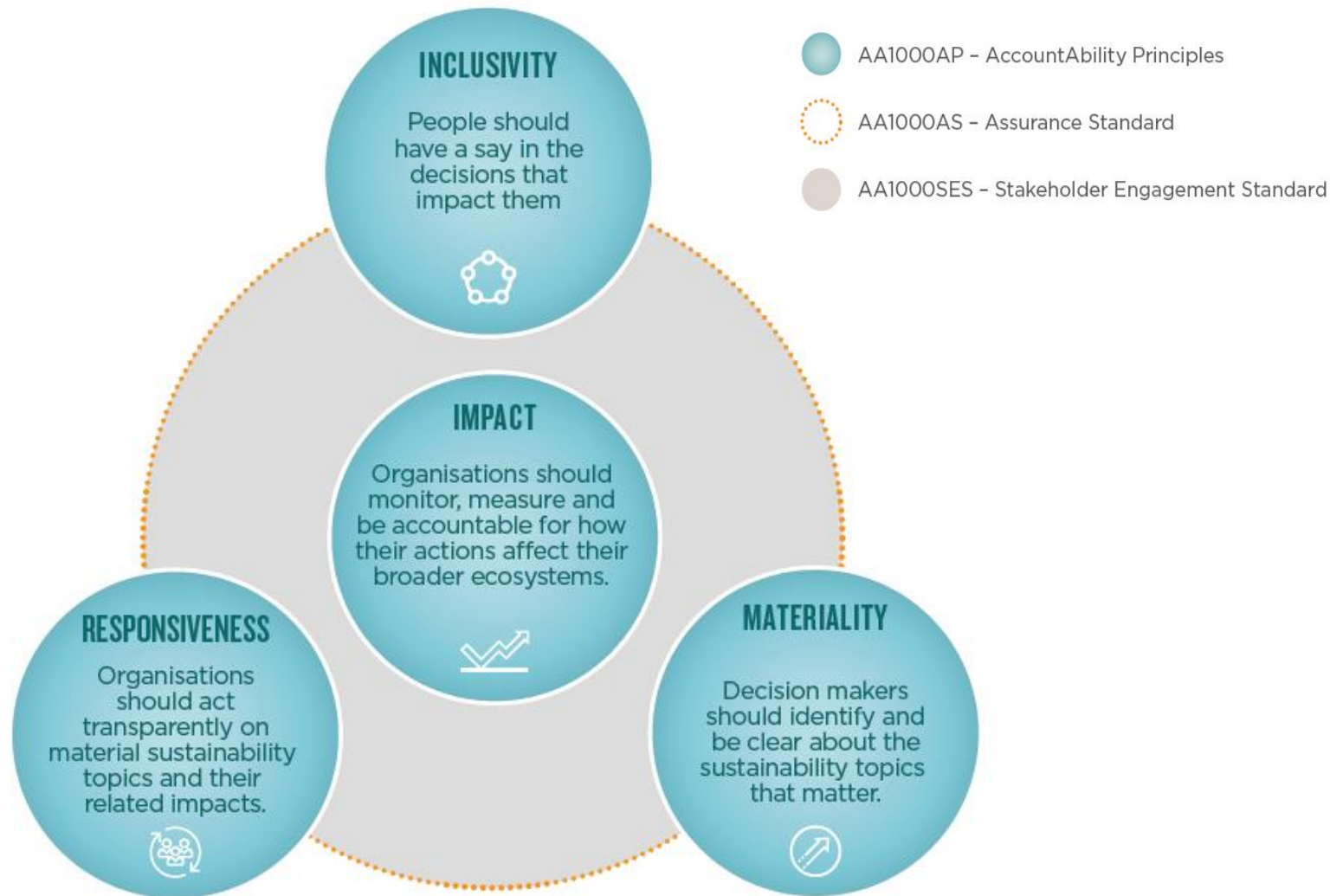
- 200+ Licensed assurance providers across 50+ countries
- Working Group established to advise on content revision for release in 2019



## AA1000 Stakeholder Engagement Standard (2015)

- The most widely used stakeholder engagement standard in the world
- Content revision scheduled

# THE ACCOUNTABILITY PRINCIPLES

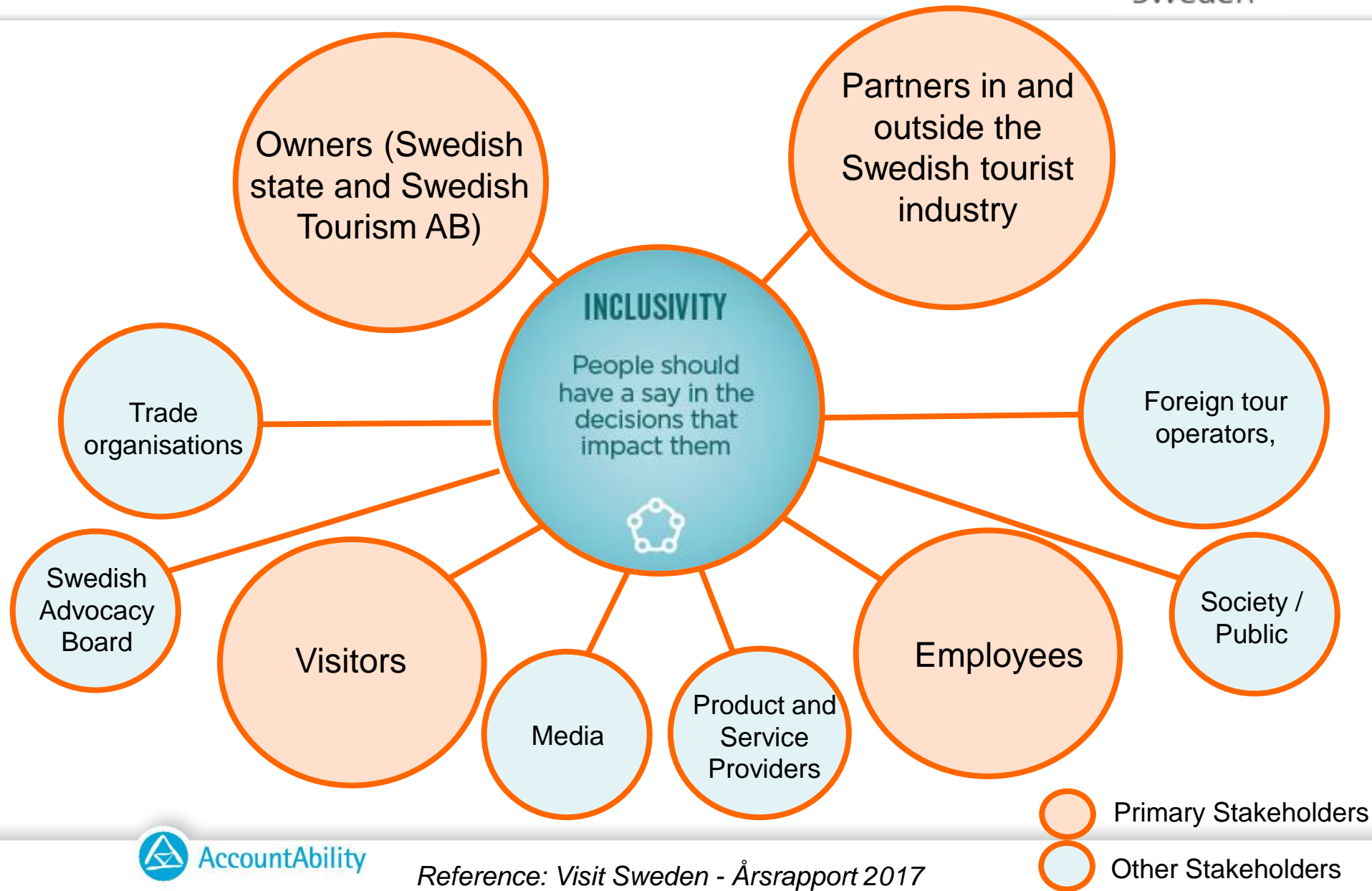


# ACCOUNTABILITY PRINCIPLES - INCLUSIVITY

**Inclusivity** is actively identifying stakeholders and enabling their participation in identifying and **developing a strategic response** to an organisation's material **sustainability topics**.

An **inclusive organisation accepts its accountability** to those on whom it has an impact and to those who have an impact on it.



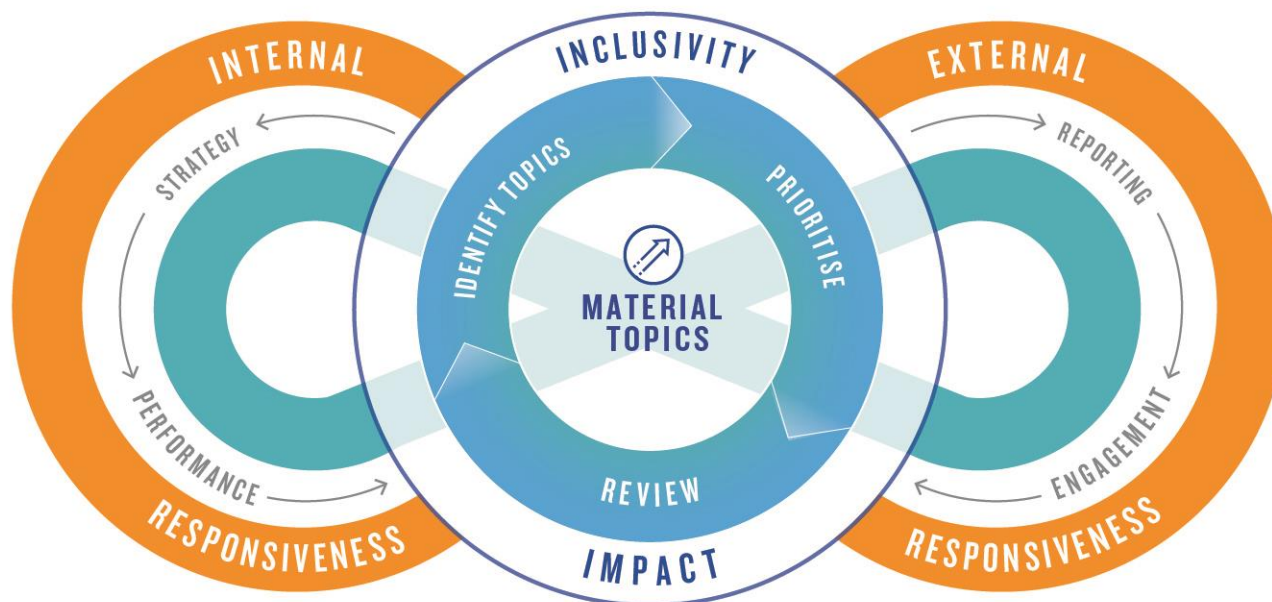




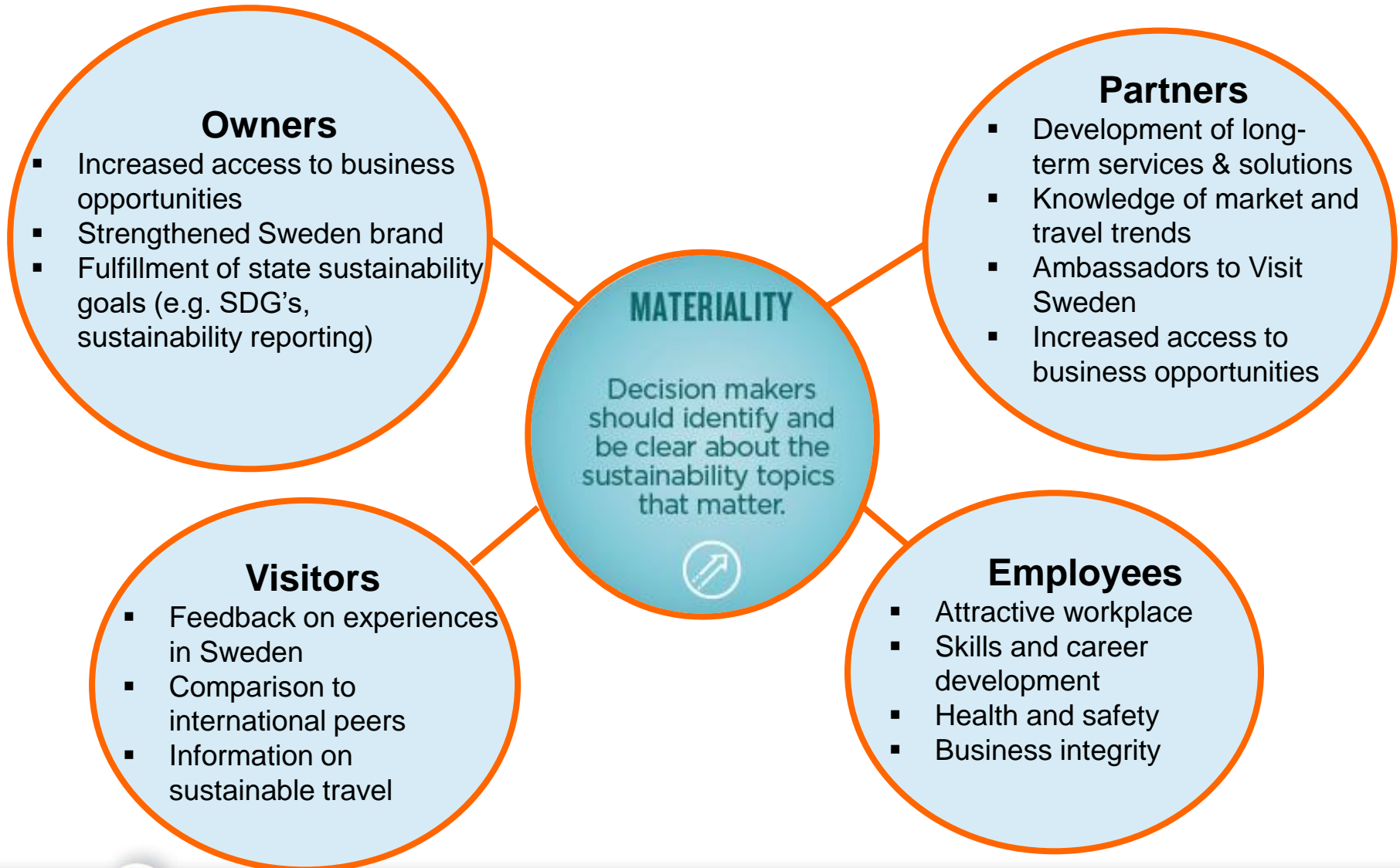
## ACCOUNTABILITY PRINCIPLES - MATERIALITY

Materiality relates to **identifying** and **prioritising** the **most relevant sustainability topics**, taking into account the **effect** each topic has on the **organisation** and its **stakeholders**.

A material topic is a topic that will substantively influence and impact the **assessments, decisions, actions** and **performance** of an organisation and/or its stakeholders in the short, medium and/or long term.



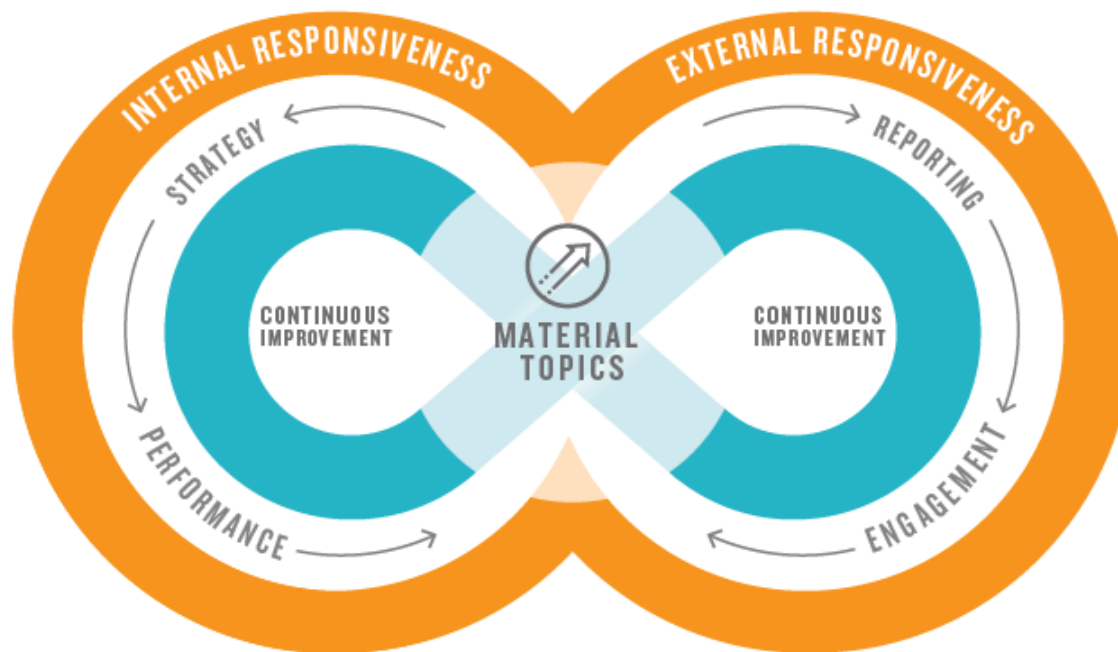


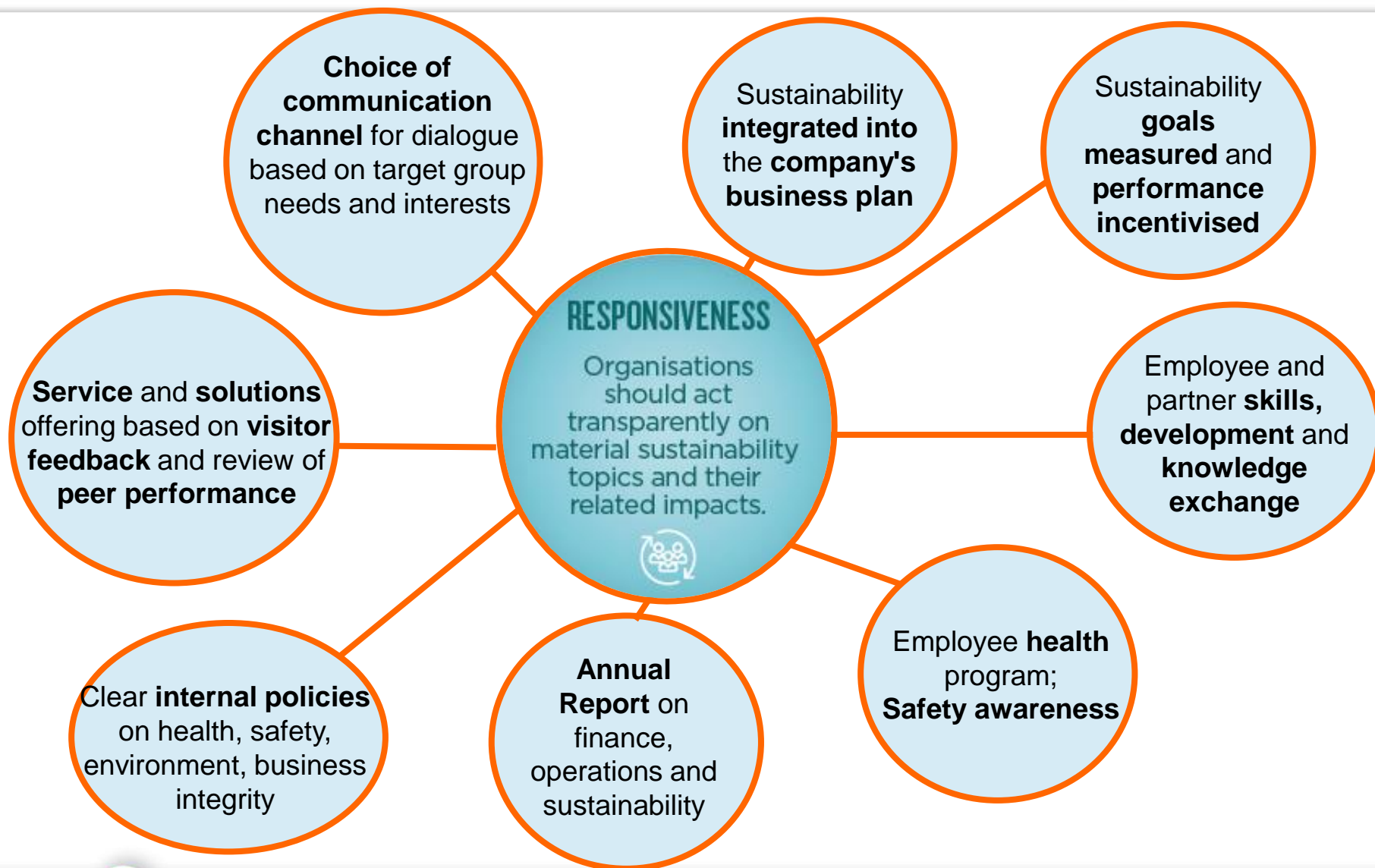


## ACCOUNTABILITY PRINCIPLES - RESPONSIVENESS

Responsiveness is **an organisation's timely and relevant reaction** to material sustainability topics and their related **impacts**.

Responsiveness is realised through **decisions, actions and performance**, as well as **communication** with stakeholders.

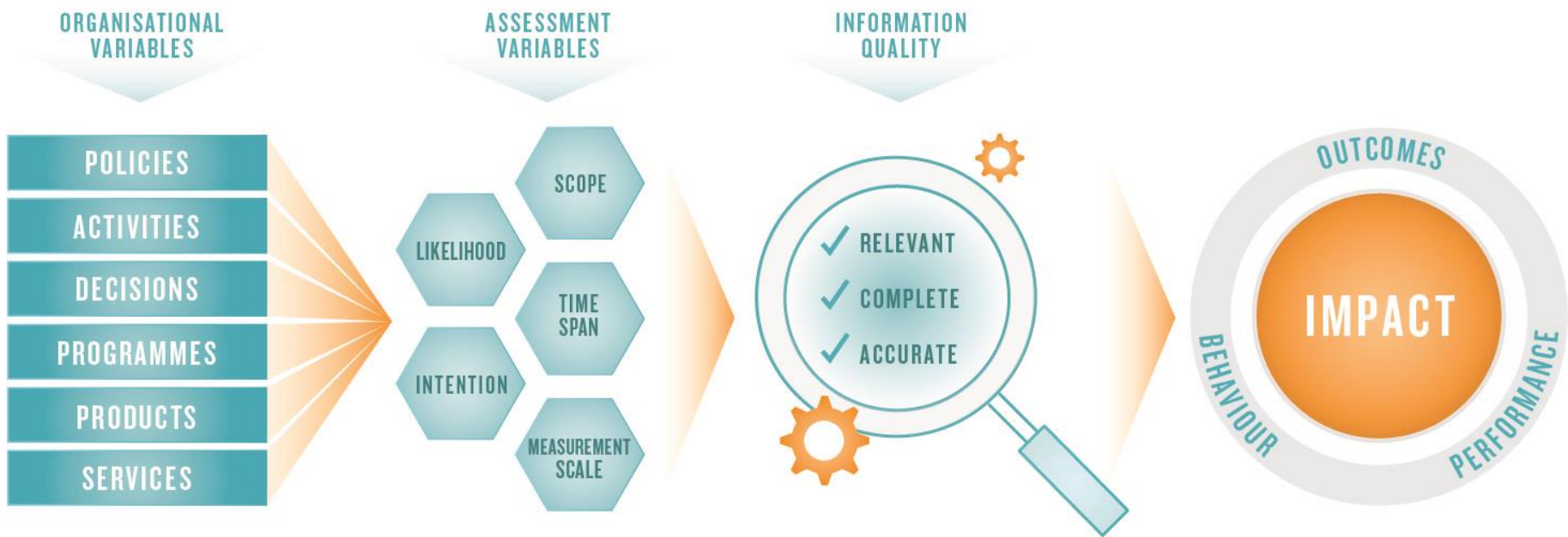




# ACCOUNTABILITY PRINCIPLES - IMPACT

**Impact** is the **effect** of **behaviour**, **performance** and/or **outcomes**, on the part of individuals or an organisation, on the economy, the environment, society, stakeholders or the organisation itself.

**Material topics** have potential **direct** and **indirect impacts** — which may be positive or negative, intended or unintended, expected or realised, and short, medium or long term.



## Economic Impacts

- **Direct revenues** - Foreign visitors spent 1196 billion SEK in 2016 in the tourism and visiting Sweden. Of this, 17.3 billion SEK directly to the state in VAT.
- **Indirect revenues** – increase business, exploring assessment methodology
- **Tax Revenues** – Profit of 2 million SEK
- **Job Opportunities created** – exploring methodology

## IMPACT

Organisations should monitor, measure and be accountable for how their actions affect their broader ecosystems.



## Social Impacts

- **Work-life balance** - 51% of the employees perceived high performance. Internal Goal: 60%.
- **Code of Conduct** - 98% employees have understood and been trained on policies and codes of conduct. Zero non-compliances in 2017.
- **Health & Safety** – Lost-time accident rate close to 0, exploring link to improved productivity and reduced cost

## Environmental Impacts

- **Climate change** – Visit Sweden is a climate-neutral company, through emissions reduction and offsetting activities. Internal Goal: Visit Sweden's CO2 emissions in 2017 less than the 2015 baseline level of 424 tonnes.
- **Paper Consumption** - Communication in printed channels reduced 30%, with the Swedish Reports and magazines limited to 300,000 copies.

## CONTACT

**David Pritchett**

Head of Services, Europe

[david.pritchett@accountability.org](mailto:david.pritchett@accountability.org)