

Gaining value from environmental reporting

We are moving into an era when reporting on a company's environmental impact will become commonplace. With growing recognition of business impacts on the environment, and the economic value of the natural environment (e.g. the TEEB initiative), statutory reporting is an attractive option for Governments as a low cost 'nudge' in the right direction and an essential enabler of future action – 'you can't manage what you can't measure'.

In 2010, 77% of FTSE 350 companies already made some quantified report, sometimes through voluntary schemes such as the Carbon Disclosure Project. But, only 34% reported to government standards. And, for smaller quoted companies these figures fell to 49% and 19% respectively. Clearly, there's a long way to go. Companies that fall behind risk higher costs to catch up with regulation, or falling behind competitors on an issue important to a growing number of customers and shareholders.



We see executives choosing – **deliberately or by default** – from 3 approaches to environmental reporting. These range from a '**Responsive**' approach doing the minimum allowed, to a pro-active '**Adding Value**' approach that uses environmental reporting as a new lens on the business, identifying opportunities to improve costs, revenues or resilience to risk. Reporting, like other environmental issues can be a powerful way to engage people across the organisation to create positive change.

Red Kite Enterprise and Environment helps businesses to work more effectively with environmental issues, to the benefit of both. We can help you find the best approach to Environmental Reporting for your business, whether a cost-effective approach to reporting or using it to create business value more broadly – like a £40m+ new opportunity we assessed for one client's technology. Please contact us at info@redkiteee.co.uk or visit www.redkiteee.co.uk for more information.

"Excellent work. For me, this really puts in to perspective how we are all pulling in the same direction, for a greener future and a modernised service." – Product manager, Business services company