Choosing the Right Tools

KEY ACTIONS

☐ **Develop a general understanding of the various frameworks and standards available for measuring, managing, and reporting sustainability information**

- Has the company developed a general understanding of the various frameworks and standards, such as CDP, CDSB, GRI, IIRC, and TCFD, that are intended to measure, manage, and report sustainability information?

☐ **Identify and prioritize target audiences and develop communications objectives**

Consider including one or more of the following:

- **For shareholders and other providers of capital:** Disclosing information about performance on the sustainability topics most relevant to a company's long-term financial performance.

- **For communities, customers, employees, suppliers, civil society, governments, and investors:** Reporting information about the organization's impacts on society and the environment.

- **For investors, lenders, ratings agencies, and insurance underwriters:** Reporting how the company oversees and manages the climate-related risks and opportunities it faces.

☐ **Engage with target audiences to better understand their needs, expectations, and use cases, considering the questions below:**

Questions on Audience Needs

- Does the investor prefer a specific framework or combination of frameworks?
- Which sustainability topics are most important to the investor? Why?
- What associated performance metrics are most relevant to and useful for the investor's decision making?
- How frequently is the information needed or desired?

Questions on Audience Expectations

- Through what channels do peer companies report investor-focused sustainability information?
- What reporting framework(s) do they use?
- Which sustainability issues or specific performance metrics are most frequently included in peer reporting to investors?
- What time periods are presented?
- Is information reported at the aggregate level for the company, or by region or business segment?
- Do peers provide activity data that enables normalization of metrics?

☐ **Review peer disclosure to understand best practices**

☐ **Select a framework or combination of frameworks to best meet your communication objectives**