

Just how accountable are you?

Measure 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 sets the tone at Vodafone

“Conducting business in a responsible manner is essential to every business’ long-term commercial success. The Accountability Rating is an important tool which helps us to benchmark our performance and understand the opportunities for improvement.”

Vittorio Colao
Chief Executive Officer
Vodafone Group Plc

Foundations of accountability

The Accountability Rating evaluates companies across four key areas, or 'domains'. In each of these equally weighted domains, we score companies against a range of criteria. This has the effect of answering a number of key questions:

- **Strategic Intent:** Does the company seek to address important social, environmental and broader economic issues in its core business strategy?
- **Governance and 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, may be affected by it or have an effect on it? Does the company publicly report its social and environmental performance? And are its disclosures subject to credible independent assurance?
- **Operational Performance:** How effective has the company been in implementing its strategies, management systems and engagement mechanisms as indicated by its performance in a variety of social and environmental impact areas?

The Accountability Rating draws on initiatives developed by the businesses and networks we have worked with over the years, and from the following frameworks:

- The AA1000 Series, including the AA1000 Assurance Standard and the AA1000 Stakeholder Engagement Standard, provide the conceptual framework for the Accountability Rating.
- The United Nations Global Compact, which covers four core areas: human rights, labour standards, the environment and corruption.
- The GRI Sustainability Reporting Guidelines – a set of principles and indicators for reporting on sustainability performance.

For further information about the Accountability Rating methodology, please see:
www.accountabilityrating.com/about_methodology.asp

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 over time
- how you compare with global corporate responsibility leaders as well as your sector peers, or any other comparator companies you select
- what you can do to improve, illustrated with best-practice examples.

We will also facilitate a dialogue amongst your senior management to develop a comprehensive plan for enhancing your company's accountability.

Next steps

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



csrnetwork is a leading consultancy dedicated to helping companies worldwide do business in a responsible way. Clients include Airbus, ArcelorMittal, Bacardi, The Co-operative Group, Holcim, RWE and StoraEnso. **csrnetwork** has offices in London, San Francisco, Bath, and Seoul.

www.csrnetwork.com



AccountAbility is a global non-profit network with representatives in London, Washington, Beijing, Geneva, Sao Paulo and San Francisco, established in 1995 to promote accountability innovations that advance sustainable development.s.

www.accountability21.net