



Debunking reasons no to start with sustainability reporting

Last week I posted a poll on why organisations are not reporting on sustainability. There was not one clear reason, and today I want to reflect on why you need to start with your reporting soon.

Often we hear people do not start with sustainability reporting because of no time, no staff, no knowledge or not seeing the benefits.

Let me debunk these arguments.



No Priority:

While it is true that for most smaller organisations it is not (yet) mandatory to make a sustainability report, remember that your enterprise is part of a bigger value chain, and within the chain most likely some of your partners will have a reporting obligation.

Making your own sustainability report will make doing business with you easier, give you an advantage over your competitors and strengthen your partnerships.



No Profit:

Sustainability reporting is a great way to reflect on your companies strategy. Going through an impact, risk and opportunities assessment usually brings interesting point of view to light, and they can be instrumental in positioning your company for future success.

Having a clear and well implemented strategy will boost your corporate image and might give you an edge towards suppliers, clients and employees.

So there is definitely profit in sustainability reporting.



No People:

Not having the manpower or the knowledge is a valid argument, especially for smaller organisations. But this is where outside consulting can help!

For both expertise and manpower, you pay as you go and, you do not need to have people on the payroll. No need for a long onboarding process and all the knowledge is there!

As you see, there are good reasons to start your sustainability journey sooner rather than later.

Please leave me a comment or a message if you want a free consult on how to start.