Measuring and Reporting Sustainability Performance
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“What Gets Done, Gets Measured…”

What we ask(ed) corp. TO DO evolves… …The measurement PARADIGM shifts

Contribute through **Corporate Philanthropy** ➔ Spend and activity, rarely outcomes

Address **all** Environmental and Social challenges ➔ Numerous ESG measures (quantity over quality)

Address most **Material** impacts ➔ **Specific measures** (issue and context specific)

*Today’s frontier*

Link to **Business Economics** ➔ Progress on issue is linked to lowered risk and costs and revenue growth (sustain efforts, redirect investors)

Enlarge scope to **Systems Change** ➔ Build collective impact through **shared measurement**

Commit to **Purpose** ➔ Embed above measures in **company statutes and board accountability**