

Towards Integrated Reporting
Communicating Value in the 21st Century
Consultation Questions

By

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Q.1

a) Do you believe that action is needed to help improve how organizations represent their value-creation process? Why?

Yes, I believe that actions are necessary to enable companies to produce information that might reflect on their sustainability perspectives; the accountability for the use of the resources that was at its disposal; and also to promote the comparability of the information provided by companies.

b) Do you agree that this action should be international in scope? Why?

Yes. I do because the companies and the business are transnational. There are not limits to the actions of business but the social environmental must be equally respected. So the reporting should have the same principles and guidelines, regardless of the country in which they are operating.

Q.2

Do you agree with the above definition of Integrated Reporting? Why?

Yes, I do. The “integrated thinking” allows the user a full vision about the business and, therefore, promotes the transparency of events and transactions arising from the company's interaction with the economic, regulatory, social and environment in which it is inserted. The integrated information allows disclosure the effective sustain value because the gain and the lost should be showed.

Q.3

Do you support the development of an International Integrated Reporting Framework? Why?

Yes, a framework can guide similar treatment for transactions and events of the same nature, creating comparability of the information, as well as it is an educational process for companies.

Q.4

a) Do you agree that the initial focus of Integrated Reporting should be on reporting by larger companies and on the needs of their investors? Why?

Yes, I do because the larger companies have the resources and technologies to improve their routines more quickly. Investors, in turn, are major drivers of changes that may improve the outcome of the company and that on the other hand, can be penalized for losses from the business.

b) Do you agree that the concepts underlying Integrated Reporting will be equally applicable to small and medium enterprises, the public sector and not-for-profit organizations?

No. I don't. I think that changes in the Guiding should be made to show the peculiarities of each of these groups. Those with more resources can meet a higher level of requirements, however, for those who do not have resources the generalized guidelines can be rendered useless. The initial process of small and medium enterprises should cover a high degree of training on operational improvements, collection and disclosure of information. The public sector and not-for-profit organizations, in turn, must pass through an intense period of study and reflection to distinguish the operations for which it is formed, the additional benefits and impacts that cause and, finally, create form of disclosure to make clear the usefulness the existence of the entities in this sector.

Q.5

Are?

- a) The organization's business model; and
- b) Its ability to create and sustain value in the short, medium and long term, appropriate as central themes for the future direction of reporting?

Yes, they are appropriate as central themes for the direction of reporting because we should get global sustainability, which depends on individual efforts. Thus, they must be guides towards the common goal. Companies need to know their strengths and weaknesses to optimize or reduce them as appropriate.

Q.6

Do you find the concept of multiple capitals helpful in explaining how an organization creates and sustains value? Why?

Yes, I do because the companies absorb various types of capital during its existence, and all them must be valued, monitored and preserved.

Q.7

Do the Guiding Principles identified in the Discussion Paper provide a sound foundation for preparing an Integrated Report – are they collectively appropriate; is each individually appropriate; and are there other Guiding principles that should be added?

Yes, the elements presented are important, appropriate, individually and collectively, especially for innovative connectivity of information, mainly to demonstrate the result of the company's interaction with the external environment. It is important the responsiveness and stakeholders inclusiveness to promote the accountability and transparency. And the conciseness, reliability and materiality are very relevant to keep the stakeholders.

Q.8

Do the Content Elements identified in the Discussion Paper provide a sound foundation for preparing an Integrated Report – are they collectively appropriate; is each individually appropriate; and are there other Guiding principles that should be added?

Yes, the Content Elements presents a solid, consistent and comprehensive integrated report preparation; elements are appropriate and bring them the economic, social and environmental aspects. It should, however, stress the importance of quantifying the benefits and impacts from them, if it is possible to better inform.

Q. 9

From your perspective:

a) Do you agree with the main benefits as presented in the Discussion Paper? Why?

Yes, I do. I agree fully with the benefits provided because they emphasize who is the best company and their level of commitment to sustainability.

b) Do you agree with the main challenges as presented in the Discussion Paper? Why?

Yes, I do. I think that the challenges presented are large and many efforts will be needed to mitigate its impacts, but hardly, standardization will be possible due to the different cultures and policies of various countries.

- c) Do you agree that Integrated Reporting will drive the disclosure of information that is useful for integrated analysis (from the perspective of investors)? Why?

Yes, I do. The strategy will give more quantity and quality of information for investors. They will have more support for their decisions.

Q.10

- a) Do you agree that the actions listed in the Discussion Paper should be the next steps undertaken by the IIRC? Why? Are there other significant actions that should be added?

Yes, I do. The actions listed are important and necessary to initiate an awareness and harmonization of business routines and practice of responsible disclosure. Other important action involving corporate training and discussion of metrics, which should be very different across sectors.

- b) What priority should be afforded to each action? Why?

I think the proper sequence should engage this discussion of a common set of guidelines, followed by sectorial studies, and after metrics for specific situations.

Q.11

Do you have any other comments that you would like the IIRC to consider?

The Brazilian organization non-governmental Ethos has created guidelines for self-assessment of companies in the growing stages. The organization has developed principles to be observed and defined the possible stages in which companies can be. The mechanism is presented as an excellent advisor for many companies to meet and prepare their sustainabilities reports. Therefore, maybe, it can be a model to identify information that can be included in the integrated report.