Consultation questions

The IIRC welcomes comments on all aspects of the Draft International <IR> Framework (Draft Framework) from all stakeholders, whether to express agreement or to recommend changes.

The following questions are focused on areas where there has been significant discussion during the development process. Comments on any other aspect of the Draft Framework are also encouraged through the questions.

Please provide all comments in English.

Name:

Email:

All comments received will be considered a matter of public record and will be posted on the IIRC's website (www.theiirc.org).

Comments should be submitted by Monday 15th, July 2013.

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Stakeholder group:	Professional bodies – Other	
If replying on behalf	of an Organization please complete the following:	
Organization name:	Sercom Consulting	
Industry sector:	please select	
Geographical region:	please select	
Key Points		
If you wish to briefly submission, or add co	express any key points, or to emphasize particular aspects of your omments in the nature of a cover letter, then the following space ourpose. Please do not repeat large amounts of material appearing mments.	

Chapter 1: Overview

Principles-based requirements

To be in a	ccordance	with the F	Framework,	an integra	ted report	should (comply	with t	he
principles-	-based req	uirements	identified t	hroughout	the Frame	work in	bold ita	lic typ	эe
(paragrap	hs 1.11-1.	12).							

 Should any additional principles-based requirements be added or should any be eliminated or changed? If so, please explain why.
Interaction with other reports and communications
The <ir> process is intended to be applied continuously to all relevant reports and communications, in addition to the preparation of an integrated report. The integrated report may include links to other reports and communications, e.g., financial statements and sustainability reports. The IIRC aims to complement material developed by established reporting standard setters and others, and does not intend to develop duplicate content (paragraphs 1.18-1.20).</ir>
2. Do you agree with how paragraphs 1.18-1.20 characterize the interaction with other reports and communications?
I agree and also recommend that the following sentence to be changed as; 'The integrated report SHOULD include links to other reports and communicationsÉ (The aim of this recommendation is to eliminate repetitions.)
3. If the IIRC were to create an online database of authoritative sources of indicators or measurement methods developed by established reporting standard setters and others, which references should be included?
GRI G4 Guidelines IFC Sustainability Standards Sustainability Accounting Standards Board (SASB)

Other
4. Please provide any other comments you have about Chapter 1.
Chapter 2: Fundamental concepts
The capitals (Section 2B)
The Framework describes six categories of capital (paragraph 2.17). An organization is to use these categories as a benchmark when preparing an integrated report (paragraphs 2.19-2.21), and should disclose the reason if it considers any of the capitals as not material (paragraph 4.5).
5. Do you agree with this approach to the capitals? Why/why not?
I agree with this approach at certain level. I think these capitals should all be considered material and should be explained in case there's low relevancy to the specific sector of the reporting company.
6. Please provide any other comments you have about Section 2B?
I believe the connection/relation of the 6 capitals should be more broadly explained, with more complex examples.
Business model (Section 2C)
A business model is defined as an organization's chosen system of inputs, business activities, outputs and outcomes that aims to create value over the short, medium and long term (paragraph 2.26).
7. Do you agree with this definition? Why/why not?
Agree with reference to BUSINESS MODEL BACKGROUND PAPER FOR IR

Business model (Section 2C) continued

Outcomes are defined as the internal and external consequences (positive and negative) for the capitals as a result of an organization's business activities and outputs (paragraphs 2.35-2.36).

8.	Do you agree with this definition? Why/why not?
Agre	ee, clear explanation
9.	Please provide any other comments you have about Section 2C or the disclosure requirements and related guidance regarding business models contained in the Content Elements Chapter of the Framework (see Section 4E)?
Ot	her
	. Please provide any other comments you have about Chapter 2 that are not already addressed by your responses above.
Ch	napter 3: Guiding Principles
	nteriality and conciseness (Section 3D)
rep	teriality is determined by reference to assessments made by the primary intended port users (paragraphs 3.23-3.24). The primary intended report users are providers of ancial capital (paragraphs 1.6-1.8).
11.	. Do you agree with this approach to materiality? If not, how would you change it?
	iting the determination of materiality only with the assessments of providers of financial capital could be tricky. very important to tslk to the competent ones with an holistic view of sustainability besides finance.

 Please provide any other comments you have about Section 3D or the Materiality determination process (Section 5B).
Reliability and completeness (Section 3E)
Reliability is enhanced by mechanisms such as robust internal reporting systems, appropriate stakeholder engagement, and independent, external assurance (paragraph 3.31).
13. How should the reliability of an integrated report be demonstrated?
robust internal reporting systems, appropriate stakeholder engagement, and independent, external assurance
14. Please provide any other comments you have about Section 3E.
Other
15. Please provide any other comments you have about Chapter 3 that are not already addressed by your responses above.

Chapter 4: Content Elements

16. Please provide any comments you have about Chapter 4 that are not already addressed by your responses above (please include comments on the Content Element Business Model [Section 4E] in your answer to questions 7-9 above rather than here).
Chapter 5: Preparation and presentation
Involvement of those charged with governance (Section 5D)
Section 5D discusses the involvement of those charged with governance, and paragraph 4.5 requires organizations to disclose the governance body with oversight responsibility for <ir>.</ir>
17. Should there be a requirement for those charged with governance to include a statement acknowledging their responsibility for the integrated report? Why/why not?
Yes there should be. This quality would incrase the integrity and credibility of the report through the ownership of the report by the governance bodies.
18. Please provide any other comments you have about involvement of those charged with governance (Section 5D).
The whole report should be undersigned by the governance bodies.

Credibility (Section 5E)

The Framework provides reporting criteria against which organizations and assurance providers assess a report's adherence (paragraph 5.21).

19. If assurance is to be obtained, should it cover the integrated report as a whole, or specific aspects of the report? Why?
I believe assurance is sufficient for the 'data section' as the rest will be relative to the reporting organisation.
20. Please provide any other comments you have about Credibility (Section 5E). Assurance providers are particularly asked to comment on whether they consider the Framework provides suitable criteria for an assurance engagement.
Other
21. Please provide any other comments you have about Chapter 5 that are not already addressed by your responses above (please include comments on the materiality determination process [Section 5B] in your answer to question 11 above rather than here).

Overall view

22. Recognizing that <ir> will evolve over time, please explain the extent to which you believe the content of the Framework overall is appropriate for use by organizations in preparing an integrated report and for providing report users with information about an organization's ability to create value in the short, medium and long term?</ir>
Although the framework is quite explanatory in terms of methodology on the other side I believe it should be made clear that it is not meaningful for companies to go into integrated reporting if they do not manage and report their sustainability impacts in the first hand.
Development of <ir></ir>
23. If the IIRC were to develop explanatory material on <ir> in addition to the Framework, which three topics would you recommend be given priority? Why?</ir>
Connection/Relation of the 6 capitals
Other
24. Please provide any other comments not already addressed by your responses to Questions 1-23.
I recommend that the language of the framework should be reviewed to make it simpler and easier to understand, shorter sentences etc. and also in terms of reducing repetitions.
Links to supporting documents should also be provided.

Please save the completed PDF form to your computer and submit via the $\,$

IIRC website at www.theiirc.org/consultationdraft2013