



Workflow support of corporate environmental communication and reporting

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This presentation



- Environmental communication
- Environmental and sustainability reporting
 - Reports
 - Trends
 - Benefits
- ICT tool for support of corporate reporting
 - Structure
 - Important parts
 - Implementation

Environmental communication



- A set of interrelated activities that an organization conducts to provide and obtain information, and to engage in dialogue with interested parties on environmental issues, aspects, ...
- Why should organizations participate in environmental communication?
 - Legal obligation
 - Various benefits from environmental communication

Reporting



- Part of environmental communication
- Environmental reporting
- Sustainability reporting
 - Environmental performance report
 - Social performance report
 - Economical performance report
- Guidelines (EMAS, EMAS II, CERES, GRI)

Global reporting initiative (GRI)



- Started in 1997
- Independent institution
- Representatives from business, investment, environmental, human rights ...
- Globally applicable sustainability guidelines (latest version from 2002)
- Guidelines are voluntary
- <http://www.globalreporting.com>

Forms of reports (GRI)



- Organizations would like to publish reports, but they don't have all the needed information
- Three types of reports according to GRI
 - Environmental report
 - Fragmented report
 - Limited three dimensional report
 - Full adoption of guidelines

Benefits of reporting



- For company
 - Customers prefer ecological products
 - People are less afraid of company (mainly in some problematic industry areas)
 - Company can find hidden reserves in its own performance
 - Good signal for potential investors, ...
- For citizens
 - Better access to information, ...
- Most of benefits are not visible immediately (benefits are hard to evaluate)

Trends in reporting



- Internet and cross-media reporting
- Customization
- Standardization

Internet and cross-media reporting



- Internet has become one of the main platforms for communication
- Internet provides all capabilities of real multimedia (text, audio, video, ...)
- Users can choose which way of communication (form of report) they prefer
- Cost – effective medium
- Better feedback and interaction with stakeholders
- Companies still don't utilize all possibilities

Customization in reporting



- Various target groups of report readers (financial community, business community, diffuse groups, ...)
- Different target groups require different information
- Readers may be lost in huge reports
- Customization of the content
- Customization of the form (cross-media reporting)

Standardization in reporting



Standardization of content (GRI, EMAS II, ...)

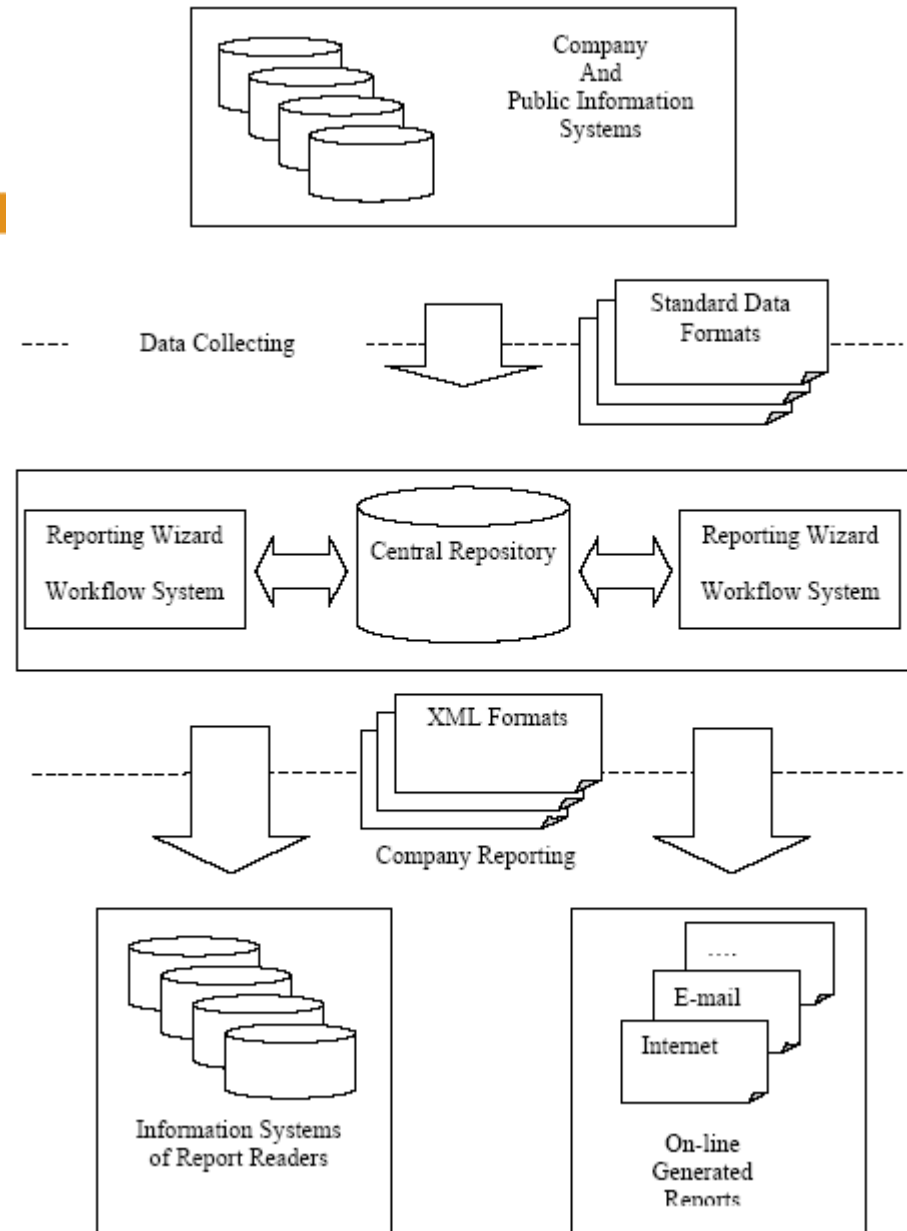
- Standardization of the form
- Usage of XML based languages
- Standardization is done with the standardized set of DTDs or XML schemes.

ICT tool for support of reporting



- Increased ease of reporting (company) and accessibility of information (report readers)
- Document based workflow system
- Internet interface
- Experience from the project for the Ministry of the Environment of the Czech republic (reporting for the EU)
- First implementation – Dufonef company

System structure



Central repository



- Heart of the system
- All data, information intended for reporting are stored in central repository
- Relational database (direct processing of XML data is useful)
- Import (from existing systems) and export (to the users or to the systems of users) of data supported by automated tools (manual input and output is also possible)

Reporting wizard



- Report writing tool
- Set of modules or applications
- Guides users through the series of simple question - answer forms
- Checks form missing or incorrect input
- It is also tool for watching workflow of reporting

Data formats



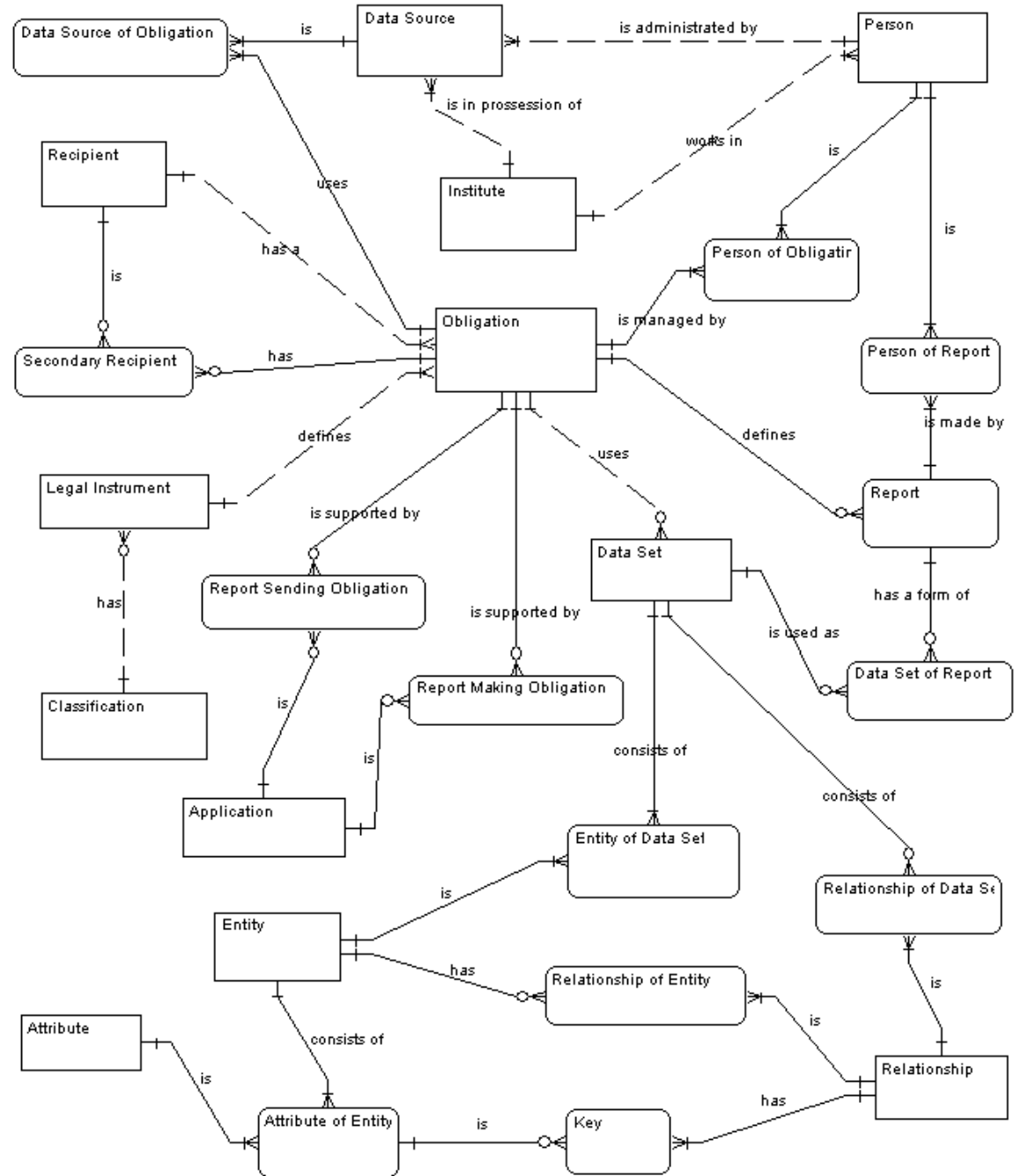
- XML usage, general structure of the reports looks like this:
 - name of the report
 - foreword
 - organization
 - description
 - ...
 - environmental information
 - environmental policy
 - ...
 - social information
 - employment information
 - ...
 - financial information
 - providers of capital
 - ...
 - formalities
 - date
 - ...

Implementation



- JAVA technologies (JSP servlets, ...)
- XML (data exchange formats)
- XSL (stylesheets, format)
- XSLT (transformations, various forms of reports)
- Strict separation of the structure, content and form
- Currently under development

CDM



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Thank you for your attention



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