

FACT:

RAISING BUSINESS AWARENESS AND UNDERSTANDING ON CSR AND SUSTAINABILITY IS CRUCIAL. HOWEVER, THESE CONCEPTS OFTEN TRANSLATE IN STAND-ALONE ACTIVITIES.

THERE IS AN INCREASED NEED FOR COMPANIES TO TAKE A STEP FURTHER AND EFFECTIVELY INTEGRATE CSR AND SUSTAINABILITY WITHIN CORPORATE MANAGEMENT PROCESSES AND GOVERNANCE SYSTEMS

MANAGEMENT AND TRANSPARENCY

Integrating sustainability into business strategy and practices

OVERVIEW

The Management and Transparency (MANTRA) project aims at supporting companies to **integrate sustainability into their governance and business models**. This can be achieved by working together with companies on the integration within their management and reporting practices as instruments to integrate sustainability. Our main priorities:

- Supporting and guiding companies towards **more mature and integrated sustainability management systems**;
- Promoting **reporting as a means towards integrating sustainability**;
- Bringing **CSR and sustainability beyond dedicated departments and global offices** and engaging a broader group of corporate stakeholders including additional functions and local representatives.

BUSINESS BENEFITS

- Participate in a network to share and learn about good practices of sustainability management;
- Engage colleagues from other departments and local offices in the discussion to integrate sustainability;
- Assess and improve maturity and integration of sustainability management through CSR Europe assessment and learning network activities;
- Follow up disclosure trends, frameworks and approaches to sustainability/integrated reporting and thinking;
- Strengthen and follow up policy dialogue and latest updates on transparency.

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The Management and Integration Assessment (MIA) Benchmark revealed new elements to be improved in sustainability management

Afroditi Sylla
Investor Relations Officer, Titan

The tool allows for a good, extended check on a company's sustainability management processes

Pierre Coers,
HSE Sustainability Stakeholders Relations, Solvay

HOW TO GET INVOLVED

CSR Europe offers its member companies learning opportunities and tailored services

LEARNING NETWORK

JOIN ACTIVITIES AND USE TOOLS FOR CONTINUOUS LEARNING AND CAPACITY BUILDING

The project provides continuous learning and capacity building opportunities with a focus on:

1. Stakeholders engagement
2. Maturity and integration approach to manage sustainability
3. Sustainability/Integrated reporting: frameworks and main trends

ACTIVITIES

- Webinars on relevant trends, issues and practices.
- Workshops to give members the opportunity to discuss and work on relevant topics by sharing practices and designing joint solutions.

TOOLS

EU Directive on disclosure of non-financial and diversity information by certain large undertakings and groups:

- A manual that takes through the EU Directive and related legislation in seven simple steps.
- CSR Europe – GRI platform where business and civil society can share relevant updates related to the implementation of the EU Directive.

Good Practices Report:

- [Get Value Report](#) to provide companies with practical examples of sustainability management approaches.

MATURITY AND INTEGRATION ASSESSMENT

The assessment supports companies to define their level of sustainability management maturity and integration against best practice standards and peers approach. It provides companies with:

- Focus on process assessment rather than performance only
- Learning process to identify gaps and improve sustainability maturity and integration
- Internal stakeholder engagement to collect relevant information
- Workshop for assessed companies to discuss main areas of improvement and practical solutions

REPORT REVIEW

TO ENGAGE WITH STAKEHOLDERS AND IDENTIFY KEY AREAS OF IMPROVEMENT

Reporting and corporate transparency are fundamental tools to integrate sustainability into business management. CSR Europe supports its corporate members by offering:

- An analysis of the integrated or sustainability/CSR report against both format and content criteria
- An overall evaluation of the report to highlight main areas of improvement
- Some examples and good practices from other companies
- Follow up call to discuss the report review



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Visit the project webpage:

www.csreurope.org/mantra

STAKEHOLDERS DIALOGUE

TO GET VALUABLE FEEDBACKS ON YOUR COMPANY PROCESSES

CSR Europe supports companies by offering a stakeholder dialogue service.

Specifically:

- Design and execution – from concept to evaluation and impact monitoring – of a stakeholder dialogue that is tailored to the company’s core strategic needs.
- Coordination of the sessions to provide member companies with feedback and input on their existing CSR strategies, covering specific focus areas and critical aspects (e.g. materiality, integrated report).
- Through our large network of companies, National Partner Organisations (NPOs) and stakeholders from all over the world such as the European Commission and national governments we are able to reach out to experts and organisations relevant to each business.