



Federation of European Accountants
Fédération des Experts comptables Européens

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HOW TO HELP CLIENTS BECOME MORE SUSTAINABLE

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Standing for trust and integrity



It's a long story:

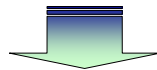
In 1987 the Brundtland Report (also known as *Our Common Future*), alerted the world to the urgency of making progress toward economic development that could be sustained without depleting natural resources or harming the environment.

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

- Sustainable development focuses on **improving the quality of life** for all of the Earth's citizens **without increasing the use of natural resources** beyond the capacity of the environment to supply them indefinitely.
- It requires an understanding that **inaction has consequences** and that we must find **innovative ways to change** institutional structures and influence individual behaviour.
- It is about **taking action, changing policy and practice at all levels**, from the individual to the international.

CORPORATE SOCIAL RESPONSIBILITY

“A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. ” *



Being socially responsible means **not only fulfilling legal expectations**, but also **going beyond compliance** and **investing “more” into human capital**, the **environment** and the **relations with stakeholders**. *

* = GREEN PAPER *Promoting a European framework for Corporate Social Responsibility* - COMMISSION OF THE EUROPEAN COMMUNITIES (2001)

- Sustainability is relevant in **all types of companies** and in **all sectors of activity**, from SMEs to multinational enterprises (MNEs).
- The experience suggests that going beyond legal compliance can contribute to a **company's competitiveness**.
- A number of companies with good social and environmental records indicate that these activities can result in **better performance** and can generate more **profits and growth**.

Preliminary Questions

- Sustainability: fashion or opportunity?
Only “green washing” or a real change?
- Sustainability: what is its span of impact? Production, plants, product, strategy, organisation, management systems, accounting, finance, ...
- Sustainability after (during) this crisis

Presentation of Participants:

- Nancy Kamp-Roelands
- Mats Olsson
- Davide Dal Maso
- Moderator: Chiara Mio

Structure

- ↪ **Two rounds**
- ↪ **Questions (feedback)
from the public in between**

To Nancy

- 1. The context of sustainability**
- 2. The perspective of the accountancy profession**

(focusing on SME)

To Mats

- 1. Sustainability: more costs? Or also some opportunities?**
- 2. Are there some tools available?**

(focusing on SME)

To Davide

1. Investor's Perspective

2. What's going on in the market

(focusing on SME)

Other issues:

- ↪ Communicating on sustainability: mandatory or on voluntary basis
- ↪ How financial institutions can give a push towards sustainability to SMEs?
- ↪ Is size relevant for better sustainability performance?
- ↪ What about EU role and policy?
- ↪ Some important national experience on sustainability (benchmark)?