



## Setting the stage

What are major drivers (e.g. clients, regulation, investors, competitors)?  
 Who are key target groups?  
 What are your communication goals for each target group?  
 Who should be included in the project team?

### Materiality Assessment (GRI G4 Aspects and Indicators)

1. External and internal initial assessments: Interviews, Online-Surveys
2. Materiality workshop with key stakeholders and decision makers: Selection of topics or GRI Aspects relevant for the company
3. Determining relevant Indicators (one level more detailed than topics or aspects)

**Result: List of relevant topics – GRI-Aspects and Indicators**

### Communications Concept

1. Selection of online- and/or Print publication
2. Determining focus topics and key messages in alignment with GRI-Aspects and Indicators
3. Developing visual/graphic concept
4. Developing page spread and/or online concept including GRI-Index
5. Determining process and timeline

## Decision senior management / Board

Type of publication  
 List of relevant topics or GRI-Aspects and Indicators  
**GRI-Guidelines: Implementation in accordance with GRI G4 «core» or «comprehensive»**

### Developing GRI-content

1. Data collection of GRI-Indicators (KPI's)
2. Information collection on general standard disclosures (GRI) on the organization
3. Development of Management Approaches: Goals and action items on all material GRI-Aspects
4. Development of GRI-Index

### Developing CR Report

1. Drafting CEO-Statement
2. Collecting examples and storylines that illustrate the stories behind the data
3. Developing report copy
4. Layout
5. Final revisions and editing

**Optional: Verification Report and GRI-Index by GRI (label/icon)**

**Production and «go public» CR or sustainability report**  
**Optional: actively collecting stakeholder feedback on the report**