

Measuring CSR: The Trials, Tribulations and Traps

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A Quick State of the Measurement Union

- * Increase in global reporting
- * Time of Big Data
- * Quality is lacking
- * Question of who is reading/using the information?
- * What gets measured doesn't always get managed in sustainability & CSR
- * Measurement is the Holy Grail of our times



If measurement is the Holy Grail
then:



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Issues

- * Information (acronym) overload
- * CSR industry lacks a universal “currency”
- * One size fits all approach doesn’t work
- * Pressure to “speak the language of business”
- * Why do we need to do things the way finance does them when...



Issues: The Numbers Can Lie

“Numbers, especially in a beautifully put together presentation, masquerade as TRUTH... But many numbers are nothing more than the wobbly assumptions that go into them. There is nothing that will make you understand this better than having a vice president tell you to change the discount rate in that discounted cash flow analysis because he wants to see a different result.”

Bethany McLean



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Issues: Complexity

“ Trying to run a complex society on a single indicator like the GDP is like flying a 747 with just one guage on the instrument panel.”

Hazel Henderson



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Why do we continue to do what we are doing?



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Why do we continue to do what we are doing?



How do you measure the value of a human life?



How do you measure the value of the environment?



Opportunities

- * Use information & reporting process as a instrument to foster dialogue with all stakeholders
- * Use reporting & measurement as a real management tool
- * Transformation through Information

