

With a foreword by HRH The Prince of Wales



Accounting for Sustainability

Practical Insights

Edited by
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and Jessica Fries

Contents



<i>Foreword by His Royal Highness The Prince of Wales</i>	xiii
<i>List of Figures, Tables and Boxes</i>	xv
<i>List of Contributors</i>	xvii
<i>Acknowledgements</i>	xxiv
<i>List of Acronyms and Abbreviations</i>	xxv
1 Introduction to the Accounting for Sustainability Case Studies	1
<i>Anthony Hopwood, Jeffrey Unerman and Jessica Fries</i>	
Sustainability, sustainable development and climate change	3
The role and significance of sustainability for organizations	8
Embedding sustainability considerations into business practice through accounting for sustainability	15
Summary of the case studies	19
Conclusions	26
2 The Prince's Accounting for Sustainability Project: Creating 21st-Century Decision-Making and Reporting Systems to Respond to 21st-Century Challenges and Opportunities	29
<i>Jessica Fries, Karen McCulloch and Will Webster</i>	
Introduction	29
The ten main elements to embed sustainability into decision-making	32
An overview of the A4S decision-making tool	32
An introduction to the concept of connected reporting and the Connected Reporting Framework (CRF)	36
Next steps: The creation of an International Integrated Reporting Committee	44
3 Sainsbury's: Embedding Sustainability within the Supermarket Supply Chain	47
<i>Laura J. Spence and Leonardo Rinaldi</i>	
Introduction	47
The context of the A4S decision-making tool at Sainsbury's	49

	The lamb supply chain and sustainability	51
	Sainsbury's perspective on embedding sustainability	54
	The supplier perspective	63
	The next step for Sainsbury's: The Connected Reporting Framework (CRF)?	65
	Conclusions	69
4	Using the Connected Reporting Framework as a Driver of Change within EDF Energy	73
	<i>Linda Lewis and David Ferguson</i>	
	Introduction: EDF Energy	73
	The case study	74
	Background and history of EDF Energy and accounting for sustainability	74
	EDF Energy's sustainability journey	81
	Conclusions	89
5	A Golden Thread for Embedding Sustainability in a Local Government Context: The Case of West Sussex County Council	95
	<i>Suzana Grubnic and David Owen</i>	
	Introduction	95
	Chapter overview	96
	Background: Local government and West Sussex County Council	97
	Embedding sustainability within the county council	99
	Policies, performance structures and tools	107
	Conclusions	123
6	Building from the Bottom, Inspired from the Top: Accounting for Sustainability and the Environment Agency	129
	<i>Ian Thomson and Georgios Georgakopoulos</i>	
	Introduction	129
	The Environment Agency: Background information	131
	Environmental management and strategy	132
	Environmental accounting: A systems approach	134
	Connected actions, connected reporting, carbon reduction, staff mileage, key performance indicators (KPIs) and corporate scorecards	136
	The Prince's Accounting for Sustainability Project (A4S), the Connected Reporting Framework (CRF) and the Environment Agency	142
	Conclusions	144

7	Evolution of Risk, Opportunity and the Business Case in Embedding Connected Reporting at BT	149
	<i>Jeffrey Unerman and Brendan O'Dwyer</i>	
	Introduction	149
	Changes in directions of causality: Reporting driving action, action driving reporting	150
	Evolution of risk and opportunity considerations in sustainability decisions: Making the business case	151
	Nuancing the business case: Degrees of uncertainty and appealing to the interests of managers at different levels	153
	Materiality helping to determine the content of connected sustainability reporting	155
	Case example: Supply-chain initiatives – Sourcing with Human Dignity	162
	Conclusions	170
8	Sustainability and Organizational Connectivity at HSBC	173
	<i>Alnoor Bhimani and Kazbi Soonawalla</i>	
	Introduction	173
	Linking financial and non-financial performance and risk	174
	Implementation of the Equator Principles and sector policies	175
	Integration of responses to environmental impacts of HSBC's business and culture	180
	The role of sustainability reporting	185
	Conclusions	188
9	'One Aviva, Twice the Value': Connecting Sustainability at Aviva plc	191
	<i>Martin Brigham, Paraskevi Vicky Kiosse and David Otley</i>	
	'One Aviva, one world'	192
	Linking responsibility and sustainability	193
	Connected reporting	197
	Climate change and carbon-neutral Aviva	199
	Stakeholders and the value chain	201
	Embedding sustainable and responsible investment practices	203
	Reporting practices	207
	Conclusions and lessons from Aviva	209
10	Integrated Reporting at Novo Nordisk	215
	<i>Colin Dey and John Burns</i>	
	Introduction	215
	Context and background	216
	The Novo Nordisk 'Way of Management'	219
	Triple bottom line (TBL) management	222

'Sarb-Oxing' the non-financial control environment	224
The balanced scorecard	225
Facilitation	228
Full integration at Novo Nordisk: Embedding sustainability	229
11 Summary and Conclusions	233
<i>Anthony Hopwood, Jeffrey Unerman, Jessica Fries and Karen McCulloch</i>	
Introduction	233
Lessons learned	234
Summary	242
<i>Glossary</i>	243
<i>Index</i>	251

'Most companies still don't have a clue about the full extent of their impacts on the environment – let alone the full monetized cost of those impacts. The eight case studies provide an invaluable starting point in terms of accounting more intelligently for those impacts.'

**Jonathon Porritt, Founder Director,
Forum for the Future**

'A comprehensive and wide-ranging series of case studies that collectively make the business case for connected reporting, while providing a rich source of practical advice on how to make sustainability part of an organization's DNA.'

**Lord Sharman of Redlynch OBE,
Chairman, Aviva plc**

If businesses and other organizations are to meet the many and complex challenges of sustainable development, then they all, both public and private, need to embed sustainability considerations into their decision-making and reporting. However, the translation of this aspiration into effective action is often inhibited by the lack of systems and procedures that take sustainability into account.

Accounting for Sustainability: Practical Insights will help organizations to address these issues. The book sets out a number of tools and approaches that have been developed and applied by leading organizations to:

- embed sustainability into decision-making, extending beyond an organization's boundaries to take into account suppliers, customers and other stakeholders;
- measure and link sustainability and financial performance;
- integrate sustainability into 'mainstream' reporting, both to management and external stakeholders.

In-depth cases studies from Aviva, BT, the Environment Agency, EDF Energy, HSBC, Novo Nordisk, Sainsbury's and West Sussex County Council show in detail how accounting for sustainability works in practice in a wide range of organizational contexts.

Anthony Hopwood is a world-leading academic in the field of accounting. A former Dean and Professor at the Saïd Business School of the University of Oxford, he was inducted into the USA's Accounting Hall of Fame in 2008. **Jeffrey Unerman** is Professor of Accounting and Accountability at Manchester Business School, University of Manchester. He has a long standing research record in sustainability accounting. **Jessica Fries** is Director of The Prince's Accounting for Sustainability Project, on secondment from PricewaterhouseCoopers where she has worked with a wide range of organizations to help them to embed sustainability.

The Prince's Accounting for Sustainability Project was launched by His Royal Highness The Prince of Wales in 2004 to help ensure that sustainability is not just talked and worried about, but becomes embedded in organisations' 'DNA'. The Project works with businesses, investors, the public sector, accounting bodies, NGOs and academics to develop practical guidance and tools for embedding sustainability into decision-making and reporting processes.

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