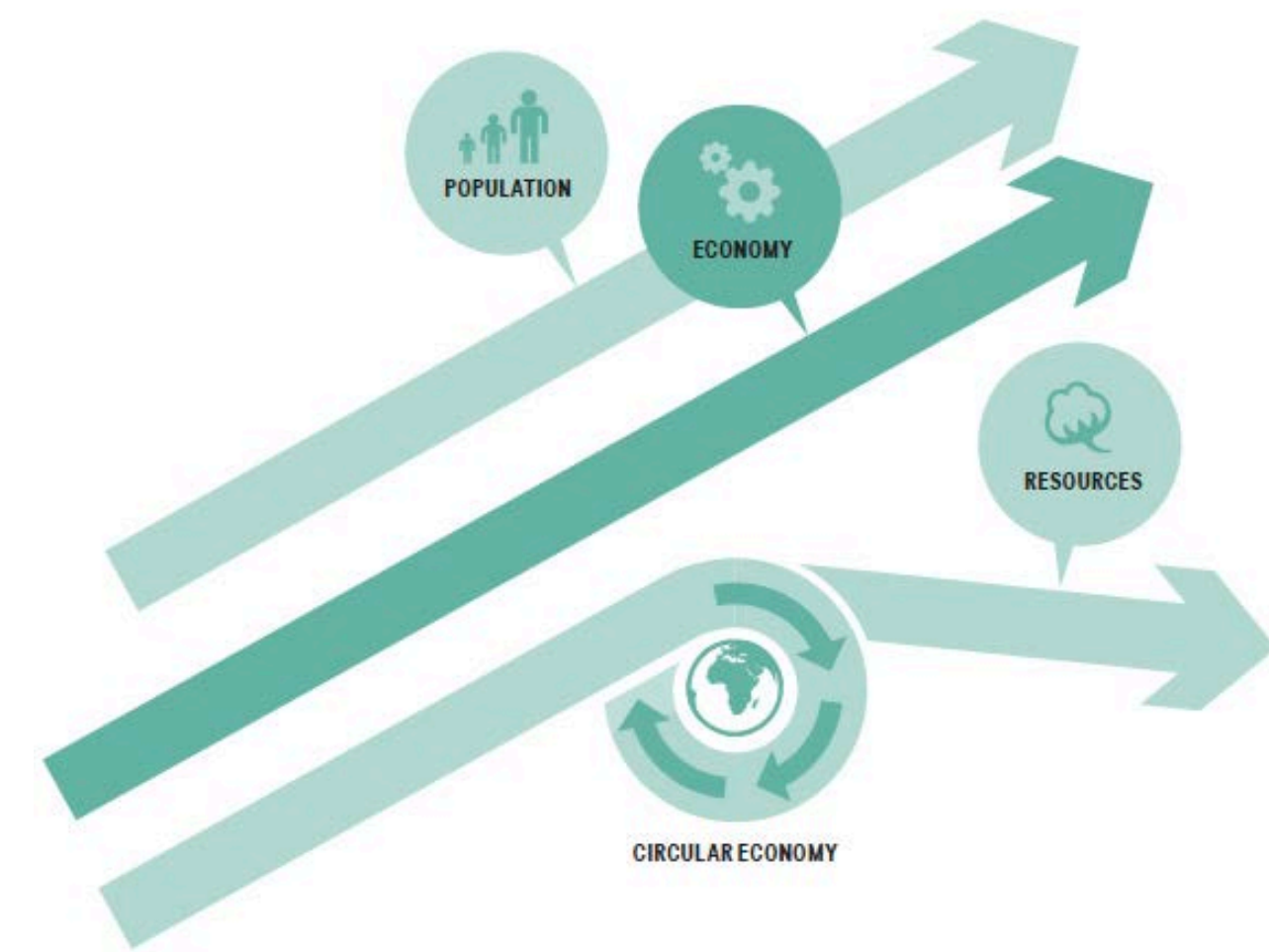


SUSTAINABILITY ANALYST



Purpose

Lead a research project on sustainability reporting trends and best practices and contributed to client sustainability projects.



Key Takeaway

A sustainability report can only be as good as the extent to which sustainability has been integrated into a company's strategy and business model
Circular Supply Chain | Recovery and Recycling | Product Life Extension | Sharing Platform | Product as a Service

Challenges

- Making a report useful to **investors** is difficult due to a lack of standardized non-financial **KPIs**.
- Setting **long term** non financial **targets** creates accountability which some companies avoid.
- Communicating corporate sustainability is difficult without **greenwashing**.
- Following the growing array of **reporting frameworks** and **guidelines** is arduous.
- Consulting for companies with different **outlooks** and **values** can result in cognitive dissonance.

THE WORKS DESIGN COMMUNICATIONS



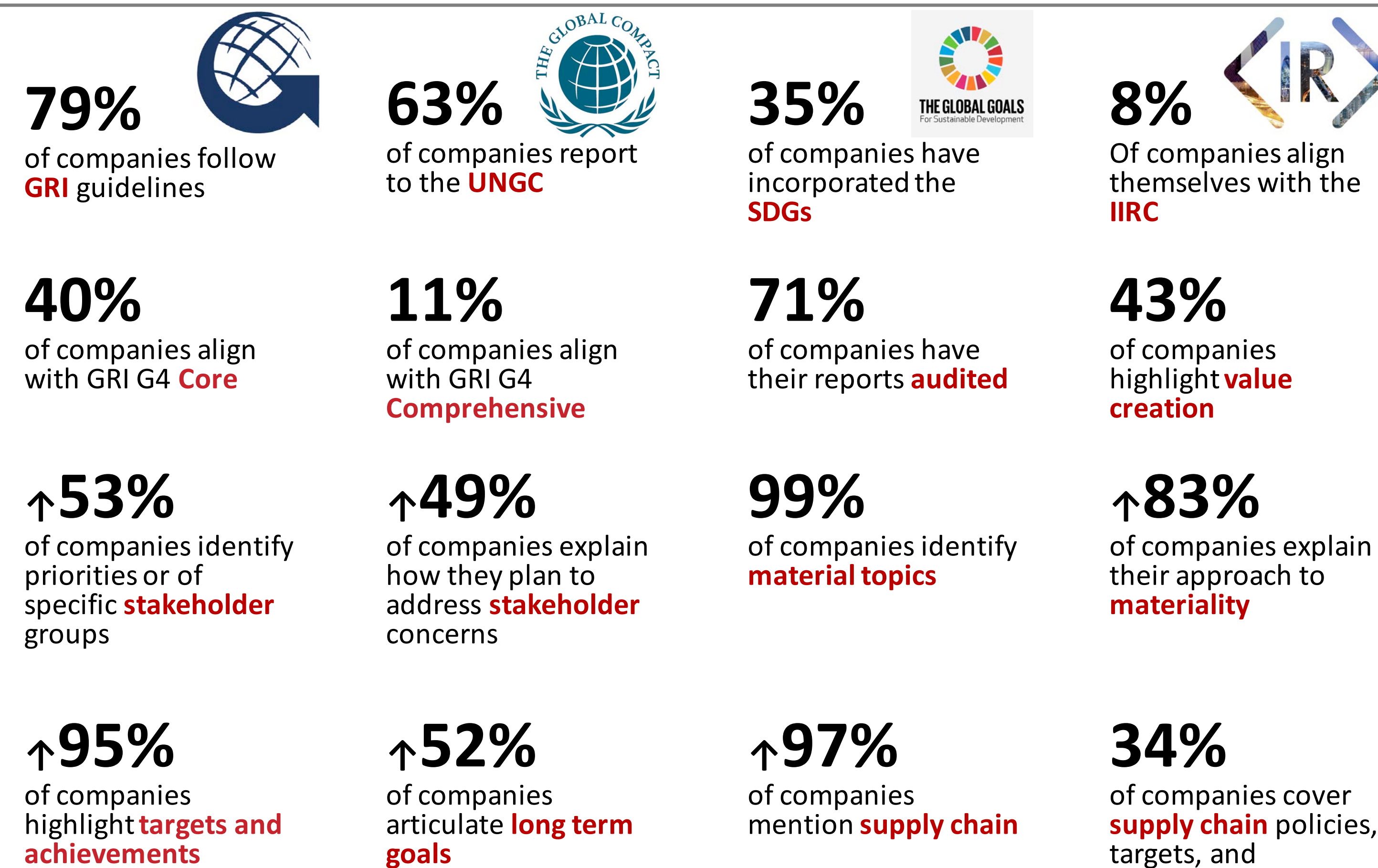
The Company

The Works Design Communications is an integrated design studio that specializes in stakeholder reporting, corporate identity, and collateral development.



Stakeholder engagement

Knowing what stakeholders value will help focus a sustainability report and make it useful. Its essential for understanding what's important (material).



Facts and figures

NATE VAN BEILEN



Accomplishments

Analyzed over 100 companies.
 Learned GRI, UNGC, SDG and OECD frameworks.
 Researched industry materiality and stakeholder trends.
 Gained an understanding of effective sustainability strategy.



Design Matters

Design is a critical component in delivering a message. People respond **emotionally** before responding **rationally** and effective design is key to creating messages that actually reach people.



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