

## 1. The Company

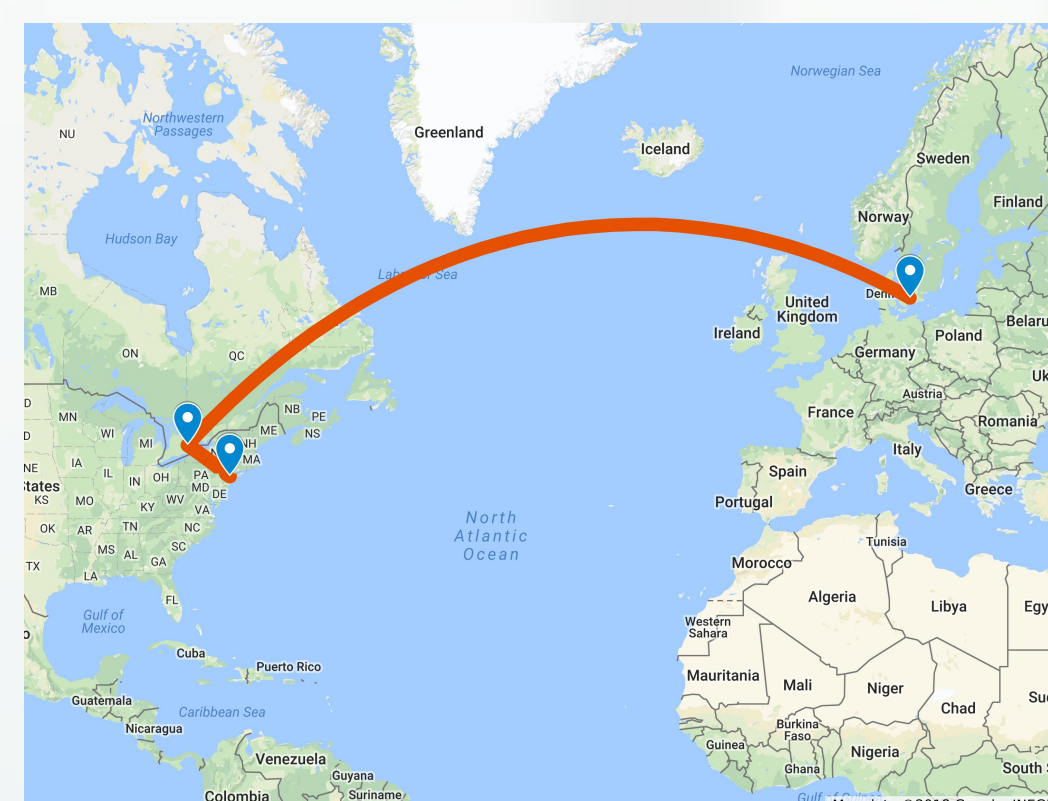
B. Accountability helps companies **generate value for both business and society** by providing them with expert management and consulting services related to corporate sustainability.

## 3. The Reason

- ◆ Boards have **strong influence** in the corporate world
- ◆ **Less than 1/3** of the 600 largest US companies engage their boards on sustainability
- ◆ “Director training” is mainly available on a local scale, while the most pressing **business issues are global and complex by nature**

## 5. The Outcomes

- ◆ Travelled **13,198 KM** in total to interview leading business minds in Europe, USA, and Canada
- ◆ Recorded **+350 minutes** of insight from interviews
- ◆ Handpicked numerous clips and produced **4 main videos** for the business launch
- ◆ Created **marketing and website content**, worked with web developers, video editors, and producers leading up to business launch



## 7. The Extras

- ◆ Wrote **3 articles**; published in **Ethical Corporation** and **IR Magazine**
- ◆ Evaluated a client’s sustainability report for **alignment with GRI Standards**
- ◆ Attended RIA Conference 2018 and learnt more about the **responsible investment industry**



## 2. The Task

Design and develop a corporate “Board Program”, along with a new consulting brand, aimed at **engaging Board of Directors** and executives on sustainability and other critical modern-day issues.

## 4. The Method

- ◆ Gather the most cutting-edge insight through **video interviews with top business minds** from different areas in the world
- ◆ Design a modular video program, accessible online, where board members can **receive knowledge from other leaders, at their own convenience**
- ◆ Diffuse content and **build a “Competent Boards” community** through various online platforms (“Director database”, webinars, social media groups)

## 6. The Lessons

- ◆ The corporate world is in transition and **the business case for sustainability** gets stronger by the day
- ◆ **Networks** are one of the most valuable assets
- ◆ Video production requires an **acute balance** of meticulousness and thinking on your feet
- ◆ Project management: **Expect the unexpected and be persistent**
- ◆ Details. Details. Details.

