

ABOUT THE WORKS

The Works is an integrated design communications studio that specializes in stakeholder reporting, corporate branding, sustainability consulting and digital strategy.

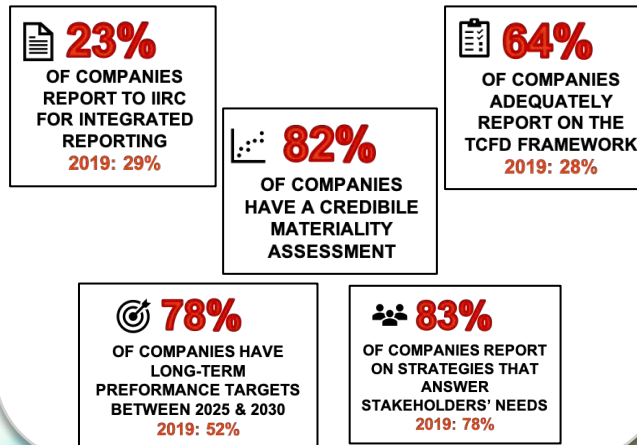
MY ROLE

Supported the Sustainability Director with leading the Trends 2020 project to spot the global best practices and trends in sustainability reporting across a vast array of companies and sectors.

MILESTONES...

- Audited 60+ companies within 10 different sectors
- Identified the best-in-class practices & key trends by applying analytical, statistical, and research skills
- Strengthened communication skills and embraced diverse perspectives during weekly “Geek Outs” presentations
- Supported peer-reviews for client materiality projects, and identified potential awards/recognitions

... RESULTED IN SIGNIFICANT OBSERVATIONS ...



... AND NOTABLE REPORTS...



AND OTHER THINGS I LEARNT...

Be confident in asking questions: this will provide immense clarity on your work and sets you in the right direction at the beginning

Be open-minded: you never know when a different perspective can change your lens for the better

Constantly communicate: this not only helps you and your team, but it increases efficiency in achieving project goals

Always welcome feedback: it only makes your work and experience better; there's so much you can learn from others

... THAT REVEALED KEY TAKEAWAYS...

- An **Integrated Report** brings together financial & non-financial information to help companies convey how they **create value**
- Striking a **good balance** between data and infographics, & negative and positive events adds context to a **company's story**; in fact, a balanced report better resonates with stakeholders
- There's a growing interest in **Smart Reporting**; companies desire to communicate to stakeholders in a variety of ways from **issue-specific reports** to customizable report builders, from interactive **microsites** to **case studies**
- Adherence to frameworks such as **GRI, TCFD, SASB & SDGs**, and setting **long-term targets** adds **credibility** to a report and a company's sustainability resiliency strategies