



Call for Participation – Corporate Partnership

Reporting 3.0 Platform

Berlin, 22.12.2015

The situation

The last two decades have been spent incorporating non-financial issues (environmental, social governance) into corporate disclosure procedures. This is the result of the appearance of reporting frameworks from the private sector (such as GRI, IIRC, SASB, CDP), from market regulation (such as on Integrated Reporting in South Africa, EU Directive on non-financial reporting) and international public private initiatives (such as the UNGC). In addition, more than 100 rating and ranking organizations are sending questionnaires, supporting more than 400 different rating and ranking products, to most publicly listed companies worldwide. Nevertheless, the fact remains that the public disclosure of non-financial information is limited to an elite of several thousand companies in the world. “If you can’t measure it, you can’t manage it” speaks a clear language. Yet reporting on non-financial issues has yet to attain the critical mass required to unleash an improvement in the quality of environmental and societal protection requisite to yielding the design of a green and inclusive economy. What has happened so far won’t fulfill what’s needed: a holistic and data capturing, multi-capital accounting, and systemic reporting of how values are generated and what impact they have on the macro-level challenges.

The proposition

A public good and a safe space where standard setting organizations, practitioners, analysts and other experts from various constituencies meet to co-create solutions and blueprint pilots that foster effective, impactful and greater integration between sustainability, financial performance and growth.

The Reporting 3.0 Platform offers a unique and pre-competitive neutral space for discussion, a lab style collaboration for solutions development, and hands-on support to the relevant constituencies. The platform naturally fosters the type of collaboration that makes a new operating system for future-fit disclosure practices possible. The Reporting 3.0 Platform was launched by BSD Consulting in 2012 with the aim to create a multi-stakeholder oriented global community to coordinating, structuring and furthering the development of knowledge and solutions in the field of non-financial reporting. The efforts so far resulted in three international annual conferences, two transition labs, four regional roundtables, one virtual Think Tank and several research papers. The key findings from these deliberations and joint efforts present a public good. To better serve this interest and expand its public good value, an independent not-for-profit structure will be established in early 2016.

The work

The Reporting 3.0 Platform will add value to the reporting community in the following domains: from the provision of the most up-to-date knowledge on reporting, accounting, data and new business models, to the further support of the standard setting community, the creation of blueprints for companies, cities and regions and the building up of impactful new collaborations. In order to deliver a high quality value to its community, the work will be organized under the two work streams “**Enable**” and “**Accelerate**”, which drive the necessary integration between social and environmental sustainability, financial performance and growth.

	Enablers	Accelerators
Workstreams	Online Platform Resource Repository	Blueprint Projects: Blueprint 1: Reporting for a Green, Inclusive & Regenerative Economy Blueprint 2: Accounting for Future-Fit Reporting Blueprint 3: Data support for Multi-Capital Accounting Blueprint 4: Reporting demands from and for new Business Models Blueprint 5: Update of Blueprint 1
	Online Platform Forum	
	Regional Roundtables	
	Transition Labs	
	Annual Conference	

Creating value for the reporting community

Through its enabling and accelerating activities the Reporting 3.0 Platform will add value for the members of its community. It's pre-competitive, collaborative and safe space nature allows all constituencies involved to use the results of the joint activities for the development of their own business models, standards and strategies. The blueprint projects will accelerate the joint learning and keep the debate grounded and practical. The annual conference serves as the yearly culmination point, an additional reality check, important networking and acceleration event and messenger to a broader public.

Examples of Reporting 3.0 Platform value added

	Enablers	Accelerators
Standard Setters	Use of Reporting 3.0 as a research base and source of practitioner feedback for their own ideas	Diffusion of standards with partners in IT and Big Data, development of illustrative cases with companies and other reporters
Corporates and other reporting organizations	Use of resource depository, roundtables and conference to discuss and develop best practices, direct connection to solution providers and other stakeholders	Engagement in Blueprint Projects, leading transition labs for company specific challenges and taking advantage of all the outcomes
Foundations and Impact Investors	Participation at regional roundtables to actively engage with a wide group of stakeholders, identification of investment targets	Tangible and measurable input that supports impact assessment, building reputation and involvement for future-fit
NGOs	Participation in roundtables and discussions with a variety of stakeholders, use platform to share insights and ideas with a relevant peer group	Direct engagement with firms and other partners through projects, participation in transition labs, contributing in areas of mutual interest
Corporate Networks and Industry Associations	Creation of industry specific know-how, platform to share industry efforts and progress	Creation of industry-specific solutions with all relevant stakeholders in future-fit areas that require collective solutions
Policy Makers	Multi-stakeholder know-how and input, sounding board for market and societal impact	Use cases for new policies and structured information about legislative impact

Enablers and Accelerators define Reporting 3.0 work program and activities

The Reporting 3.0 Platform will gather business intelligence by consolidating, structuring and further developing the theoretical and practical knowledge in the systemic transition area of future-fit reporting. More specifically, it will provide:

Enablers

- An *Online Platform Resource Repository* – a one-stop-shop for the community to find relevant resources that help shape reporting for the ‘future we create’; structured into categories following the blueprint overview (see below), curated by the Reporting 3.0 team.
- The *Online Platform Forum* – a flexible online format to exchange knowledge and experience in facilitated online discussions; outcomes create an input into the design of local and international events.
- *Regional Roundtables* – discussing regional perspectives and challenges around reporting, accounting, data and business model needs; fed by and feeding into the Online Platform and the Annual Conference.
- *Transition Labs* - are deep dives into one of the current state of Reporting 3.0 topics. They follow a 3-step approach with a) stock-taking research papers, b) one-day facilitated workshops and c) output papers providing roadmaps, synthesizing the outcomes into an action oriented agendas.
- The *Annual Reporting 3.0 Conference* in Berlin – a buzzing meeting space to exchange and share ideas on vision, trends, best practice and required changes in current reporting, accounting, data and new business models.

Accelerators

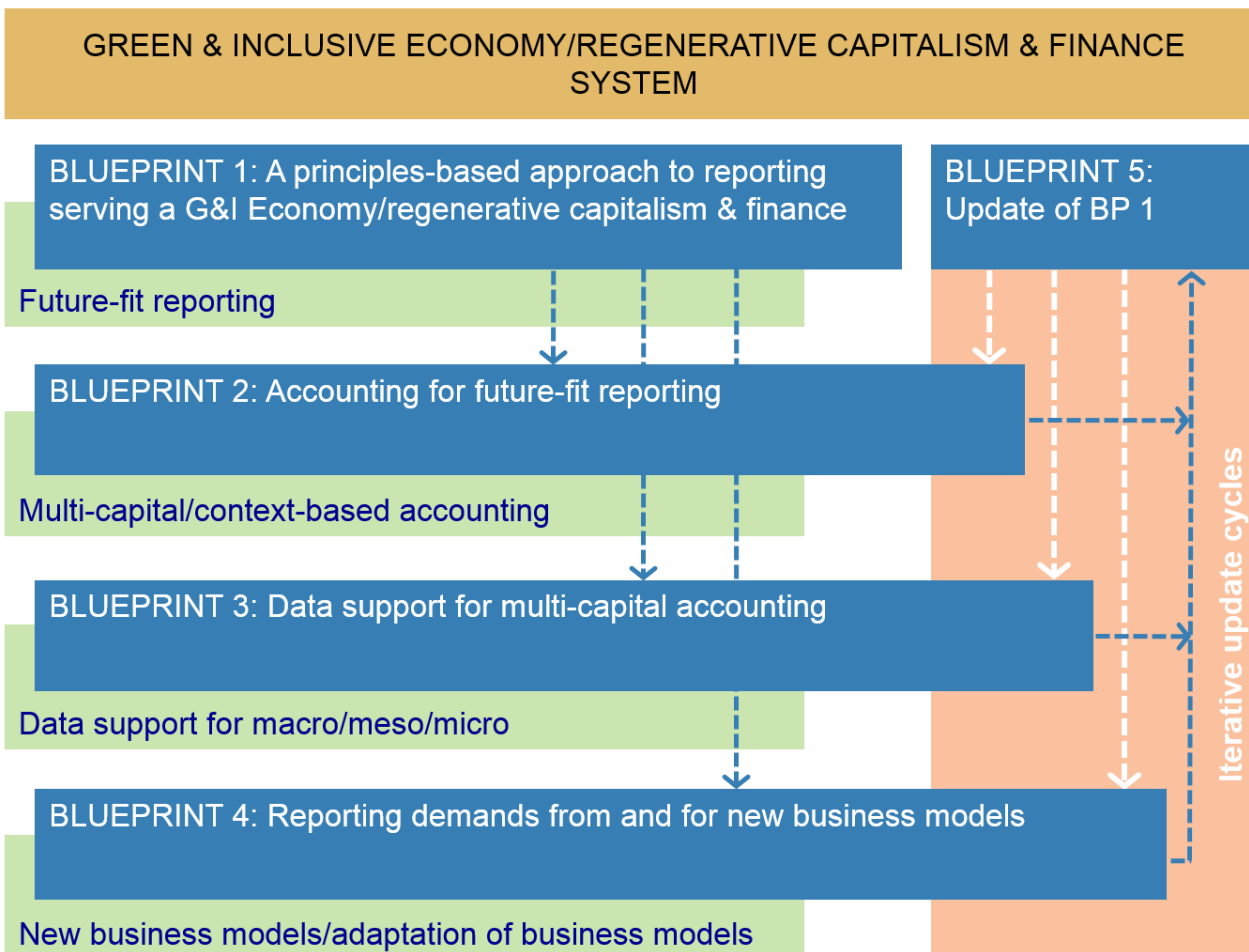
The Reporting 3.0 Platform concept aims to deliver acceleration through a series of blueprint projects for the community in close collaboration with relevant partners. This basic set of blueprint projects will define the ecosystem for future-fit reporting practices and will start a continuous 2-year content development circle following a 7-step framework:

- *Step 1* – Call for participation, set up of working group, budget check, official launch
- *Step 2* – Literature collection, analysis, 1:1 expert interviews
- *Step 3* – Structuring of outcomes, 1st meeting working group
- *Step 4* – Development of draft blueprint outcome with pilot reporters
- *Step 5* – Online Think Tank, structuring outcomes, 2nd meeting working group
- *Step 6* – Final draft to working group, final checks
- *Step 7* – Final version of blueprint

Building on the experience of the past three years, four areas have been identified where co-creation in the form of blueprint projects will help filling the most important gaps and needs of common interest (see blueprints 1 to 4 in the graph below)



Reporting, Accounting, Data for Macro-Meso-Micro System Demands



Blueprint 1: *A principles-based approach to reporting serving a Green & Inclusive Economy, Regenerative Capitalism & Finance*

Description	This action area builds the 'glue' between the macro needs in the design of a Green & Inclusive Economy, a Regenerative Capitalism including a suitable role of Finance, vis-a-vis necessary overarching reporting requirements that serve a performance measurement to showcase success at various levels. The project would also assess current approaches like the SDGs, Planetary Boundaries, existing mandatory and voluntary reporting requirements and their maturity to contribute to this task. Some of the questions that will be asked during this project may include: how can business and reporting benefit from taking a wider lens of understanding a triangular responsibility (see conference summary report) and how can a cross-industry and value cycle analysis focus lead to a reporting blueprint that will inform a better individual materiality assessment, a more context-oriented profiling and positioning and even better stakeholder collaboration in an 'integral thinking' approach? The project aims to build the necessary bridge between macro urgencies and micro performance with regard to measurable impact.
Partners	Public Institutions, UN institutions, Foundations, Standard Setting Organizations, Accounting Firms, Corporates and Business Associations, Business Schools, Academics

The outcome of this blueprint project defines the frame for blueprint projects 2 to 4.

Blueprint 2: Accounting for future-fit reporting

Description	How can accounting that has mainly served a double-entry bookkeeping for a throughput economy be upgraded to serve a new purpose? How can it serve a multi-capital green & inclusive economy definition of success and value-creation in a circular economic setting that deliberately looks at the wellbeing of up to 10 billion people through what a company actually does? How do we assess diverse (e.g. social, natural) capitals and define the necessary conventions of go/no-go points in the creation of products and services, up to the questions of monetization and the potential of a new P&L account and balance sheet. What new thresholds can accountants work with in determining integrated materiality? Mainstream accountants are not ready for the necessary, transformative changes required, even though the Big Four concluded in the mid-2000s already that the current annual reporting model has become redundant.
Partners	Accounting Firms, Corporates and Business Associations, Standard Setting Organizations, Business Schools

Blueprint 3: Data support for multi-capital accounting

Description	What tools and applications, covering what spectrum of data need to either be connected (because they exist) or invented and assessed (because they do not yet exist). Applying these through the necessary test environment can't be left to only private companies that safeguard own IP of something that needs to be a global public good. What level of information needs to remain open source, what tools and application can make use for proprietary services? This blueprint will bring together and expand the variety of players that offered collaboration already during the 3rd annual conference in November 2015. It will also infuse a new look at the potential data spectrum to be accounted for and to be accounting with, including company-internal and externally generated structured data.
Partners	ICT and Software Providers, Corporates and Business Associations, Standard Setting Organizations, Business Schools, Open Data Providers

Blueprint 4: Reporting demands from and for new business models

Description	Existing standard setters and initiatives aim at collaborating with experienced players in reporting, accounting and data support. However there is an inherent danger that new or different reporting demands from those new businesses that currently disrupt various existing industries are overlooked. Therefore this blueprint project aims to capture the friction and/or dynamics of the need to transform reporting, accounting and data environments in the light of those that disrupt. How will circular, sharing, collaborative, digital and other areas of systemic transformation also disrupt our current views in what reporting and accounting are supposed to show? This blueprint project will seek to keep our eyes and ears wide open to ask the right questions and to make reporting, accounting and data support ready for new business models.
Partners	Corporates and Business Associations, Corporate Venture and Innovation Hubs, Impact Investors, Standard Setting Organizations, Rating and Ranking Organizations, Universities and Business Schools

Blueprint 5: An update of Blueprint 1

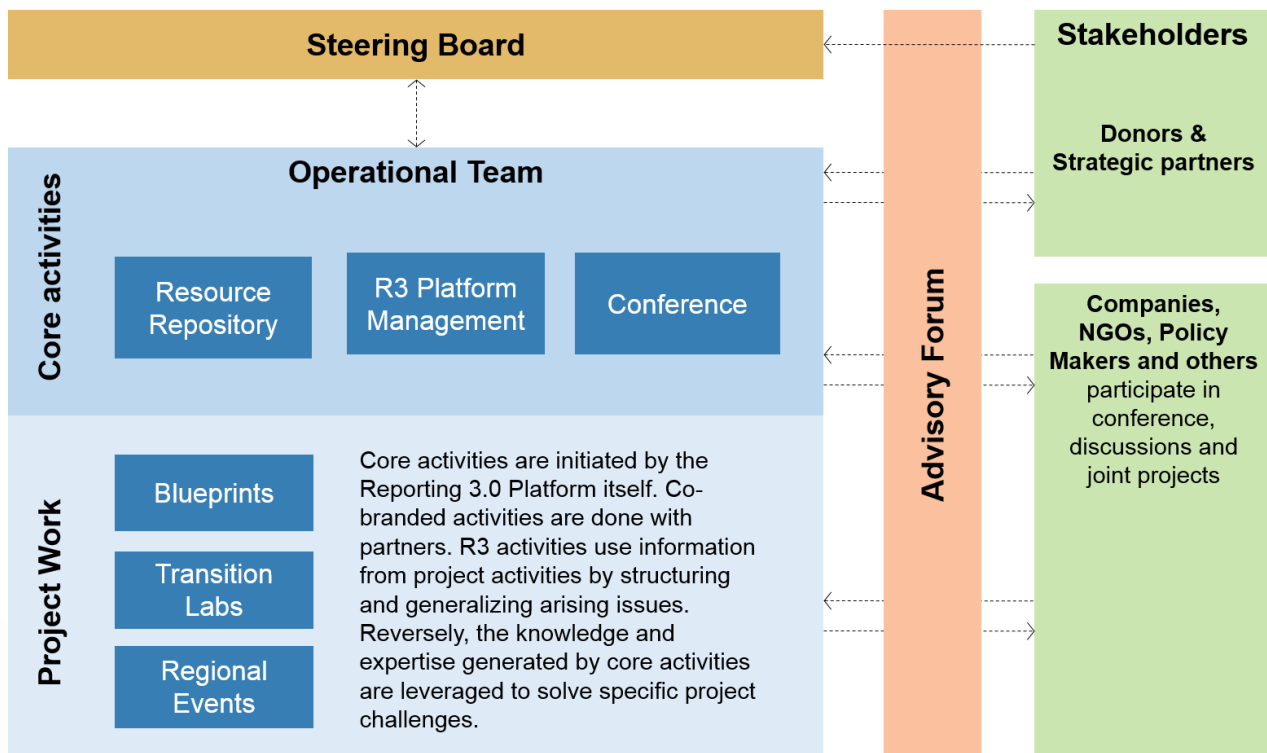
We are closing the first iteration round of blueprints by updating blueprint #1, and allowing for a second round of iterations. In an ideal world a complete cycle would be closed every two years, with the annual conference as interim hub for reporting on project progress or launch of finalized blueprints. It is to be expected that relevant outcome from one to two first blueprint projects can already be presented at the 2016 annual conference.

Operating Model

The Reporting 3.0 Platform will be established as a not-for-profit organization governed by German law. A small operational team will identify, structure and implement Reporting 3.0's activities, ensuring that **core activities** such as knowledge and stakeholder engagement are swiftly available for the whole community. The **project work** will accelerate the implementation of know-how, both through co-branding and creating stakeholder-specific solutions. From the start, the existing team, network, know-how and methodologies that have fostered the diverse outcome of the Reporting 3.0 Platform in the past, will be readily available for all work streams.

Governance

In its governance, the multi-stakeholder approach will be translated into a Steering Board responsible for the strategic guidance of the platform, ensuring that true value is created for the whole community. Additionally, an Advisory Forum consisting of relevant stakeholders will support both Steering Board and Operational Team. The Advisory Forum members will enable the Reporting 3.0 Platform to quickly tap into a global network of experts, multipliers and company representatives.



Financing

The Reporting 3.0 Platform as not-for-profit organization will be established in a 2-phased approach. During an **initial phase** until early summer (30.06.2016), the initial Steering Board and Operational Team will prepare the field. A working capital of EUR 230.000 will cover the organizational set up, necessary systems building for the resource repository and communications as well as the initiation of at least two blueprint projects. Once running, the Reporting 3.0 Platform will switch to the **operational phase** (01.07.2016), starting the project work execution and the conference and regional events implementation. The financing model with the two main revenue streams match-making funds and corporate funding (focusing on annual fees and project funds) will ensure a slim overhead while allowing specific and community-driven solutions.

Activities during the initial phase until June 30, 2016

The initial phase will create a stable organizational foundation for the operational phase, starting with fundraising activities. The current operational team consisting of Ralph Thurm, Sebastian Straube, Peter Teuscher and Karolina Kaczor will continue the conversations with potential institutional partners with the aim to acquire the necessary working capital for the initial phase as soon as possible. In parallel, the steering board will be established and act as an advising and supporting body for the activities. For this role, individuals with deep domain expertise and strong international networks are invited.

The formal establishment of Reporting 3.0 as a not-for-profit organization governed by German Law will be done as soon as the necessary funding is available. A lean secretariat structure in Berlin will be established, the www.reporting3.org website re-designed and the online accessible knowledge repository built up - the one-stop shop for the latest knowledge and information about the future of reporting, accounting, data and business models.

The aim is to start with preparations for the blueprint projects in February 2016 in order to present first outcomes at the 4th annual conference in late September 2016. It would be best to launch at least two blueprint projects, which means that the conversation with piloting corporates, partnering organizations and sponsors has to start quickly. As a culmination point of all the initial activities the Reporting 3.0 community will be convened during the 4th annual conference, in order to share the outcomes of the blueprint projects, practitioners and thought leaders invited to discuss new developments and to give an outlook on what's coming next. To get this event off the ground, institutional partners and corporate sponsors will be now be approached for in-kind support, funding and participation. The regional roundtables will be initiated with local partners with the aim to calibrate the global conversation about future-fit reporting practices, blueprints with local realities and practical implications.

Tentative budget for the initial phase (1.1.16 to 30.6.2016)

Activities	Costs (EUR)
Set up of Not-for-Profit entity (Foundation or gGmbH)	25.000,00
Website and Resource Repository	80.000,00
Launch of 2 blueprint projects (partial funding needed)	60.000,00
Initiation of 4th annual Conference and 2 regional roundtables	40.000,00
Communications and Marketing (Newsletters, Social Media etc)	25.000,00
TOTAL	230.000,00

Join us and respond to this call for participation

The founding members of the Reporting 3.0 Platform are looking forward to be joined by others. Funding the platform in its initiation allows investors to have a large impact with a single stake. The Reporting 3.0 Platform, drawing on the multiple assets created since 2012, will have immediate impact on an unparalleled number of key actors in Reporting, Accounting, Data and Business Model innovation. Your involvement will allow a quick start to the blueprint projects and shaping the organizational capabilities of the Reporting 3.0 Platform. A highly experienced secretariat will deliver on the 'Enablers', while the 'Accelerator' projects will develop new crowd wisdom.

Potential strategic partners are invited to join the Steering Board and ensure that their voice sets the tone. Board members will help define where most urgent solutions are needed and how blueprint projects shall be implemented. Long-term cooperation will create a unique setting where the Reporting 3.0 Platform partners can leave their signature on a new and global approach to a future-fit reporting practice.

This call for participation has been developed for corporations, accounting firms and IT companies. The Reporting 3.0 platforms offer focuses on the participation and collaboration in its blueprint projects, transition labs and regional events. In parallel a similar call for participation goes out to potential institutional partners of the Reporting 3.0 platform. The overall goal is - as mentioned above - to arrive at a healthy and balanced set of contributions shared between institutional and project funding. As a corporation from any sector, accounting firm or ICT company you may want to be involved in:

- Sponsoring of and participation in one or more of the blueprint projects as mentioned above. Your contribution would include a monetary contribution as well as actual participation as an expert in the respective project itself.
- Linking of your own projects and initiatives as sub-projects of the respective blueprint projects is possible. With this approach both you and Reporting 3.0 enlarge visibility and joint venturing. We are open to discuss your ideas and seek best possible alignment with the blueprint project series.
- Sponsoring and participation in transition labs and regional roundtables. The fees for Transition Labs will be discussed individually with the interested companies as they are dependent on size, location and preparatory work needed to carry out the lab. Regional roundtables cover local and/or regional issues that are important in respect to the content Reporting 3.0 is devoted on delivering.
- Financial or in-kind support in the necessary Reporting 3.0 platform IT functionality (especially for the Resource Repository)
- Sponsoring of Reporting 3.0's annual conferences

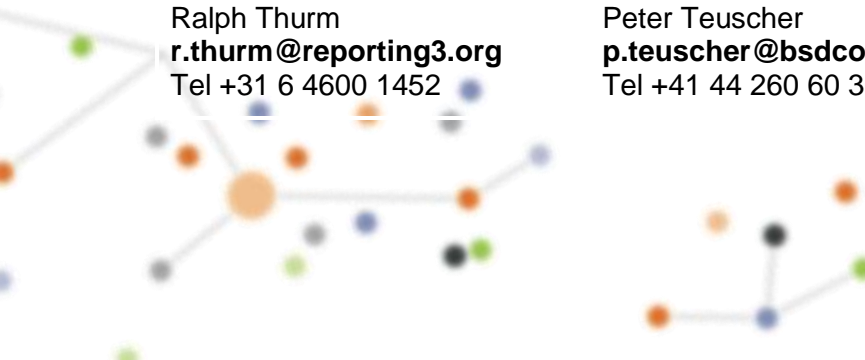
Given the above activities and funding asks, we are inviting you today to get in touch with us and discuss your contribution.

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Images from past 3.0 conference events:



Claudine Blamey, The Crown Estate UK



Jyoti Banerjee, IIRC



Dr. Martin Wilderer, EQI



Dr. Allen White, GISR



John Fullerton, Capital Institute



Elisa Tonda, UNEP



Dr. Damian Borth, German Institute for Artificial Intelligence



Shaida Badiee, Open Data Watch

reporting 3.0

www.reporting3.org

