

Green Frog Awards
The best Sustainability
and Integrated

Reports in Central Europe & CIS
prepared for 2018



The Green FROG Award (GFA) was launched in 2000 in Hungary and has since then been embraced by other CE countries and the region of Russia and other countries of the Commonwealth of Independent States. Reports rewarded at national levels are then assessed at the regional level by an independent Jury composed of recognized experts.

GFA 2018 – Snapshot

7

markets

Over
45

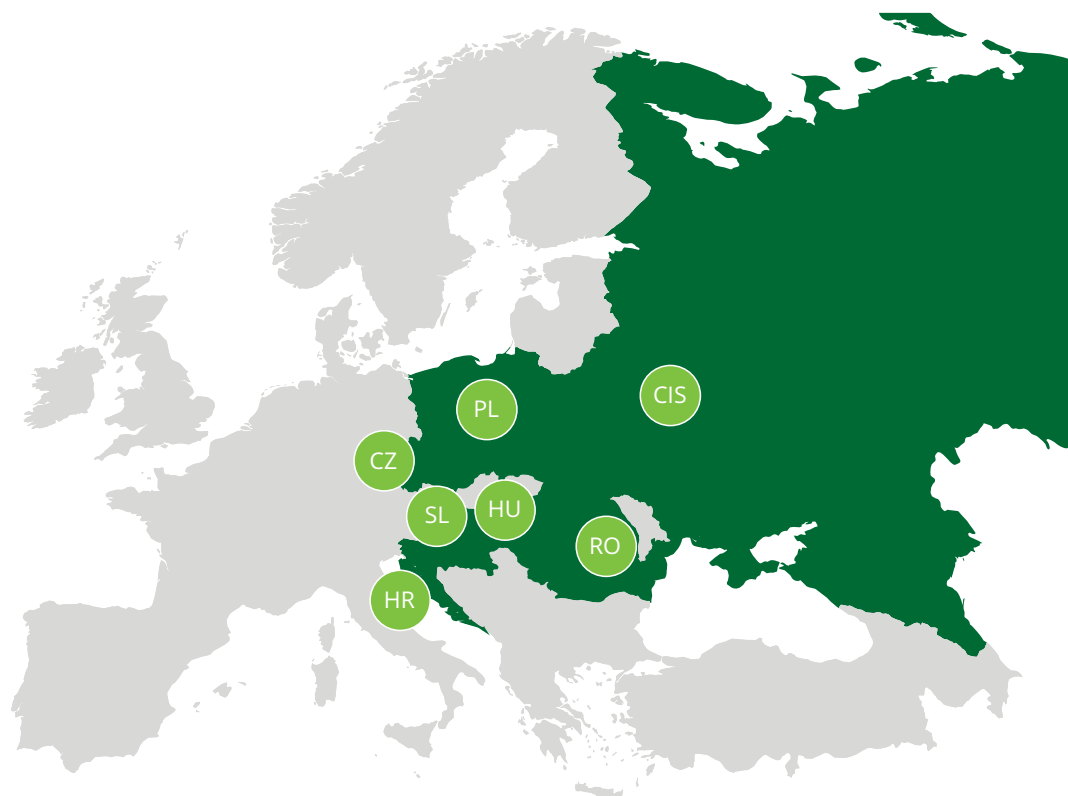
independent
Jury Members
involved

112

reports assessed

**Poland
and Croatia**

with the highest
number of reports
taking part
in the contest



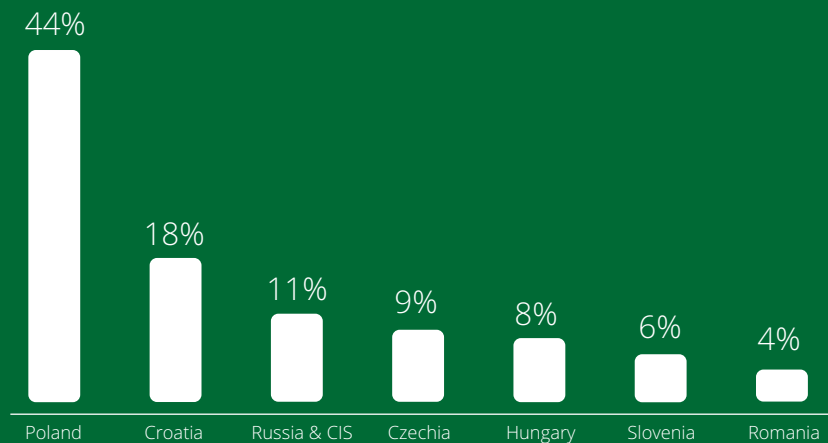
Trends

- **15% reports** prepared in line with **International Integrated Reporting Council (IIRC)** guidelines.
- Markets **leading in integrated reporting** are: **Poland (24%)** and **Croatia (20%)**.
- **81% reports** prepared in line with **Global Reporting Initiative (GRI)** methodology and standards. With especially high number on particular markets: **90% in Poland, Russia & CIS, and 80% in Croatia**.
- **All externally verified reports** are **GRI reports**. Among **integrated reports over 60%** were verified. The most popular standard of non-financial verification is **ISAE 3000**.

“Companies use non-financial reporting to achieve a number of benefits that include: strengthening internal systems of strategic management in the company, strengthening the quotations in the market, building relationships, enhancing their image and increasing the transparency of the organisation. Awareness and the focus on ESG transparency is growing constantly, also in our region. Not only has the number of sustainability and integrated reports grown, but also their quality is constantly improving”.

Irena Pichola, Partner, Deloitte Leader of Sustainability Consulting Central Europe

Reports from particulare regions



What is a sustainability report?

A corporate sustainability report should be viewed as the calling card of an organisation. It begins a conversation with investors, clients, employees, business partners and:

- engages stakeholders to dive deeper into the culture and environment of the company and to ask questions
- presents the organization’s values and governance model
- demonstrates the link between its strategy and its commitment to a sustainable global economy.

Based upon the report, stakeholders should be able to gain an understanding of company’s impacts, activities and ESG performance.

In GFA, a good report means...



Sustainability performance & strategic commitments



Materiality



Content



Structure and creativity in communication (getting the message across)



Impact measurement



Financial and non-financial data integration

Congratulations to this year winners!

Integrated Reports



Winner
Orange Poland
Best integrated report
in the CE & CIS region
for 2018*

Sustainability Reports



Winner
Nornickel
Best sustainability report
in the CE & CIS region
for 2018*

Sustainability Reports



Winner
Plzensky Prazdroj
Best sustainability report
in the CE & CIS region
for 2018*

* Reports are available on GFA website

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