

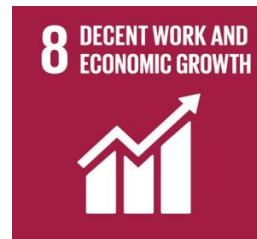
CORPORATE REPORTING STRATEGY



GREENLIGHT GREENPAPER

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The GreenLight team researched CSR best practices for website content and Board of Directors engagement, then provided recommendations based on their findings.



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APS wanted to improve the way they tell their story to their stakeholders and the public. As their company moved towards incorporating sustainability reporting and corporate social responsibility (CSR) into the core of their business, they needed assistance with evaluating best practices in website content and Board of Directors (BOD) engagement in this space.

The GreenLight team analyzed utility companies and other corporations across Arizona to find trends in sustainability-oriented website content and BOD engagement. The team's strategy was broken down into 3 scopes, with their recommended solutions outlined below.

- Evaluation of APS website: APS can improve their sustainability content by displaying short text and by using engaging pictures, videos, and infographics.
- BOD Engagement research & recommendations: Utilities and other corporations have engaged the BOD through corporate CSR committees under the BOD. The team discovered trends in 1) engaging stakeholders through various channels depending on the type of stakeholder, 2) providing material assessments, and 3) meeting GRI G4 standards or working towards it.
- Website & CSR reporting recommendations: It is recommended that APS reports their sustainability performance, goals, risk management, and supply chain efforts on their website. Once APS completes their GRI G4 accordance, the company can utilize this baseline as their framework to improve their sustainability performance. The team also provided recommendations on how to incorporate into communications strategies.

BENEFITS TO PROJECT PARTNER

This project provided guidance for the APS website, BOD engagement, and communication strategies. By doing this, APS will demonstrate confidence and transparency, and convey that they are committed to the well-being of their stakeholders and community.

BENEFITS TO SOLUTIONEERS

The team had the opportunity to present their research professionally in a report and presentation. The team learned how to collaborate with a corporate client, in addition to working closely with an advisor on professionalism, strategy, and project management. Finally, the research on CSR practices across Arizona was educational and eye-opening.

BENEFITS TO THE COMMUNITY

Public sustainability reporting offers accessibility and transparency to community members, raising awareness of what social, environmental, and economic standards should be expected from companies.