# Report guidelines

This template is a guide for pioneer companies preparing a Common Good Report to accompany their Full Balance Sheet.

The **Full Balance Sheet** divides each **theme** into several **aspects** and is a compulsory requirement for medium and large companies from the second year of preparing their Common Good Balance Sheet.

A Common Good Report consists of meaningful descriptions for each theme, which should be written in complete sentences. These descriptions should be clear and comprehensible to the target audience, the interested members of the public. The company can decide for themselves what information and how much detail to include.

For a report to be audited, the company should provide answers to the **Questions for compiling the report**, and the **Compulsory indicators**.

The content should be succinct and coherent with regard to the audit process. The auditors ensure that the report meets the required standard of quality and comparability. To this aim, they may also request detailed information from the company.

The reporting period covers two years. Companies can choose to report by calendar year or by financial year. Companies preparing second and subsequent reports should clearly document every aspect of the measures that have been implemented since the last audit.

These guidelines contain the **Questions for compiling the report**, as well as the lists of **Compulsory indicators** for each aspect. Their purpose is to help companies gather the relevant data.

On completion of the report, please delete the first page and all entries in green before submission.

# Getting help in preparing the report

Certified ECG consultant: <https://www.ecogood.org/en/community/associations/>

Sample reports / ECG reports: <https://www.ecogood.org/en/common-good-balance-sheet/companies/examples/>

Workbook and balance sheet calculator:

<https://www.ecogood.org/en/common-good-balance-sheet/common-good-matrix/>

# General information about the company

Company Name:

Legal form:

Ownership model and legal form:

Website:

Industry:

Head office:

Total number of employees:

Full time equivalents:

Seasonal or temporary staff:

Turnover:

Annual net profit:

Subsidiaries/ affiliates: Names of subsidiaries, the countries in which they are based, and what share of their ownership the company holds.

Reporting period:

# A short presentation of the company

Please give a brief introduction of your company, and include everything you deem to be important.

# Products/ Services

What products/ services does your company provide?

What proportion of the company's revenue do these products/ services represent?

# The company and the Common Good

What is your company's relationship with Economy for the Common Good?

In which ECG activities or events did the company take part prior to preparing the Common Good Balance Sheet last year?

Who is the ECG contact in the company? (Include contact information)

# Audit certificate

Please add the audit certificate here as soon as it becomes available.

# A1 Human dignity in the supply chain

# A1.1 Working conditions and social impact in the supply chain

**Questions for compiling the report**

* What goods and services are purchased? What are the criteria for selecting suppliers?
* How are social risks in the supply chain assessed?
* How are violations to human dignity in the supply chain identified?
* What influence is exerted on suppliers to ensure they respect the human dignity of all stakeholders?
* What certification do purchased products have?

**Compulsory indicators**

* Percentage of the total purchasing volume represented by goods and services, expressed in tabular form.
* Percentage of purchased goods and services provided under fair working conditions.

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## A1.2 Negative aspect: violation of human dignity in the supply chain

**Questions for compiling the report**

* Which links in the supply chain pose a particular threat to human dignity?
* What measures are being taken to reduce and prevent these effects?

**Compulsory indicators**

* Proportion of purchased products that are ethically risky vs those that are ethically harmless.

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# A2 Solidarity and social justice in the supply chain

## A2. 1 Fair business practices towards direct suppliers

**Questions for compiling the report**

* What action have we taken to establish fair and respectful business practices with our direct suppliers, not only with regard to pricing and terms for payment and delivery, but also with regard to our daily business operations?
* How satisfied are our suppliers with the terms of sale, delivery and payment?
* What steps have been taken to ensure suppliers have a fair share of value added through the supply chain?

**Compulsory indicators**

* Average duration of the business relationship with suppliers
* Estimated distribution of value created through the supply chain between the company and its suppliers.

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## A2.2 Exercising a positive influence on solidarity and social justice throughout the supply chain

**Questions for compiling the report**

* Within its scope of influence along the supply chain, what strategies does the company have to guarantee fair and just treatment of all stakeholders?
* What measures has the company implemented to demand and promote fair and just treatment of all stakeholders in the supply chain?
* How does the company identify and sanction any risks and shortcomings?

**Compulsory indicators**

* The share of purchased products and raw materials that have an accredited label that takes into account solidarity and social justice
* Proportion of suppliers with whom fair and just treatment of stakeholders has been addressed, or who were selected on this basis

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## A2.3 Negative Aspect: abuse of market power against suppliers

**Questions for compiling the report**

* Does the company have market power over suppliers and how is it used?
* Does the company have evidence that its suppliers are adversely affected by its market power, especially with regard to terms of payment and delivery?
* In the last year, what grievances or negative reporting were there with regard to this?

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# A3 Environmental sustainability in the supply chain

## A3.1 Environmental impact throughout the supply chain

**Questions for compiling the report**

* Which raw materials are used in the production process and in what quantity?
* What types of energy, materials and technologies are used in the production process?
* What is the criteria for selecting raw materials, goods and services?
* How are environmental risks in the supply chain monitored or assessed?
* What harmful environmental effects are there in the supply chain or in the production of purchased goods?
* What environmental criteria are taken into account when selecting suppliers and their products?
* What measures have been put into place to reduce the environmental impact of suppliers throughout the supply chain?
* How do we compare to competitors with regard to environmentally friendly purchases?

**Compulsory indicators**

* Proportion of purchased goods and services that are environmentally preferable alternatives
* Proportion of suppliers who have reduced their environmental impact

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## A3.2 Negative aspect: disproportionate environmental impact within the supply chain

**Questions for compiling the report**

* Which suppliers or goods in the supply chain have a particularly damaging effect on the environment?
* What measures have been put into place to reduce these effects?

**Compulsory indicators**

* Proportion of purchased goods and services that are regarded as having a disproportionately high impact on the environment.

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# A4 Transparency and co-determination in the supply chain

## A4.1 Transparency towards suppliers and their right to co-determination

**Questions for compiling the report**

* What information is disclosed to suppliers and what is its scope?
* Where relevant, how and to what extent are suppliers involved in the decision-making process?
* How satisfied are suppliers with the company's policies regarding information disclosure and the right to co-determination?

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## A4.2 Positive influence on transparency and co-determination throughout the supply chain

**Questions for compiling the report**

* Within its scope of influence along the supply chain, what strategies does the company have to guarantee transparency and participation for all stakeholders?
* What measures has the company implemented to demand and promote transparency and participation for all stakeholders in the supply chain?
* How does the company identify and sanction any risks and shortcomings?

**Compulsory indicators**

* The share of purchased products and raw materials that have an accredited label which takes into account transparency and co-determination
* Proportion of suppliers with whom transparency and participation for stakeholders has been addressed, or who were selected on this basis

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

# B1 Ethical position in relation to financial resources

# B1.1 Financial independence through equity financing

**Questions for compiling the report**

* How can equity provide sufficient risk cover?
* What other equity funding opportunities have been considered?

**Compulsory indicators**

* Equity ratio
* Industry-average equity ratio

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## B1.2 Common Good-orientated borrowing

**Questions for compiling the report**

* What type and amount of financing through stakeholders and/ or ethical banks can be implemented or are appropriate?
* How can conventional loans be replaced and financial risks decreased?

**Compulsory indicators**

* Debt ratio (% of loan capital)
* Financing, broken down by type (in thousand EUR)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## B1.3 Ethical position of external financial partners

**Questions for compiling the report**

* Which financial partners does the company have?
* How are these financial partners rated in relation to an ethical and sustainable position?

**Compulsory indicators**

* Up to three major financial partners; in each case, an institution (e.g. bank), financial product (e.g. loan) and business volume (% of total liabilities)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

# B2 Social position in relation to financial resources

## B2.1 Solidarity- and Common Good-orientated use of funds

**Questions for compiling the report**

* What investment expenditures are necessary to secure the company’s future, and how much coverage and additional risk provision are available?
* What rights and expectations do the shareholders have for dividend payments and why?

**Compulsory indicators**

* annual net operating income (after expenditure) (in thousand EUR)
* total necessary expenditure to secure the company’s future (on fixed assets and overheads) (in thousand EUR)
* total expenditure on strategic items (in thousand EUR)
* total expenditure on fixed assets (in thousand EUR)
* allocation to reserves (retained earnings) (in thousand EUR)
* dividends paid on ordinary share capital (in thousand EUR, as a percentage of the issued share capital)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## B2.2 Negative aspect: unfair distribution of funds

**Questions for compiling the report**

* Why has a location moved or closed despite being in profit?
* What is the reason for job losses despite stable profits?
* Why are double-digit dividends paid as investment income to non-active members?

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# B3 Use of funds in relation to the environment

## B3.1 Environmental quality of investments

**Questions for compiling the report**

* Which repair and refurbishment targets have the potential for environmental improvement?
* What resources are needed for implementation, and which funding programmes can be used?
* How is the consideration of environmental and social aspects safeguarded in investment decisions?
* What redevelopments have been/ will be made specifically?

**Compulsory indicators**

* Investment plan including environmental redevelopment requirements (in thousand EUR)
* Implementation of environmental redevelopment (in thousand EUR and % data)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## B3.2 Common Good-orientated investment

**Questions for compiling the report**

* To what extent does the company participate in solidarity financing of social and environmental projects?
* What are the sources of information about the expected social-ecological impact of the projects or sustainability funds on offer?

**Compulsory indicators**

* Financed projects (in thousand EUR, % of investment)
* Funds assessment (in EUR thousand, % of investment)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## B3.3 Negative aspect: reliance on environmentally unsafe resources

**Questions for compiling the report**

* Which environmentally unsafe resources are used for the business model?
* What measures for reducing this reliance have been planned or are being implemented, and what result will they bring?
* What does a divestment from fossil fuels mean for the company?

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# B4 Ownership and co-determination

## B4.1 Common Good-orientated ownership structure

**Questions for compiling the report**

* Who are the owners, what shares do they have, what rights, obligations and liabilities?
* What forms of participation in decision-making and ownership involvement are available?
* How are transparent decision-making practices safeguarded for all owners and how will the new co-owners be inducted in these joint decision-making approaches?
* How is the expansion and broadening of the ownership structure supported?
* How has the ownership structure developed in recent years, and how is this change safeguarded?

**Compulsory indicators**

Distribution of equity: (Equity capital structure in percent, each from 0 to 100%)

* employers
* executives
* employees
* clients
* suppliers
* wider population
* non-active capital investors

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## B4.2 Negative aspect: hostile takeover

**Questions for compiling the report**

* What justification is there for a hostile takeover (whether already taken place or planned)?
* How can the company be protected against hostile takeovers?

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# C1 Human dignity in the workplace and working environment

## C1.1 Employee-focused organisational culture

**Questions for compiling the report**

* What measures and processes are already in place for an employee-focused organisational culture?
* How are mistakes and conflicts within the organisation handled?
* How are self-management and autonomy of employees encouraged?

**Compulsory indicators**

* Turnover rate
* Average length of service
* Number of job applications (solicited/ unsolicited)
* Number and regularity of employee surveys on workplace satisfaction and/or corporate culture
* Development opportunities (professional and personal) offered and taken up, in hours per employee or according to management level

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C1.2 Health promotion and occupational health and safety

**Questions for compiling the report**

* What measures have you implemented towards the promotion of health in the workplace and occupational health and safety? How are they evaluated?
* What kind of health issues or injuries could affect your employees, and what measures do you take to protect them?

**Compulsory indicators**

* Health/ sickness rate (in relation to demographic distribution), number of days where employees come to work despite illness
* Number and severity of occupational accidents
* Take-up of employee benefits: benefit details and hours per employee

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C1.3 Diversity and equal opportunities

**Questions for compiling the report**

* What role does diversity play in the recruitment and treatment of employees? What employment agreements or procedures already exist in this respect?
* In what areas could (potential) employees feel disadvantaged, and what is being done about it?
* What action has already been taken to level out (hierarchical) differences and promote special talents?

**Compulsory indicators**

* Demographic distribution of employees throughout the company as well as at management levels, in terms of diversity (e.g. age, gender, ethnicity, physical/mental disabilities, sexual orientation, religion - if disclosed and relevant)
* Take-up of employee benefits which promote health/diversity: benefit details and hours per employee
* Social diversity in the local area
* Paternity or maternity leave in months
* Breakdown of new hires/turnover figures for each diversity group

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C1.4 Negative aspects: inadequate working conditions

**Questions for compiling the report**

* In which areas are there (potentially) inadequate working conditions that do not yet meet the desired standard?
* What feedback is there from the staff representatives or the human resources department?
* What is the procedure for drawing attention to possible misconduct within the company?

**Compulsory indicators**

* Statement by the staff representatives and/ or human resources department regarding the above issues
* Any litigation/ legal proceedings regarding violation of labour laws, brought against the company during the period under review
* Number/ details of complaints lodged by the staff representatives or trade union during the period under review, as well as the company's response

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# C2 Self-determined working arrangements

## C2.1 Pay structure

**Questions for compiling the report**

* How does the company remunerate for work done, and how transparent are the underlying conditions?
* How does the organisation ensure that all employees are paid a 'living wage' relative to the local cost of living?
* What possibilities exist in the organisation for salaries to be self-determined?

**Compulsory indicators**

* Maximum and minimum earnings(spread within the company)
* Median earnings
* Location-dependent 'living wage' (for all operational sites)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C2.2 Structuring working time

**Questions for compiling the report**

* How does the organisation record working hours and distribute workloads?
* What role does overtime play in the organisation's success?
* How can you extend the possibilities for social participation among employees?
* What possibilities exist in the organisation for self-determining work hours?

**Compulsory indicators**

* Company-wide working week (e.g. 38 hours)
* Overtime paid

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C2.3 Employment structure and work-life balance

**Questions for compiling the report**

* What working arrangements are offered in your organisation?
* What measures are in place for maintaining the work-life balance of employees?

**Compulsory indicators**

* List of all possible working arrangements
* Number of executives/ employees with individual working arrangements (e.g. part-time, job sharing)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C2.4 Negative aspect: unfair employment contracts

**Questions for compiling the report**

* Can a 'living wage' be secured for all employees? If not, why not?
* What role do work hours "invested" by employees play in their achievement of career moves or in assessing their commitment to their work?
* What earnings are justified for assistants and employees receiving training (e.g. students in work placement, apprentices, trainees, interns)?
* What are the risks associated with employing temporary staff (e.g. seasonal workers), and what kind of conditions could offset these risks?
* What is the right contract period that works in the interest of both the organisation and its employees?

**Compulsory indicators**

* The local 'living wage'
* Profit
* Number of employees
* Maximum and minimum wage
* Number of flat fee contracts
* Number of zero hour contracts
* Minimum and maximum contract term for temporary workers
* Number of employees (including temporary workers)
* Number of temporary workers
* Duration of fixed-term employment contracts
* Proportion of fixed-term employment contracts
* Ongoing temporary contracts that have been extended

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# C3 Environmentally friendly behaviour of staff

## C3.1 Food during work hours

**Questions for compiling the report**

* How much importance does the company place on the origin of the food offered in its workplace, and how is this reflected in practice?
* What is offered in the canteen? Are there kitchen/ cooking facilities or catering (deliveries, e.g. a fruit basket direct from the farm)?

**Compulsory indicator**

* Proportion of meals from organic sources

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C3.2 Travel to work - commuting and business trips

**Questions for compiling the report**

* What means of transport do employees use to come to work?
* What possibilities are there for employees to make their commute more environmentally-friendly?
* What incentives does the company provide to promote more environmentally-friendly means of commuting, also for business trips?

**Compulsory indicator**

* Proportion of staff arriving by car, on public transport, on a bicycle, or on foot

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C3.3 Organisational culture, cultivating awareness for an environmentally-friendly approach

**Questions for compiling the report**

* How would you describe your organisational culture in regard to the environment?
* What role do environmental concerns play in staff training and recruitment?
* What awareness-raising activities take place within this framework?
* What strategy does the company follow in regard to the attitude of their staff to the environment (and application in their private life)?

**Compulsory indicators**

* Degree of employees’ awareness of the company policy on environmental behaviour in %
* Take-up of environmentally friendly employee benefits in %

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C3.4 Negative aspect: guidance on waste/ environmentally damaging practices

**Questions for compiling the report**

 Which of the following negative aspects apply to the company?

* Are there any luxury business vehicles (>180g/km CO2)?
* Are there any company rules that encourage environmentally damaging practices, even though positive ones are available, e.g. flying instead of train travel, because it is cheaper?
* Are consumer goods provided in the company which use excessive packaging (coffee capsules, food packaging made of PET, drinks packed for single servings, etc.) despite possible alternatives?
* Does the company ban the use of environmentally sustainable products, e.g. recycled paper?
* Is there visible negligence in the company's handling of waste, e.g. no separation of waste for recycling (household waste, business waste, rubbish not sorted by material, etc.)?

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# C4 Co-determination and transparency within the organisation

## C4.1 Transparency within the organisation

 **Questions for compiling the report**

* What data are available to employees, and in what form?
* How easy/ difficult is it for employees to access the data? What physical, intellectual or other hurdles are there? And why?
* What critical or essential data are not freely available to employees? Why not?
* What is being done to make financial data easily understandable for all employees?

**Compulsory indicator**

* Degree of transparency of critical and essential data (estimate in %).

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/objectives**

## C4.2 Legitimation of the management

**Questions for compiling the report**

* How are managers selected and by whom? Are they appointed from above or elected from below?
* What are the possibilities for cooperation between team members? Why/ why not?
* What action is taken as a result of employee feedback on their managers?

**Compulsory indicator**

* Proportion of managers who are legitimised by their own staff through consultation, discussion and participation (= having a voice), and co-determination.

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C4.3 Employee co-determination

**Questions for compiling the report**

* In what kinds of decisions can our employees participate, and how?
* What previous experience does the company have in terms of employee participation?
* What is the company doing to enable more employees to assume more responsibilities and make more decisions?

**Compulsory indicator**

* The proportion of decisions made through consultation/ participation/ co-determination (in %).

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## C4.4 Negative aspect: obstruction of works councils

**Questions for compiling the report**

* Is there a works council? If not, why not?
* What alternatives does the company provide instead of a works council?
* What support mechanisms are there for a works council? How are employees encouraged to form a works council?

**Compulsory indicator**

* Works council: present/ not present; since when?

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# D1 Ethical customer relations

## D1.1 Respect for human dignity in communication with customers

**Questions for compiling the report**

* How are new customers acquired and what customer care services are provided to regular customers?
* How does the company ensure that the benefit to the customer takes precedence over the pursuit of revenue?
* How are ethical issues considered in advertising and in the sales process?
* What is the procedure for responding to requests and complaints from customers and how does the company ensure that a pragmatic approach is taken?

**Compulsory indicators**

* Overview of the marketing, sales and advertising budgets: expenditure on activities or campaigns
* Method of payment for sales staff: percentage share of fixed and sales-related earnings
* Does the company set sales targets for its staff?

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/objectives**

## D1.2 Barrier-free access

**Questions for compiling the report**

* What barriers exist with regard to the purchase and use of products and services?
* Which disadvantaged customer groups are targeted by measures to improve access?
* What action is being taken to enable disadvantaged customer groups to access and use products/ services?
* Exclusively for B2B: What is being done to ensure that the conditions and services available to smaller companies and companies committed to the common good are at least equivalent to those available to bulk buyers.

**Compulsory indicators**

* Revenue share generated through business with disadvantaged groups, as a percentage of the product portfolio.

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D1.3: Negative aspect: unethical advertising

**Questions for compiling the report**

* Which specific advertising or sales activities are potentially problematic or could be deemed unethical? Why? What ethical alternatives are there?
* What advertising activities are carried out in addition to the provision of an informative website, neutral product information and usage instructions, and knowledge sharing?

**Compulsory indicators**

* Proportion of advertising expenditure attributable to ethical and unethical campaigns.

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# D2 Cooperation and solidarity with other companies

## D2.1 Cooperation with other companies

**Questions for compiling the report**

* With which companies is cooperation already taking place and what are the objectives of this cooperation?
* With which companies is cooperation envisaged in the future and in which areas?
* In which areas is knowledge and information shared with other companies?
* Which measures to improve industry standards have been/ are being implemented or are at the planning stage?

**Compulsory indicators**

How much time and/or resources are spent on developing products and services in cooperation with other companies in proportion to the total time spent on developing the company’s products and services (in hours per year or as a percentage share)?

* What percentage of time spent/ revenue generated can be attributed to partnerships with the following companies?
	+ Companies that share the same target group (potentially also in the same region)
	+ Companies that operate in the same industry, but whose target group is in a different region
	+ Companies operating in the same industry and in the same region, but with a different target group
* In which of the following areas is the company active? (total: x/3)
	+ Cooperation with civil society initiatives to improve environmental/ social/ quality standards within the industry
	+ Active contribution to improving legal standards within the industry (responsible lobbying)
	+ Cooperation with initiatives aiming to improve environmental/ social/ quality standards within the industry

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D2.2 Solidarity with other companies

**Questions for compiling the report**

* In which areas does the company demonstrate solidarity towards other companies and provide assistance without expecting anything in return?

**Compulsory indicators**

How many workers or staff hours have been made available to companies…

* operating in other industries to support them in the short term?
* operating in the same industry to support them in the short term?

How many orders or contracts have been passed on to companies...

* operating in other industries to support them in the short term?
* operating in the same industry to support them in the short term?

(percentage of the total number of orders)

What is the total amount of funds made available to companies...

* operating in other industries to support them in the short term?
* operating in the same industry to support them in the short term?

*(total, percentage share of revenue/ profit)*

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D2.3 Negative aspect: abuse of market power to the detriment of other companies

**Questions for compiling the report**

* In what areas could the company be hindering or harming other companies or otherwise disrupting their activities?
* How much importance is attached to gaining market share and what attitude is taken towards market leadership?

**Compulsory indicators**

* Do company communications make judgmental comparisons (better/ worse/ USP) with the performance, products and services of other companies?
* Is a predatory pricing strategy pursued for at least one product or service?
* Are secret/ covert price-fixing agreements concluded with other companies?
* Is the maximisation of market share at the expense of other companies, customers or producers a component of the corporate strategy?
* Are numerous patents obtained for the company's own product ideas which are not further pursued or used and which have the potential to or are indeed intended to limit other companies' capacity for development, research and innovation?

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# D3 Impact on the environment of the use and disposal of products and services

## D3.1 Environmental cost-benefit ratio of products and services (efficiency and consistency)

**Questions for compiling the report**

* To what extent is the company aware of the environmental impacts resulting from the use and disposal of its products and services?
* What are the environmental impacts of the products and services, in absolute terms and in comparison to existing alternatives with similar benefits?
* What strategies and measures are being employed to reduce the environmental impacts resulting from the use and disposal of products and services?
* How does the company's business model take account of the need to reduce environmental impacts resulting from the use and disposal of products and services?

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D3.2 Moderate use of products and services (sufficiency)

**Questions for compiling the report**

* To what extent does the business model pursue the objective of promoting sufficiency or moderate use?
* To what extent are the issues of sufficiency or moderate use of products and services addressed within the company?
* What strategies and measures are in place to promote moderate consumption or the sufficiency-oriented use of products and services?
* What products and services are specifically designed to foster moderate use or support the principle?
* To what extent do company communications with customers aim to promote moderate use?

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D3.3 Negative aspect: wilful disregard of disproportionate environmental impacts

**Questions for compiling the report**

* In what areas is excessive use promoted by pricing policies, incentive systems, planned obsolescence, etc., be it actively encouraged or tacitly condoned?
* What products and services have the potential to exceed planetary boundaries if used once or a small number of times by each person in the world or if current levels of use are maintained or increased?

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# D4 Customer participation and product transparency

## D4.1 Customer participation, joint product development and market research

**Questions for compiling the report**

* What specific opportunities for co-determination and decision-making rights are customers afforded and how are these communicated?
* Are products and services with a higher sustainability impact developed in cooperation with customers?
* What is the objective of market research activities?

**Compulsory indicators**

* Share of product and service innovations that have arisen with the participation of customers
* Number of product and service innovations contributing to greater social and environmental sustainability that have arisen with the participation of customers

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D4.2 Product transparency

**Questions for compiling the report**

* How publicly accessible and transparent is product information?
* What information is provided on the material composition and environmental characteristics of products and services?
* What information is provided on pricing along the value chain?
* What is known about the extent of the socio-environmental impacts caused by the products and services but not included in their price (externalised impacts)?

**Compulsory indicators**

* Proportion of products with fully disclosed material composition (as a percentage of revenue)
* Proportion of products and services for which price calculation breakdowns are made available to the public (as a percentage of revenue)
* Extent to which the costs of products and services are externalised

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives**

## D4.3 Negative aspect: no disclosure of hazardous substances

**Questions for compiling the report**

* Do the products contain substances that may be harmful to consumers or the environment?
* Do harmful side effects occur even when the products are used as intended?

**Compulsory indicators**

Proportion of products containing hazardous substances or posing risks that are not publicly and transparently declared (as a percentage of revenue).

**During the reporting period, the following improvements have been made:**

**Areas for improvement**

# E1 Purpose of products and services and their effect on society

## E1.1 Products and services should cover basic needs and contribute to a good life

**Questions for compiling the report**

* Which of the nine fundamental human needs (see below) are met by the company's products and services?
* Which products and services are luxury items that only serve to promote an individual's status, and which could be replaced by less expensive, less resource-intensive products that promote a simple or good way of life?
* How do products and services promote the personal growth and health of individuals?
* What social or environmental problems (regional or global) are solved or reduced with our products and services?

**Compulsory indicators**

Type of benefit provided expressed as a percentage of overall turnover:

* Needs fulfilled:
	+ Basic needs (… %)
	+ Status symbols and/or luxury items (… %)
* Promotes the development of...
	+ people (...)
	+ our planet/ the biosphere (...%)
* Address social and environmental problems in accordance with UN Sustainable Development Goals (...%)
* Benefits of products and services:
	+ Multiple or singular benefit (...%)
	+ Inhibiting or pseudo-benefit (...%)
	+ Negative benefit (...%)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## E1.2 Social impact of products and services

**Questions for compiling the report**

* How do products and services help to strengthen the personal and professional life of communities?
* Which interest groups are affected by activities that take place outside the company? Through what measures?
* What do the measures achieve specifically? For example, an increase in knowledge, changes in attitude or behaviour, or changes in lifestyle.

**Compulsory indicators**

* Type and number of activities and measures put into place per year
* Number of people reached, for example, readers or visitors

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/objectives:**

## E1.3 Negative aspect: unethical and unfit products and services

**Questions for compiling the report**

* What direct and indirect negative effects do our products and services have on the life and health of living things?
* What is their impact on the freedom of people and on our planet's biosphere?

**Compulsory indicators**

* Sales figures for the unethical products and services listed below
* Proportion of customers who manufacture or sell such products

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# E2 Contribution to the community

## E2.1 Taxes and social security contributions

**Questions for compiling the report**

* What direct financial contribution does the company make to society and its institutions (e.g. through tax on profits, payroll tax or social security contributions)?
* What direct financial support does the company receive from society and its institutions? (e.g. through grants and subsidies)
* What indirect financial contribution does the company make through job creation and the taxes and contributions this generates? (e.g. employee income tax and social security contributions)

**Compulsory indicators**

* Turnover
* Net tax ratio: this should include the following:
* tax paid on profits (income tax, corporation tax)
* payroll tax and social security contributions paid by employers
* the difference between the gross and net payroll tax (sum of income tax and social security contributions paid by employees), less any grants and subsidies received by the company.
* these net taxes are to be seen in relation to the declared value created (profit before tax plus interest on borrowed capital plus income from rents and leases) and thus give the net tax ratio.

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/objectives:**

## E2. 2 Voluntary contributions that strengthen society

**Questions for compiling the report**

* How much money, resources and specific activities does the company put into charitable works? (list of all activities and their monetary value)
* How does the company's individual gain from these activities compare to the benefits they provide to society as a whole?
* What lasting changes do the charitable works of the company make, or are they mainly relieving symptoms?
* How established are these activities? What experience does the company already have with each one? How firm is its commitment?
* What is its overall strategy or vision with regard to charitable works?

**Compulsory indicators**

Voluntary payment in kind to the community minus the benefit this provides to the company (as a % of turnover or annual working time)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## E2.3 Negative aspect: inappropriate non-payment of tax

**Questions for compiling the report**

* What risks are there within the company with regard to inappropriate non-payment of tax? Close attention should be paid to the following aspects:
	+ Are profits shifted between countries? What is the basis for this?
	+ Are interest, licence fees or other payments made to companies in other countries for intangible services?
	+ Does the company have business partners in tax havens?
	+ Is there a risk during the course of financial transactions, that undocumented money can flow into private channels, or that money might be laundered?
	+ Are the beneficiaries of all business and financial partners openly declared?
	+ Are international financial transactions transparent? Is there country-specific reporting?
	+ What measures has the company put into place to reduce these risks?

**Compulsory indicators**

Is the company part of an international group, does it do business with other international partners, or does it participate in the digital economy? If so, the company should publish the names of all subsidiaries, affiliated companies and business partners overseas who receive a considerable share of the company's turnover (above 10%).

Country-specific reporting:

* Turnover
* Value created: profit before tax plus interest on borrowed capital plus income from rents and leases
* Investment volumes
* Number of employees, gross wage bill, net wage bill
* Taxes and social contributions paid (broken down by type of tax: tax on profits, pay roll tax, etc)
* Funding received
* Interest and other payments for intangible services (e.g. licence fees) to overseas subsidiaries or partners.

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

## E2.4 Negative aspect: no anti-corruption policy

**Questions for compiling the report**

* What corruption risks are there within the company, its suppliers and its clients?
* What measures have been put into place to prevent corruption in sales and purchasing?
* How careful are the company's dealings with officials and political decision-makers?
* What lobbying activities is the company involved in?
* What donations does the company make to political parties?
* How does the company raise awareness among its employees?
* What precautions against corruption exist in decision-making processes?
* How are conflicts of interest (personal and corporate) made visible, and what appropriate codes of conduct are there?

**Compulsory indicators**

* Are donations to political parties declared openly?
* Are all lobbying activities and lobbying expenditures declared openly (included in the Lobbying Register)?
* Are employees encouraged to report corruption, and are they given protection (anonymity) to enable them to do so?
* Has a budget been specifically allocated for social ventures? (see under positive aspect: effective ways of contributing to the strengthening of society)

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# E3 Reduction of environmental impact

## E3.1 Absolute impact and management strategy

**Questions for compiling the report**

* What negative environmental impacts are associated with the manufacturing or operating processes? The following standard assessment criteria should be taken into account:
	+ Greenhouse gas emissions (CO2, N2O, CH4...)
	+ Fine particle and inorganic emissions
	+ Chlorofluorocarbon emissions (ozone depletion)
	+ Emissions that contribute to acidification (SOx, NOx, CO2)
	+ Emissions that contribute to photochemical pollution (organic compounds, NOx, SOx)
	+ Ionising radiation
	+ Emission or use of toxic substances
	+ Use of fertilisers in agriculture (contributing to eutrophication)
	+ Land consumption
	+ Water and mineral consumption (resource depletion)
* What data is collected and published with regard to emissions, noise pollution, waste, consumer goods, and energy and water consumption? (environmental accounting)

**Compulsory indicators**

Depending on the commercial activity of the company, relevant environmental accounts should be produced:

* Greenhouse gas emissions in kg
* Transport (and its CO2 equivalent) in km or kg
* Fuel consumption (and its CO2 equivalent) in litres or kg
* Electricity consumption (and its CO2 equivalent) in kWh or kg
* Gas consumption (and its CO2 equivalent) in kWh or kg
* Heating energy consumption (in relation to average temperatures) in kWh/°C
* Consumption of drinking and rain water in m3
* Use of chemicals (toxic and non-toxic) in kg
* Paper consumption in kg
* Other consumables in kg
* Artificial lighting in lumen or kWh
* Pollutant emissions and other environmental impact in accordance with standard impact categories

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## E3.2 Relative impact

**Questions for compiling the report**

How great is the environmental impact of the manufacturing process compared to...

* best practice or current industry-wide standards?
* companies in the same business sector or region?

**Compulsory indicators**

* Relevant figures based on environmental accounting or the parameters used in the sector or region (see E3.1)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## E3.3 Negative aspect: infringement of environmental regulations and disproportionate environmental pollution

**Questions for compiling the report**

* What operating licences and regulations are there, and are these adhered to?
* How is compliance with relevant laws and regulations monitored? Are these adhered to or are there violations of the law?
* Have there been any complaints or disputes with residents with regard to environmental pollution?
* Are there any disputes with other stakeholders? (civil society initiatives, NGOs, etc)
* How do regional technical and legal standards compare to those in other locations of the company?

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# E4 Social co-determination and transparency

## E4.1 Transparency

**Questions for compiling the report**

* What important or essential information is collected for stakeholders?
* How is this information conveyed? (depth and breadth, how it is published)
* Is it critically reviewed by an independent body?
* How easily accessible is this information to the public?

**Compulsory indicators**

* Publication of a Common Good Report or equivalent social accounting.

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## E4.2: Social participation

**Questions for compiling the report**

* How can citizens enter into dialogue and participate in an open, non-coercive and blame-free debate?
* How can stakeholders represent their interests with regard to the company's activities?
* How is the outcome of any dialogue documented, and how is this incorporated into decision making?

**Compulsory indicators**

* Stakeholders' participation in decision making (degree of participation in %)
* Is there an established infrastructure for dialogue (e.g. ethics forum, ethics committee)

**During the reporting period, the following measures have been implemented:**

**Areas for improvement/ objectives:**

## E4.3 Negative aspect: lack of transparency and wilful misinformation

**Questions for compiling the report**

* What information about the company does not correspond to corporate reality? Where are there significant differences and why?
* To what extent does the company influence public opinion, directly or indirectly, through misinformation?
* To what extent does information published by the company contradict scientifically-based research or go against human rights?

**During the reporting period, the following improvements have been made:**

**Areas for improvement:**

# Outlook

## Short-term objectives

What are the company's short-term objectives in the implementation of Economy for the Common Good (over the next 1-2 years)?

## Long-term objectives

What are the company's long-term objectives in the implementation of Economy for the Common Good (over the next 3-5 years)?

## EU compliance: disclosure of non-financial information (EU COM 2013/207)

In May 2014, the Council of Ministers of the EU agreed on this directive. The information to be disclosed (compulsory for organisations with 500 or more employees) are as follows:

- the description of the business model: the purpose of the company, how it benefits customers, and makes a profit in doing so

- the policies the company pursues in order to ensure that it complies with the requirements, set out in the Common Good Matrix, in regard to **environmental, social and labour concerns, human rights, and the fight against corruption**

- the primary risks in these areas posed by the company's business processes

- the primary risks in these areas posed by the company's business relations, products and services

- measures to manage these risks, and the impact of those measures

- relevant non-financial performance indicators

The ECG reporting standard is used for compliance with the non-financial reporting requirements, because it is universal, measurable, comparable, comprehensive, and is publicly and externally audited.

ADD YOUR OWN CONTENT with reference to the above list.

# Description of the preparation process for the Common Good Balance Sheet

Who was involved in creating the Common Good Balance Sheet/ the Common Good Report in the company? Which stakeholders were involved? (Name, position / connection to the company)

How many people - hours were spent in this process?

What was the procedure for communicating with staff about the report?

Date: dd/mm/yyyy