



A SURVEY ON

CORPORATE SUSTAINABILITY REPORTING IN CANADA

With increased pressure for improved accountability and corporate governance, Canadian companies continue to re-evaluate their external reporting functions. In light of emerging expectations, CGA-Canada Research Foundation invites you to participate in a short survey that will be used to gain an understanding of current Canadian views and practices as they relate to corporate sustainability reporting. In turn, the findings of this survey will be made available to the appropriate accounting standards-setting bodies.

Benefits of Completing Survey

Your participation in this survey is important to understanding current views and practices in Canada with respect to corporate sustainability reporting. As a symbol of our appreciation, we will be pleased to make available the results of the survey to all respondents.

Completing the Survey

The survey should take approximately 5-10 minutes to complete. Upon completion, please return the survey to CGA-Canada Research Foundation using the enclosed postage-paid envelope. Additional copies of the survey are available at www.cga-canada.org.

Confidentiality

Any and all identifying information will be treated with complete confidentiality. No material or response will be attributed to any individual or organization.

Company Name: _____

Ticker Symbol: _____

Respondent's Name: _____

Respondent's Position: _____

Email (for results): _____

Would you like your organization to be identified as having participated in this survey?

Yes No



1. Company size (market capitalization):

- < \$25 million
- \$25 to \$99 million
- \$100 to \$499 million
- \$500 to \$999 million
- \$1 to \$4.9 billion
- > \$4.9 billion

2. Which of the following are *currently* included in your organization's annual external reporting package (i.e. are produced at least once per year)?

	Applicable? <i>(please check all that apply)</i>	Full Report Available: <i>(please circle all that apply)</i>
Annual report	<input type="checkbox"/>	Hard copy / Electronically / Website
Quarterly reports	<input type="checkbox"/>	Hard copy / Electronically / Website
Industry/association report(s)	<input type="checkbox"/>	Hard copy / Electronically / Website
Social/Environmental report(s)	<input type="checkbox"/>	Hard copy / Electronically / Website
Sustainability report	<input type="checkbox"/>	Hard copy / Electronically / Website
Environmental Health & Safety report	<input type="checkbox"/>	Hard copy / Electronically / Website
Other_____	<input type="checkbox"/>	Hard copy / Electronically / Website

3. Please indicate which of the following are the **three** most important stakeholders taken into consideration when preparing your organization's external reporting package (*please select only three*):

- | | |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Suppliers | <input type="checkbox"/> Employees |
| <input type="checkbox"/> Shareholders | <input type="checkbox"/> NGOs |
| <input type="checkbox"/> Communities | <input type="checkbox"/> Governments |
| <input type="checkbox"/> Customers | <input type="checkbox"/> Creditors |

4. Considering all forms of external reporting for your organization, rank from 1-8, how well your organization *reports* on the following (1 = greatest coverage, 8 = least coverage):

- | | |
|---------------------------|-------------------------------|
| ___ Business risks | ___ Social performance |
| ___ Corporate strategy | ___ Environmental performance |
| ___ Corporate policies | ___ Community interests |
| ___ Financial performance | ___ Corporate governance |



For further information or questions please contact Philip Gans by phone: 613.789.7771 or by email: pgans@cga-canada.org.

5. Which best describes your organization's external reporting coverage of its environmental and social performance:

- Integrated annual report or separate annual sustainability report
- Separate environmental, social, CSR or EHS report
- Specific section in annual report (**3+** pages related to social and environmental performance)
- Specific section in annual report (<**3** pages related to social and environmental performance)
- Discussion in MD&A section of annual report
- No coverage
- Currently no coverage, however, we plan to report in the near future

6. The Global Reporting Initiative (GRI) is an institution aimed at developing globally applicable sustainability reporting guidelines. Are you aware of this initiative?

- Yes No

If yes,

i. Do you support this initiative? Yes No

ii. Although the guidelines under the Global Reporting Initiative are currently voluntary, would you support full adoption of the guidelines by the appropriate accounting standards-setting bodies in the future? Yes No

Please feel free to comment why or why not:

7. In reporting your organization's social and environmental performance, which of the following describe best why your organization has not adopted a comprehensive sustainability reporting function (*please check **all** that apply*):

- Social and environmental issues are not relevant to our organization
- The costs required to report on sustainability issues outweigh the benefits
- Our stakeholders do not require sustainability reporting
- Current guidelines for sustainability reporting are too onerous
- Sustainability reporting is only voluntary
- Current sustainability reporting practices and/or guidelines are too vague
- Information on our organization's sustainability performance is currently unavailable
- Reporting is too qualitative and hard to verify and, therefore, lacks credibility
- Our stakeholders are already overloaded with information provided in other external reports (i.e. the annual report)
- No issues — our organization has fully adopted sustainability reporting principles



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8. What factor would you consider most important in moving to sustainability reporting (*please check only one*):

- | | |
|---|--|
| <input type="checkbox"/> Stakeholder pressure | <input type="checkbox"/> Regulatory requirements |
| <input type="checkbox"/> Cost and access to capital | <input type="checkbox"/> Corporate image |
| <input type="checkbox"/> Lower insurance costs | <input type="checkbox"/> Operating cost savings |
| <input type="checkbox"/> Share price stability | <input type="checkbox"/> Improved management information |
| <input type="checkbox"/> Competition | <input type="checkbox"/> Employee retention/morale |

9. How much does your organization pay annually for its external reporting function in CDN\$ (i.e. to prepare, develop, print & distribute all external reports)?

- | | |
|--|--|
| <input type="checkbox"/> Over \$1,000,000 | <input type="checkbox"/> \$200,000-\$399,000 |
| <input type="checkbox"/> \$800,000-\$1,000,000 | <input type="checkbox"/> \$100,000-\$199,000 |
| <input type="checkbox"/> \$600,000-\$799,000 | <input type="checkbox"/> \$50,000-\$99,000 |
| <input type="checkbox"/> \$400,000-\$599,000 | <input type="checkbox"/> Under \$50,000 |

What percentage of the cost above is related to reporting on:

Financial Performance	_____ %
Corporate governance issues	_____ %
Sustainability issues	_____ %
Corporate strategy/risks	_____ %
Other _____	_____ %
Total	100%

10. Do you plan on increasing the total amount spent on sustainability reporting?

- Yes No

Please feel free to provide any other comments you have with respect to corporate sustainability reporting:

THANK YOU

Using the self-addressed envelope, please return this confidential survey by **NOVEMBER 26, 2004**, to:

**CORPORATE SUSTAINABILITY SURVEY
C/O CGA-CANADA RESEARCH FOUNDATION
55 MURRAY STREET, SUITE 340
OTTAWA, ON K1N 5M3**



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