

**Sustainability Reporting  
in the Automotive Industry**  
Benchmarking Study of  
1999 & 2000 Reports



**DeloitteDEX™**

Deloitte & Touche  
Global Environment & Sustainability Services



**Shareholder value:** Sustainability Reporting - Automotive Sector

## Introduction

### ➤ **The value of reporting**

- Stakeholders ask for open communication and reporting; transparency and accountability provide more credibility and trust.
- More and more decisions are based on non-financial information.
- Sustainability is “Shareholder value in the long term”.

### ➤ **What makes a good report?**

- Effective sustainability reports tell a consistent story on the issues relevant for a company’s business and respective impacts on economy, society and the environment.
- Convincing reports demonstrate a company’s engagement with stakeholders on these issues, their commitment to progress, and their achieved performance.

### ➤ **The benefits from using the Deloitte Sustainability Reporting Scorecard**

- A tool to evaluate the quality of environmental and sustainability reports
- A study to compare your sustainability reporting profile with that of other companies (from the automotive sector) in the DeloitteDEX database
- Specific discussion of observations and elaboration of concrete measures for improvement



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## Companies/reports included in the study

<b>BMW Group</b>	Sustainable Value Report 2000/2001
<b>DaimlerChrysler</b>	Environmental Report 2001
<b>Fiat Group</b>	Environmental Report 2000
<b>Ford Motor Company</b>	2000 Corporate Citizenship Report
<b>General Motors</b>	Sustainability Reports 1999-2000 and 00-01
<b>Honda</b>	Environmental Report 2000
<b>Nissan</b>	Environmental Reports 1999 and 2000
<b>Opel</b>	Environmental Report 2000/2001
<b>PSA Peugeot Citroën</b>	Environmental Report 2001
<b>Renault Group</b>	2000 Environmental Report
<b>Toyota Motor Corporation</b>	Environmental Reports 2000 and 2001
<b>Toyota in North America</b>	Environmental Report 2000
<b>Toyota in Europe</b>	European Environmental Report 2001
<b>Toyota Australia</b>	Environmental Report 2001
<b>Vauxhall Motors</b>	Env. Report 1999 and Sustainability Report 2000
<b>Volkswagen</b>	Environmental Reports 1999/2000 and 2001/2002
<b>Volvo Car Corporation</b>	Corporate Citizenship 2000



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## The Deloitte Sustainability Reporting Scorecard

- The sustainability reporting survey is designed to benchmark your organization's sustainability reporting profile relative to other companies.
- Each of the 30 items evaluated measures your performance with respect to a key success driver in the area of sustainability reporting.
- The specifications for each item are based on extensive research into sustainability reporting practices and the collective experience of the leading sustainability reporting experts at Deloitte.
- The specifications may change over time to reflect changes in key success drivers.
- The survey is a first step in helping you to identify opportunities to improve your sustainability reporting.

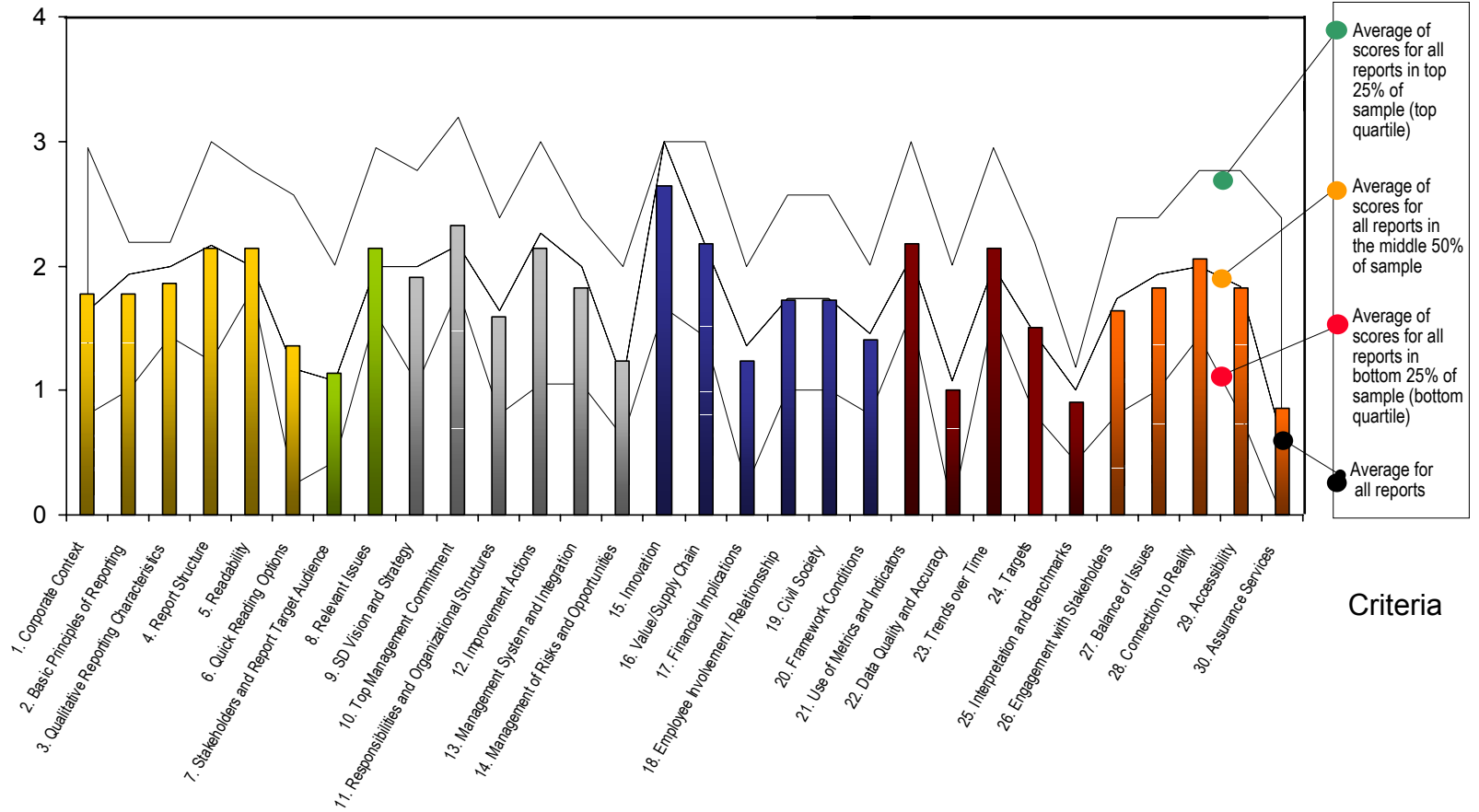
For more detail, see

**Sustainability Reporting Scorecard**, a Deloitte Executive Brief on the Scorecard tool



# Average results from all automotive reports assessed – Scorecard chart for all 30 criteria

Scores

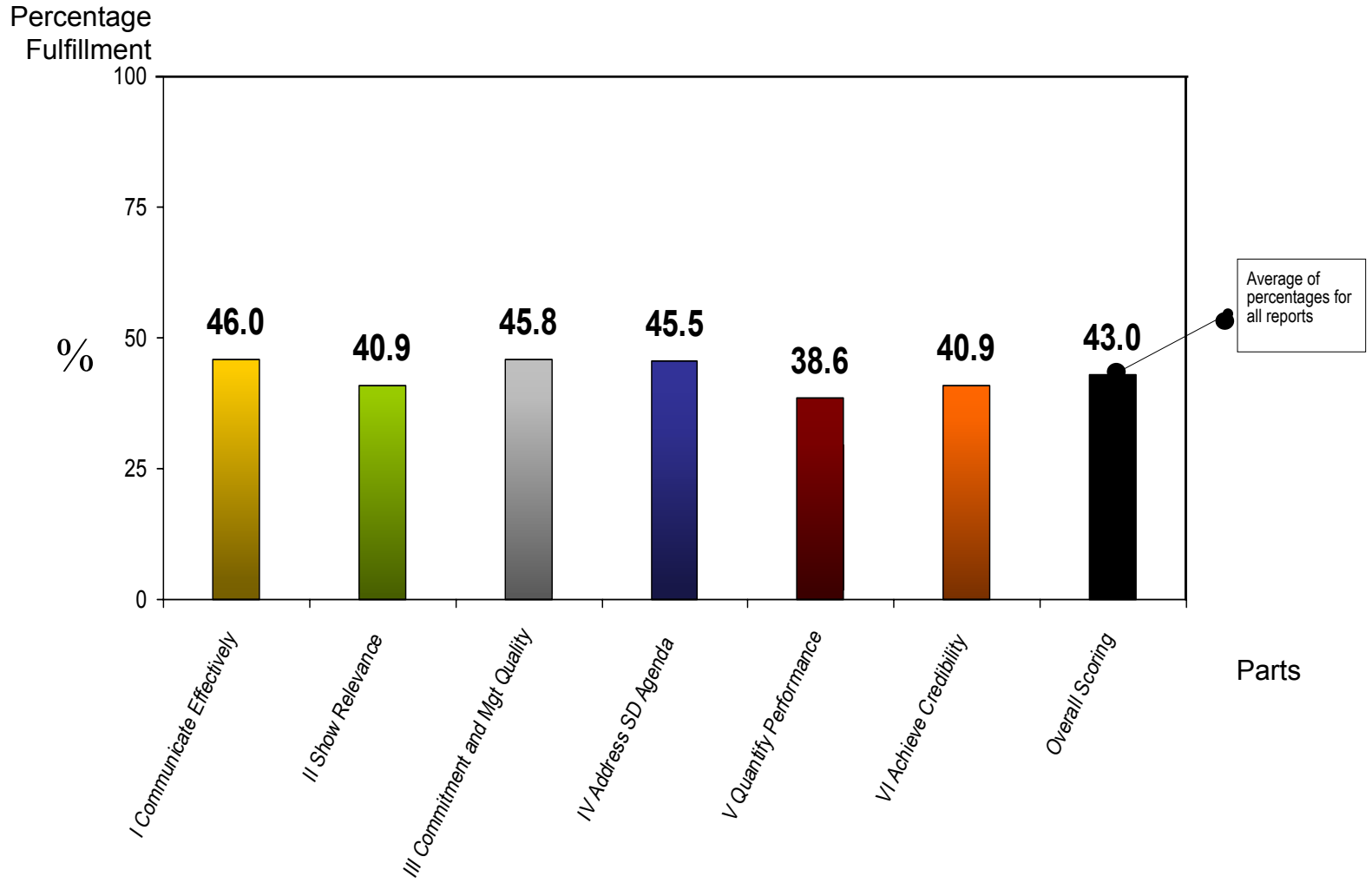


Criteria



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## Average results from all automotive reports assessed – Summary chart of parts I to VI and Overall Scoring





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## Overall results of the study

### ➤ **Some general observations**

- Above-average quality of reports, compared to other sectors
- Significant reporting experience from publishing reports on a regular basis
- Large-volume reports with comprehensive technical information

### ➤ **Strengths and Weaknesses**

- Strong in describing technological innovation, covering the entire car life cycle and demonstrating operational efficiency
- Weak in engaging with stakeholders, describing social aspects, and demonstrating the business case

### ➤ **Overall recommendations**

- Engaging directly with stakeholders to identify relevant issues and key reporting messages
- Developing a vision for a sustainable mobility overall, beyond the “box” of the automobile
- Strengthening the value of the reports with all means that build credibility and trust including report verification

For more detail, see

**The Sustainable Auto Report**, a Deloitte Executive Brief on the results of this study



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## DeloitteDEX

- DeloitteDEX is a value-based benchmarking tool, developed by Deloitte & Touche Industry experts from around the world.
- DeloitteDEX's benchmarks have evolved out of data-mining the most successful enterprises in all the major business sectors.
  
- **Other DeloitteDEX benchmarking areas:**
  - Governance & Compliance
  - Growth Strategy
  - Fraud
  - E-Business
  - Corporate Real Estate
  - Risk Management & Controls