



Providing orientation in ESG reporting

Beyond compliant and comparable data, stakeholders expect one thing above all from ESG reporting: orientation. They want to understand what the numbers mean, the strategy behind them and how seriously a company is pursuing its sustainability goals.



ESG reporting is evolving into a key tool of corporate communications. Companies that interpret their figures clearly, communicate transparently and use storytelling strategically build trust – and establish themselves as credible voices in the sustainability debate.

- **Put your ESG data into context**
 - Why were these targets set?
 - How do they align with the business model?
 - Where do conflicting targets exist?
- **Good ESG storytelling means explanation, not theatre**
 - It makes complex relationships easier to grasp through concrete examples
 - It shows developments, not just end results
 - It openly names challenges and unresolved questions
- **Credibility comes from transparency**
 - Acknowledge gaps in your data
 - Explain any changes in your data basis
 - Show not only progress, but where obstacles remain
- **The right storytelling in the right place**
 - Structured storytelling as examples for standard disclosures in the report
 - Freer, more anecdotal storytelling in CEO statements or on websites
 - Storytelling as a way to make direct stakeholder dialogues more engaging and effective
- **Assessment and accountability remain human – AI is a helpful tool**
 - For structuring content
 - For checking consistency and completeness
 - For data analysis (e.g. gap analyses)

Our Podcast Partners



Find in-depth background on all these topics from our podcast *Berichtenswert*, produced in partnership between Linkgroup and SustainServ and available on all major platforms.