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# The 2010 GRI Readers' Choice Awards

<http://awards.globalreporting.org>

# The 2010 GRI Readers' Choice Awards

There's no judge, and no jury. You decide which sustainability reports deserve recognition.



***"In the post-Enron era, reporting, transparency and accountability are signature issues. They illustrate integrity. They build trust."***

*(Queen Rania Al-Abdullah of Jordan, at the GRI Conference 2008).*



***"The Readers' Choice Awards play an essential role in the ongoing evolution of sustainability reporting. The readers made it clear that transparency can help to build trust..."i>***

*(Ernst Ligteringen, GRI Chief Executive)*

Transparent communication builds trust, changes perceptions, and motivates action towards greater sustainability. As pioneers of the development of the world's most widely used reporting framework, GRI is committed to updating its sustainability reporting guidelines to integrate the accumulated experience of practitioners. As part of this commitment, and in recognition of organizations' achievements in sustainability reporting, GRI conceived the Readers' Choice Awards.

The number of organizations reporting on their sustainability performance has reached a record high. Companies and governments are rethinking the fundamentals of business. There are innovations in report formats, and changes in the reporting landscape. The goal of the GRI Readers' Choice Awards is to determine what the report readers of the world think of sustainability reporting today, and which reports deserve recognition.

GRI inaugurated the Readers' Choice Awards in 2008. It shaped the future of reporting. That year, with more than two thousand respondents, organizations from emerging markets stole the show in many of the award categories.

There are new and improved elements in the Readers' Choice Awards 2010. Participating is easier, with the Readers' Survey and Scoring Module integrated into one user-friendly system. And with the new Reporters' Survey, GRI is inviting reporters to analyze and share their reporting objectives, for the first time.

As well as celebrating worthy winners, the overall results from the 2010 Awards will gauge whether sustainability reports are meeting the needs of their intended audiences. The results will address one of the most important questions in sustainability and transparency today: exactly how do reports change readers' views and behavior towards a reporting organization?

# The 2010 GRI Readers' Choice Awards

There's no judge, and no jury. It's you.



By taking part in the GRI Readers' Choice Awards, participants help address some of the most vital questions around sustainability today.

What do readers think of sustainability reports?  
What are reporters' objectives in issuing reports?  
How can reporters' and readers' objectives be better reconciled? And perhaps most important of all, how do reports change readers' views and behavior?

With the scoring platforms opening in late 2009, the winners will be announced at the Amsterdam Global Conference on Sustainability and Transparency, to be held on 26-28 May 2010.

Both readers and reporters can participate! By making sustainability reporting an effective tool for change, both business objectives and public interest will be served.

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## The following Awards will be presented to the winners:

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- **The GRI Readers' Choice Award** - recognizing the organization scored best by all different stakeholder categories.
- **The Engage Award** - recognizing the organization that has been scored best by its internal stakeholders.
- **The Investor Award** - recognizing the organization that has been scored best by the investor community.
- **The Value Chain Award** - recognizing the organization that has been scored best by its own value chain.
- **The Civil Society Award** - recognizing the organization that has been scored best by civil society.
- **The Most Effective Report Award** - recognizing the organization whose report best matched reporters' objectives with readers' needs.

# The 2010 GRI Readers' Choice Awards

## The Reporters' Survey

The GRI Readers' Choice Awards 2010 contains a vital new element: The Reporters' Survey.

Transparency builds trust. Trust builds value. The Reporters' Survey explores a timely and crucial question. What are reporters' objectives when issuing a sustainability report?

In combination with data from The Readers' Survey, the new and unprecedented analysis resulting from The Reporters' Survey will help to determine whether reporters' objectives meet the needs of readers.

And, with significance for the entire field of sustainability and transparency, the fascinating new data will provide an insight into how sustainability reports can change readers' views and behavior towards a reporting company.

The findings will be presented and discussed at GRI's Amsterdam Conference in May 2010, in conjunction with the presentation of the Readers' Choice Awards.

Joining the 2010 competition as a reporter gives you a unique opportunity to voice your opinion.



## Participate- and feel the benefit

If you write a sustainability report, take part in The Reporters' Survey. Your time and efforts will be rewarded. The Reporters' Survey is a chance to find out how effectively your report matches stakeholders' expectations and you may become a special prize winner.

The Most Effective Report Award will spotlight and celebrate the report that best matches reporters' objectives with readers' needs.

GRI welcomes the participation of any organization that has published a sustainability report (GRI or non-GRI) in the calendar years 2008 and 2009.

Please feel free to inform your stakeholders of your participation in the competition.

With the scoring platforms opening in late 2009, expectations will be high for the Amsterdam conference's celebratory presentations in May 2010. It was similar celebrations that helped to make the GRI conference of 2008 such a spectacular and memorable event.

# The Amsterdam Global Conference on Sustainability and Transparency

Rethink. Rebuild. Report.



The winners of the Readers' Choice Awards 2010 will be announced at the GRI's Amsterdam Conference, to be held on 26-28 May 2010.

The theme of 2010's unmissable conference is **Rethink. Rebuild. Report.**

The world is at a critical juncture, and the future is at stake. The coming decades will see the impending sustainability crisis become a sharp and clear reality. The true costs of climate change, energy use, resource depletion and inequality will hit home in a world likely to be shared by some nine billion people.

Sustainability reporting is vital in helping us to address these challenges, and build a better future. Transparency and robust data are essential for the assessment of organizations' economic, environmental and social performance. With their trust shaken by financial crisis, the public demand transparency in organizations and services, as do leaders of business and civil society. And as part of a future business model of full-cost accountability, trustworthy sustainability reporting can bring

immeasurable benefit to both the commercial world, and the daily lives of all people.

At this crucial time, the Amsterdam Conference brings together over a thousand thinkers, doers and decision-makers in the field of sustainability reporting. Today, companies and governments are rethinking the fundamentals of business. The rebuilding of global economies is presenting new opportunities for transparency. And in the field, sustainability reporting - still a relatively new practice - is changing and growing fast. The number of reporters has reached a record high, whilst practitioners are accumulating vital experience and innovating.

The reporting landscape is changing. **The Amsterdam Global Conference on Sustainability and Transparency** is a must-attend event, uniting the main players in this fast-changing field. How can sustainability reporting be used to help build a better future? Thought leaders from business, finance, government and civil society will debate the political, strategic and practical choices confronting us.

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[www.amsterdamGRIconference.org](http://www.amsterdamGRIconference.org)

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