

Communicating integrated thinking



We are looking for organisations that are practicing authentic integrated thinking and are communicating this to their providers of financial capital. The communications must explain how sustainability is embedded in the organisation's overall strategy and decision-making process. The finance team must play a critical role in achieving this.

This award is open to all organisations.

Please note that this is not an annual report award. It assesses how the organisation is communicating its integrated thinking across their various communications, which may include an annual or integrated report.

Successful entrants need to demonstrate that:

- ✓ They are able to articulate clearly what integrated thinking means to them and to their providers of financial capital;
- ✓ They are practicing authentic integrated thinking within their organisation and are communicating this effectively across a range of communications; and
- ✓ The finance team is critical in embedding and communicating the organisation's integrated thinking.

TYPES OF ENTRIES:

We welcome entries from all organisations (profit seeking and non-profit seeking), including joint entries between organisations. Entrants are welcome to enter more than one category.

Entrants are welcome to enter more than one category. Given that embedding integrated thinking into the overall strategy and decision making of the organisation is a pre-requisite to this award, we would encourage organisations to also consider entering the 'Embedding an integrated approach' category.

For more examples to help with your entry, read the [case study](#) for the 2022 winners and highly commended award winner in the Communicating integrated thinking category.

HOW TO ENTER:

We welcome entries in either written or video form. **Entries must be submitted by Friday 26 May 2023.**

In your entry you will need to respond to the questions AND provide supporting materials as outlined.

Please download and complete the pdf form, before submitting online. You will also be asked to upload your company logo(s), your financial information and any necessary supporting materials to complete your online entry. Video entries can also be uploaded in the same way.

The three questions within the entry form are designed to determine whether you meet the entry criteria for the category. The answers will be used to assess whether you are in the correct category and whether your application will go through to the next stage. It is important to answer each part of the question (ie, all bullet points) succinctly and clearly. Please remember assessors are unlikely to have knowledge of your organisation / project so give enough detail that it can be understood solely through the entry form.

Guide for entrants: Communicating integrated thinking

WHAT YOU NEED TO KNOW:

For written entries:

- Entries should be submitted in English.
- Word limits should be adhered to for each question.
- All questions and supporting points listed should be covered in your response.
- Any acronyms you used should be explained.
- External links / references in entries will not be considered except for those in the supporting materials listed

For video entries:

- Entries should be submitted in English.
- Videos should be between 4-6 minutes in length (this equates to roughly 450-750 words of spoken text) with an extra two minutes permitted if you are entering the Climate leadership category.
- Speak slowly and clearly.
- All questions and supporting points listed should be covered in your response.
- Any acronyms used should be explained.
- Videos should be uploaded and playable via a URL (e.g. YouTube, Dailymotion, Vimeo) this can be a private or public link.
- The supporting materials section of the entry form must also be submitted

LEADERSHIP AWARDS

The Leadership awards section is completely optional and will not impact upon your overall entry form. In previous years this has been limited to climate action. This year, recognising that the challenge we face is also about loss of biodiversity & nature and growing inequalities, we have decided to expand the Leadership Awards to three categories: climate; biodiversity & nature; and social impact. We would encourage you to complete this section if your entry for this category has an element of these leadership fields within it.

For examples of previous leadership award winners, please refer to last year's case studies.

Climate leadership

We are looking for examples of climate leadership. In the context of your entry to this category, we would like to understand:

- What climate change means for your organisation;
- What your finance team's role is in communicating your response to climate change to your providers of financial capital; and
- What you feel distinguishes you as a climate leader.

Nature and biodiversity

We are looking for examples of Nature and Biodiversity leadership. In the context of your entry to this category, we would like to understand:

- What nature and biodiversity means for your organisation;
- What your finance team's role is in communicating your response to loss of nature and biodiversity to your providers of financial capital; and
- What you feel distinguishes you as a leader in nature and biodiversity.

Social impact

We are looking for examples of leadership in social impact. In the context of your entry to this category, we would like to understand:

- What does social impact mean to your organization?
- What your finance team's role is in communicating your social impact considerations to your providers of financial capital; and
- What you feel distinguishes you as a leader in social impact?

GLOSSARY

Finance function: When referring to the finance function (or finance team), we recognise it can take different forms. It can be a finance team reporting to a Finance Director or CFO, either centrally configured or dispersed across an organisation. For smaller organisations, the finance function can sometimes be external, such as its accountant. We will simply refer to the "finance function" or "finance team" to capture any of the various forms it may take.

Integrated thinking: Integrated thinking (or an integrated approach) is the embedding of sustainability, in its broadest sense, into an organisation's overall strategy, decision-making process and day to day operations. This means the consideration of all the resources/relationships/capitals that the organisation depends on and impacts in order to create sustainable long-term value.

Sustainability: We define sustainability (or a sustainable business model), in its broadest sense, as the ability of an organisation to create positive social and environmental outcomes whilst delivering long-term value for its stakeholders and society as a whole. The key sustainability issues that an organisation might be acting on generally cover three main areas:

- **Climate:** responding to the climate crisis, by reducing organisational and value chain carbon emissions, adapting to extreme weather events and influencing systemic change.
- **Nature and biodiversity:** loss of nature and biodiversity is increasingly being recognised as an issue for organisations that rely both directly and indirectly on these essential services and also by negatively impacting well-being.
- **Social Impact:** the cost of living crisis and growing inequalities is a huge challenge that is socially and economically corrosive and recognition of this is driving policy and strategic agendas across the world.

Stakeholders: These include providers of financial capital, staff, suppliers, customers, local communities, NGOs, charities, governments, regulators and wider society, as applicable.

CHECKLIST

Please submit written and video entries, including financial statements, logos and any supporting materials, via the online form [here](#).

Make sure you have prepared:

- ✓ your fully completed entry form with all the details of you, your organisation and entry.
- ✓ your video entry, uploaded and playable via a URL.
- ✓ three years of financial information for the purpose of our pre-assessment due diligence.
- ✓ your organisation(s) logo(s) in hi-resolution .jpg or .png format between 1-5MB.
- ✓ your supporting materials as specified in the entry form