

REPORT N.5

The need of a common framework for ESG reporting standards

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ABSTRACT

The need of a common framework for ESG reporting standards is becoming more and more important every day. The fact that every company measures different factors using different accounting frameworks gave rise to frustration amongst investment groups over the plethora of competing systems for measuring sustainability. As a consequence, different organizations have proposed their solution to overcome the problem.

The objective of this report is to explain which are the existing, most used ESG reporting standards and to find a solution to this alphabet soup.

The first part briefly describes the most accredited methods to compare ESG reporting, while the second provides an overview of the benefits of adopting a global, voluntary framework. Moreover, we analyze ESG data providers from the investors' point of view, trying to understand if investors can get a clear and unbiased ESG information disclosure. In conclusion, the report provides two solutions that we believe are the most adequate and viable ones to solve the chaos created by all the different reporting standards used.

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INTRODUCTION

“Current methods of ESG scoring are often inconsistent and inaccurate” Mr. Vitaly Nesis said to the Financial Times. Vitaly Nesis is the Chief Executive Officer of Polymetal, the biggest London-listed gold producer, which in 2018 became the first Russian company to join the Dow Jones Sustainability Index. Moreover, last year the company obtained a sustainability-linked loan with Société Générale.

What he highlights is the need for a common framework for ESG reporting standards, given the fact that every company measures different factors, assuming they even do, using different accounting frameworks, which in turn gives rise to frustration amongst investment groups over the plethora of competing systems for measuring sustainability.

This September, Shearman & Sterling published an annual survey of ESG disclosure, showing the distribution of the usage of different standards amongst the 100 largest U.S. public companies. As you can see, there no standard which has been used far more than the others. More than half of the companies that taken part in the survey use a combination of different standards in their CSR/ESG reports.

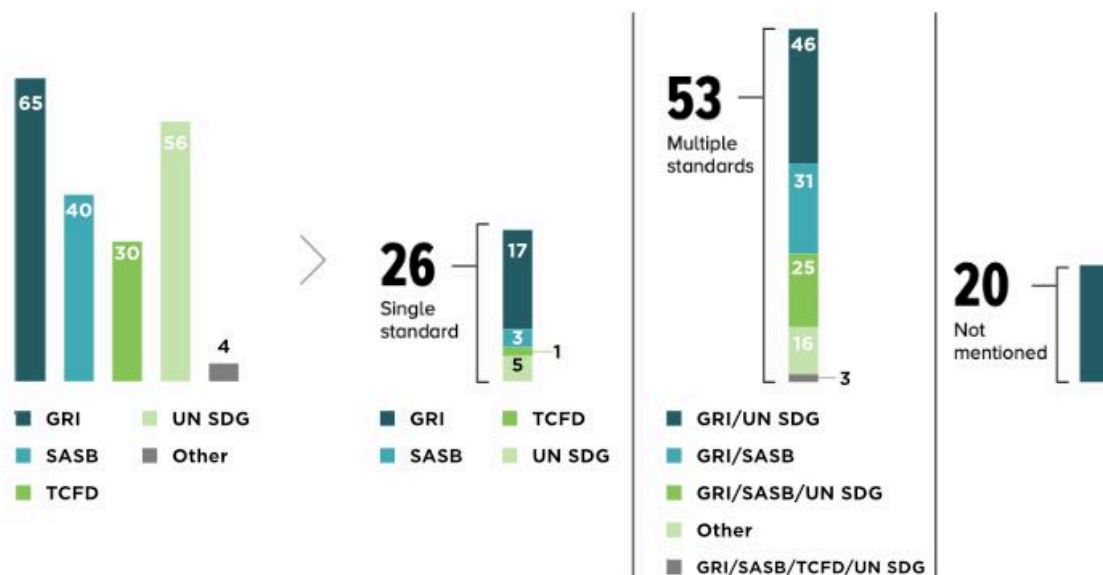


Figure 1 - Standards used by companies in their main CSR Report. Source: Shearman & Sterling LLP

Furthermore, there are still too many companies, 2 in 10, which do not mention the standards they used, potentially misleading investors reading their

“outstanding” ESG reports. For instance, when Sanderson Farms, a U.S. poultry producer with almost two centuries of history, was asked by a shareholder to align its disclosures with the SASB, it used the fragmentation in usage of different ESG standards as a valid excuse in order to oppose the proposal. In its 2020 Proxy Statement the company said: “There is no single reporting framework that has become predominantly accepted in the United States and reporting under multiple frameworks would be burdensome.”

On the same day, after the proposal was rejected by vote, Sanderson Farms announced that it would integrate the reporting standards of the Sustainability Accounting Standards Board (SASB) into its ESG disclosures by the end of the fiscal year 2020. Blackrock, the company’s largest shareholder, given their commitment to ESG disclosure, may have played a role in this shift of intentions. As shown till now, ESG disclosure is obviously important, but what is even more important is the capacity to adhere to a common ESG reporting standard, in order to simplify the disclosure for companies and the understanding of information for shareholders.

One way for this to happen could be to have all four top accounting firms (KPMG, EY, PWC, Deloitte) backing a common standard. Indeed, the leaders of the Big Four have come together in a joint initiative to unveil a reporting framework for environmental, social and governance standards. The move aims to encourage the 130 - odd large global companies in the IBC to adopt the standards for their 2021 accounts.

If the initiative is successful, it would mark the first truly coordinated approach to ESG reporting and could prompt investors to move more money into the sector, which is currently thought to total about \$32tn under the broadest definitions of ESG.

MOST ACCREDITED METHODS TO COMPARE ESG REPORTING

In the following paragraphs, the report explores some of the recent initiatives that aim to improve ESG transparency through robust instruments for disclosure and reporting. Following this, several key initiatives driving change in sustainable finance will be looked at in more detail.

Transparency and disclosure are the two fundamental pathways to sustainable finance. If information on the social, governmental and environmental performance of companies is not available, investors, bankers and insurers cannot make adequate investing and financing decisions. Therefore, the initiatives involving sustainable finance disclosure have prioritized information-gathering and reporting. These initiatives include the Global Reporting Initiative, CDP, the International Integrated Reporting Council, the Sustainability Accounting Standards Board and, most recently, the Task Force on Climate-related Financial Disclosures.

It is also important to note that governments have attempted to change corporate behavior by demanding and enforcing mandatory disclosure on environmental, governmental and social issues. An example would be the EU Disclosure Regulation passed in November 2019 which requires investors to report on how sustainability was factored into their decision making when investing.

The Global Reporting Initiative

The Global Reporting Initiative (from here on, GRI), founded in 1997 has as its mission: “to empower decisions that create social, environmental and economic benefits for everyone”. The organization offers a set of standards for reporting on sustainability and encourages companies to report based on “materiality”. In other words, its focus is on the activities with a concrete impact on stakeholders or the environment. Notably, GRI highlights that this impact may not be the same and maybe even opposed to positive impact on profitability.

The GRI standards require comprehensive reporting on social and environmental issues, with the objective that transparency drives behavioral change. Some critics have argued that while GRI reporting delivers Corporate Social Responsibility (CSR) reports, it neglects to provide the information investors

truly need to make decisions that take sustainability factors into account. Such factors include whether a company is addressing its social and environmental impacts or managing risks from its dependencies. Furthermore, GRI standards are regarded as expensive to execute, thus limiting their potential use to larger and more profitable firms.

The Sustainability Accounting Standards

The Sustainability Accounting Standards Board (SASB) provides guidance to companies on reporting, which some consider to be “more directly relevant to investors” than the previous standard mentioned. It offers standards for sustainability reporting in specific sectors, focusing on the ESG issues likely to be relevant to the performance of a company in their respective sectors. SABS also enables good comparison and benchmarking amongst companies in the same sector.

SASB’s work has generated interest from investors who see how social and environmental issues affect the value of a company and wish to compare it with its peers. Changes in accounting standards (particularly embedding social and environmental factors in valuation) are one of the principal drivers for greater sustainability, granting SASB’s work the potential to create a shift in the system. However, accounting for social and environmental issues solely when they are relevant to a company may not in itself create sustainable outcomes if investors continue to assume a short-term perspective.

CDP

CDP, originally called the Carbon Disclosure Project, but changed to CDP as it now encompasses a wider set of challenges including forests, water and cities. The CDP requires that the world’s most prominent companies disclose information regarding their greenhouse gas emissions, water usage and other environmental issues.

A relevant criticism of the CDP is that it is mere disclosure and does not impose much more. It is important to note the importance of disclosure as a first step toward sustainable finance and it must certainly not be the end all.

The International Integrated Reporting Council

The International Integrated Reporting Council (from now on IIRC) self-defines itself in the following way “the next step in the evolution of corporate reporting”. The IIRC approach is based on the concept of gathering information regarding an organization’s strategy, governance, performance and prospects to explain its value creation now and in the future. The IIRC approach is threefold; treating social, environmental and financial factors holistically, and aims to change the conversation about how value is created and destroyed through ESG factors. Nonetheless, it is important to mention that reporting of this kind can only be fully effective if it is effectively embedded in current accounting practices.

The Task Force on Climate - related Financial Disclosures

The Task Force on Climate - related Financial Disclosures (from now on TCFD) was created by the UK Financial Stability Board (FSB) “for voluntary, consistent climate - related financial disclosures for companies”. It has changed the game when and has accelerated transparency and disclosure on climate risk for investments and insurances. It has been supported by a wide range of sectors ranging from UN agencies such as the United Nations Environment Program and the sixteen banks it partnered with.

In 2017, the TCFD published its set of recommendations on the measurement, management and disclosure of climate-related risks - including physical, liability and transition risks. More than all the previously mentioned standard the TCFD highlights the importance and toll climate risk takes on risk management and by consequence sustainable finance.

INCENTIVES FOR COMPANIES TO ADOPT A GLOBAL, VOLUNTARY FRAMEWORK

The development of common reporting and disclosure standards on ESG performance is a fundamental step, but to make this framework effective it is necessary to clarify the following two concepts:

- whether the adoption of a single and global framework is necessary, or a fragmentation of the framework based on a country/economic area is acceptable
- whether these frameworks should be enforced by governments (analogous to tax disclosure) or voluntarily adopted by firms (as they are now).

The need for the development of a standardized framework measuring actual ESG performance is a direct consequence of the lack of reliable information and internationally agreed-upon definitions and standards.

The final objective in adopting disclosure standards is to enhance ESG comparability amongst firms, something which is difficult, if not impossible today. Many initiatives exist also at a regional level, but when challenges are global the best option would be global solutions combined with regional initiatives. Hence, a global and unique set of reporting and disclosure standards would be optimal in solving comparability issues.

However, it must be recognized that although there is a global consensus that climate change and ESGs are problematics that must be tackled sooner rather than later, not all countries agree on how quickly they must act. For example, the EU is considered to be more progressive than the US in ESG matters which in turn is considered to be more progressive than some emerging economies.

For this reason, the adoption of different frameworks in different areas would result in a growing divergence in the ESG practices and in an increasing confusion for investors. Furthermore, a single framework adopted worldwide would allow to address the comparability and reliability issue for the accounting of ESG practices and to enhance markets efficiency.

The International Financial Reporting Standards were basically developed to promote the use of a single framework to enhance comparability and quality of accounting information and the convergence between national standards (GAAPs) and international standards.

What we can learn through the IFRS case is that it is possible to develop a set of standards able to influence the use of coherent accounting practices almost worldwide. A global framework will be effective and successful only if it is supported by public authorities, global regulators and other market stakeholders. Moreover, the frameworks should be developed through the cooperation with regional authorities in order to achieve global consistency and reduce complexity.

Nevertheless, as in the short term it would be impossible to convince a relevant number of countries to enforce a single framework, the use of these reporting standards on voluntary basis is more feasible.

Even though the framework is not enforced by law, it is convenient for the companies to adopt the standards in order to be more attractive for investors. With the increasing importance of ESG for investing decisions, it is in firms' interest to adopt standardized KPI related to ESG themes integrated into their strategies and their boards' agendas.

As a matter of fact, demand for ESG investment has dramatically increased in recent years, particularly in Europe, driven in part by evidence that firms that perform well on ESG criteria tend to outperform over the long term. Moreover, recently OECD observed growing consensus, supported by academic research, that capital markets reward good ESG performance by companies.

In particular, the demands of institutional investors are driving change for asset managers and capital - raising enterprises. They are applying pressure on asset managers to declare or articulate better how they are integrating ESG factors into their investment process.

Environmental, Social and Governance issues are the 'hot topic' in financial markets, leading to increasing investor commitments to ESG integration and record levels of green and ESG - linked security issuance.

In other words, a company's adherence to the set of standards would certify the company as a sustainable ESG supporter and make it a safe asset to hold in a ESG portfolio.

ESG DATA PROVIDERS: THE INVESTORS' POINT OF VIEW

In order to evaluate companies' ESG practices a lot of different standards were created by ESG data providers, indeed in 2016 there were more than 125 of them, according to The Global Initiative for Sustainability ratings.

This overcrowded and disparate set of ESG standards leads to one of the key issues confronting Institutional and individual investors; the comparability of ESG ratings. The primary reasons for this problem relate to a lack of standardization and transparency in ESG reporting and scoring as well as the important role of a third party: the ESG data providers. ESG data providers are independent companies or organizations that provide ESG scores based on information collected by them. This is especially important to investors and asset owners who rely on the information provided by these third parties. ESG data providers such as MSCI and Sustainalytics each use their own proprietary model for collating information, utilizing different metrics and weightings for each one. There are clear and distinct differences in the ways that providers analyze, collect and research ESG data. It is critical that there is greater transparency, common frameworks and standardized reporting that enables both greater corporate disclosure and comparability of relevant ESG Information.

Concerning ESG ratings, there are meaningful differences in data collection and methodologies. Typically, ESG data providers develop all the relevant research and scoring methodologies individually using their own models. The main consequence of this is that the rating for a particular company can vary widely across data providers, making it difficult for investors to accurately determine the validity and accuracy of each rating. Many firms exploit the notable differences between frameworks and standards to secure a good score even when they do not merit one. The absence of a common standard makes it easy for some companies to manipulate the results in order to achieve a better score. As Newton Investment Management's head of sustainable investment Andrew Parry stated "The problem with methodologies and labels is that they can be gamed. Many investors are surprised when they see tobacco companies score well for ESG". This can add further reputational and monetary risk for investors who take the ratings at face value without fully understanding the different metrics and analysis used. Additionally, in 2018 State Street launched its own 18-month due diligence

process in which they compared more than 30 data providers and examined carefully the correlations between the four leading data providers' ESG scores: Sustainalytics, MSCI, RobecoSAM, and Bloomberg ESG.

	Sustainalytics	MSCI	RobecoSAM	Bloomberg ESG
Sustainalytics	1	0.53	0.76	0.66
MSCI		1	0.48	0.47
RobecoSAM			1	0.68
Bloomberg ESG				1

Figure 2: (Cross Sectional Correlation for Constituents of the MSCI World Index)

Source: State Street Global Advisors

Their conclusions were concerning. Their research demonstrated that MSCI and Sustainalytics, two of the leading global data providers, only had a correlation of 0,53 among their scores (Figure 2). This means that the. ESG ratings that were provided by the two data providers, were the same for approximately only half of the companies that were covered. This illustrates why it is difficult to compare corporate results when different sources provide vastly different ratings.

POSSIBLE SOLUTIONS TO THE ALPHABET SOUP

The Big Four's solution

The need for a common framework for ESG reporting standard now is a well - known issue around the world. In June 2020, the Investor Advisory Committee and Asset Management Advisory Committee of the US Securities and Exchange Commission (SEC), drew attention to the need for consistency in the way companies report ESG data, risk, and opportunities.

Then, in September 2020, the International Business Council (IBC) of the World Economic Forum (WEF), in collaboration with Deloitte, EY, KPMG, and PwC (Big Four), published a paper entitled: "Measuring Stakeholder Capitalism: Towards Common Metrics and Consistent Reporting of Sustainable Value Creation". The main purpose of this document is to establish consistency and comparability for companies reporting on their environmental, social, and governance (ESG) performance.

In order to do so, the report uses the existing ESG Standards, to establish 21 core and 34 expanded metrics and disclosure.

These metrics are organized into four pillars:

1. Principles of governance: governing purpose; governance body composition; material issues to stakeholders; anti-corruption; ethics and reporting mechanisms; risk and opportunity oversight.
2. Planet: Greenhouse gas (GHG) emissions from Scopes 1, 2, and 3; Task Force on Climate-related Financial Disclosures (TCFD) implementation; land use and ecological sensitivity; water consumption; and withdrawal.
3. People: diversity and inclusion; pay equality; wage levels; executive compensation; supplier and employee health and well-being; employee training.
4. Prosperity: employment and wealth generation; investment in innovation; tax strategy.

The 21 core metrics are the minimum requirement and are quite easy to implement. On the other hand, the 34 expanded metrics ask for more information that are more difficult to calculate. However, these can help the company to

progress towards greater depth, breadth and precision of reporting on the factors influencing long-term value.

This paper exhorts companies to consider their impact on the planet and the society across the full value chain when reporting on ESG performance. Even if the metrics and disclosure are meant to be general rules it's recognized that certain metrics cannot fit every company. But pretends an explanation if a metric is missing.

For the companies that already adopt some kind of ESG reporting the conversion to the new common standard is an easy path because they already use the majority of the metrics.

However, for those companies that are new to ESG ratings, the task is going to be more difficult. They will have to work a lot in order to gather all the information required. But the pressure of various stakeholders to adopt them is going to be an incentive.

The implementation is estimated to be massive in developed markets. Meanwhile there are less chances of a mass implementation of these standards in emerging markets, but for some companies this might be a possibility to gain the first mover advantage and attract international investors.

IFRS: accounting is not an opinion

Although many sustainability reporting standards are already in place, the need for a unique framework has pushed organizations to ask for the intervention of Institutions with strong track records and an international scope. Accountancy Europe, Eumedion and the International Federation of Accountants, in particular, have called for the IFRS Foundation to create a Sustainability Standard Board to address the issues of complexity and poor consistency in sustainability reporting. Moreover, this idea seems to have found consensus among companies and institutional investors as well. BlackRock, the famous American global investment management corporation, explicitly backed the initiative of the IFRS.

In order to respond to these calls, the Trustees of the IFRS Foundation set up a Task Force with the aim of analyzing the demand coming from stakeholders and to assess whether and to what extent the Foundation might contribute in this sense.

Up to the 31st December, the IFRS Foundation will accept feedbacks from organizations and institutions to the Consultation Paper on Sustainability Reporting (IFRS Foundation, September 2020), in order to better understand the stakeholders' needs for global standards and to gauge support from them.

What are the IFRS Foundation and the IASB?

The IFRS Foundation and the International Accounting Standards Board were established in 2001, replacing the International Accounting Standards Committee (IASC). It is an independent, privately organized, not - for profit organization, operating to serve the public interest. The governance and due process are designed to keep the standard - setting independent from special interests while ensuring accountability to our stakeholders around the world. The process for developing standards is highly transparent and every stage involves public consultation. In fact, public can also access all Board papers and observe all Board meeting via website or by attending the meetings.

Nowadays, 144 of 166 (87%) jurisdictions require the use of IFRS Standards for all or most publicly accountable companies. Most of the remaining jurisdictions permit their use (for example, US permit non-American companies listed in USA use IFRS Standards).

Also, the International Accounting Standards must be approved with a specific procedure (called "Endorsement") to be applied in the European Union.

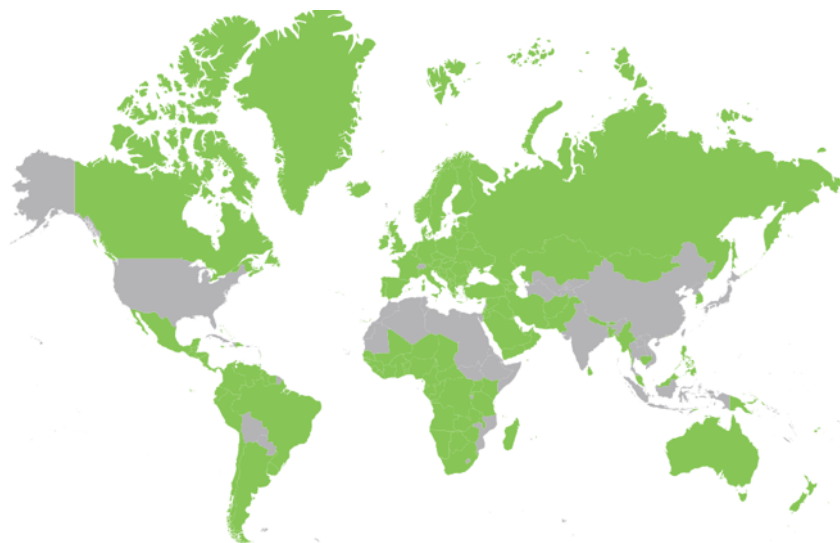


Figure 3 - Countries in which IFRS Standards are required for domestic public companies.
Source: IFRS org

A question might surface at this point: what are the factors that actually make the IFRS Foundation one of the main actors in the effort to create a globally recognized and adopted approach to sustainability reporting?

1. IFRS Foundation's network

First of all, not only the IFRS Foundation can already count on strong and collaborative international relationships with governments, regulators and national standard - setters, but it has also already engaged with many different stakeholders involved in sustainability reporting. The main objective of this initial and informal engagement is to better understand their specific concerns, in order to take all of them into account while setting the standards.

Finally, it is worthwhile to mention that the IASB is also a member of the Corporate Reporting Dialogue (CRD), an organization that aims at enhancing cooperation, coordination and alignment among standard-setters and framework developers that have significant international influence in corporate reporting.

This may represent a competitive advantage in the effort to achieve global consistency in sustainability reporting, because the adoption of the new standards would probably be backed by a vast majority of the stakeholders.

2. Standards - setting expertise

Secondly, the Foundation can benefit from expertise on the international standards - setting field and from its established due process procedures, focused on transparency, broad consultation and accountability. As a consequence, relying upon the Foundation credits, some States may decide to make the sustainability reporting standards mandatory for domestic public companies, just as they have done for the financial reporting standards.

3. Financial and non - financial standards

Furthermore, if the IFRS Foundation were to play a role in the global standards - setting, the harmonization and coordination between financial and non - financial standards would circumvent the possible creation of overlapping areas and foster synergies between the two functions. On top of this, its initiative in the remit of sustainability reporting perfectly matches with the organization mission: "...bring

transparency, accountability and efficiency to financial markets around the world” (IFRS Foundation, September 2020).

Finally, SASB, GRI, CDSB and CDP have issued a report in which they stated that they would be willing to collaborate with the IFRS Foundation in the effort to create a new framework. This is of fundamental importance for two reasons:

- The Foundation would benefit from their accumulated knowledge;
- The transition from the existing standards to the newly issued one would be easier for companies already committed to sustainability reporting.

Moreover, the IASB, as a member of the FSB (Financial Stability Board), oversees the TCFD’s implementation monitoring report and its further guidance on climate related scenario analyses.

This may acquire strategic importance in light of recent news reporting that UK will make TCFD - aligned disclosure mandatory for companies.

The IFRS Foundation has set out three possible solutions to address the need for global sustainability standards:

- Maintain the status quo;
- Facilitate existing initiatives;
- Create a Sustainability Standards Board and become a standard - setter (working with existing initiatives and building upon their work).

To achieve coherence and comparability, the approach supported by the Trustees and recommended by a special Task Force would be to create a new Sustainability Standards Board (SSB) under the governance structure of the IFRS Foundation to develop global sustainability standards.

The objective of the SSB would be to develop and maintain a global set of sustainability - reporting standards initially focused on climate - related risks.

In order to achieve these goals, the SSB could use procedures and network of the IFRS Foundation, promote the consistent use and application of the new sustainability - reporting standards and contribute to international collaboration, cooperation and coordination among all the entities involved. In particular, the SSB would operate alongside the IASB, and the two boards would benefit from the increasing interconnectedness between financial reporting and sustainability reporting.

Stakeholders could also benefit if a single organization developed requirements in financial reporting and sustainability reporting, avoiding conflicting information and facilitating the research procedure.

So, has a line been drawn and will it converge on common principles for ESG issues?

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