

FORWARD CASE STUDY: NEW ZEALAND INSTITUTE OF CHARTERED ACCOUNTANTS (NZICA)

60,000 NZ Accountants Readied for Sustainable Development Reporting

Sustainable development reporting-- often referred to as SDR-- is a critical part of corporate social responsibility. It's an essential area to a company's internal and external development. While it might not be immediately obvious, accountants have an important role to play in enabling sustainability-- after all, what gets measured, gets managed.



Accountants tie into everything from supply chain, to energy, to carbon strategy and are instrumental in helping inform and justify decision making. Forward put together an intranet guide in layman's terms to help inform industry members on the subject.

"Worked effectively with minimal supervision, great at communicating progress, and confirming next steps of the project. Would not hesitate to use again given the opportunity."

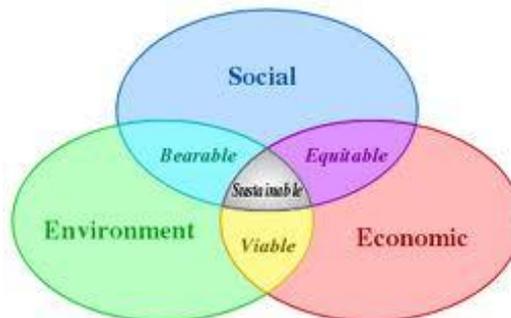
- Shaun Collins, former NZICA SDR Committee Member

Situation

Accountants play an important part in quantifying and analyzing many areas of a business' development. What informs their metrics and measurements can further, or hinder, sustainable development. It is crucial not only that accountants are educated on sustainability issues and understand their implications for business performance, but also be informed how to measure and report on these areas.

Challenge

How is SDR defined? How can it be beneficial for a company? What businesses currently use it? NZICA needed a guide to sustainable development reporting (SDR) to educate its 60,000+ members.



Solution

Having successfully completed numerous projects for industry groups like Sustainable Business Network and Building Research Association, Forward was called in to create the toolkit. Working alongside the SDR committee, we developed the structure, contents, resources, and layout of the intranet guide.

Evaluation

Content was delivered on time and under budget to the committee for implementation on the NZICA intranet. For the professional members of NZICA, another valuable resource is now available for use.

Client: New Zealand Institute of Chartered Accountants (NZICA)

Project: Sustainable development reporting guide

Service: Content + communications, project management

Industry: Industry/Professional Groups

Challenge: Successfully communicate the merits of SDR in a structured manner, and provide additional tools/information to enable ongoing learning process for diverse body of practicing accountants.

Results: Alongside the guidance of the SDR Committee, Forward successfully produced-

- Website outline, formulating the general format of the information
- Thoroughly researched content document
- Formatted website document, complete with external links, image references, and supplemental information sources
- SDR Committee biography tie-ins
- SDR Award winner tie-ins
- International links and best-practice resources

For more information, visit:

NZICA
www.nzica.com

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