Does Corporate Social and Environmental Reporting Really Matter?

QUASI Seminar Series

Ken Pucker, Senior Lecturer, Fletcher School at Tufts University
Does Corporate Social and Environmental Reporting Really Matter?
“Overselling Sustainability Reporting: We’re Confusing Output with Impact,” HBR

- Not dispositive. Yet, true.
- More than 90% of public companies provide CSR reports...and
- Sustainability reporting instruments up 60% over the past 5 years
- Yet...only 1 in 5 public companies reports on its full emissions profile*
- And..less than 1% of companies report allocations vs. planetary boundaries

* CDP findings https://www.esgtoday.com/cdp-only-a-third-of-corporate-emissions-reduction-targets-are-credible/
Does Corporate Social and Environmental Reporting Really Matter?
Timberland’s Progress
Does Corporate Social and Environmental Reporting Really Matter?  
Why So Little Progress?

- It’s hard and complex
- Shareholder / corporate priorities
- Data utility

<table>
<thead>
<tr>
<th>Company</th>
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Does Corporate Social and Environmental Reporting Really Matter?
What About Mandatory Reporting?

- Point of purchase calorie disclosure
- Dodd Frank: Pay Ratio:
  2017: 312:1
  2021: 351:1
- GHGRP: US Electric Power Plants

Point of Purchase Calorie Labelling Has Little Influence on Calories Ordered Regardless of Body Mass Index, Sarah Rendell and Charles Swencionis
The Real Effects of Mandatory CSR Disclosure on Emissions: Evidence from the Greenhouse Gas Reporting Program
Lavender Yang, Nicholas Z. Muller & Pierre Jinghong Liang
Does Corporate Social and Environmental Reporting Really Matter?

So, What Would Work?

Heroic Accounting

New proposals for monetizing corporate planetary impacts are alluring, impossible, and perilous.

By Andrew A. King & Kenneth P. Pucker | Sep. 20, 2021

Dr. Leah Stokes @leahstokes · Sep 24, 2020

What should we be doing instead? Following @JoeBiden's lead with standards, investments, and justice.

- Set the rules of the road: 100% clean electricity by 2035
- Back it with strong investments: 20% of the federal budget!
- Center justice: 40% of funds to frontline communities