



WORLD BANK GROUP
Finance & Accounting

Using Integrated Thinking for Impact and Restoring Trust

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Creating Value through Corporate Reporting

GOT TRUST?

Trust Is in Crisis

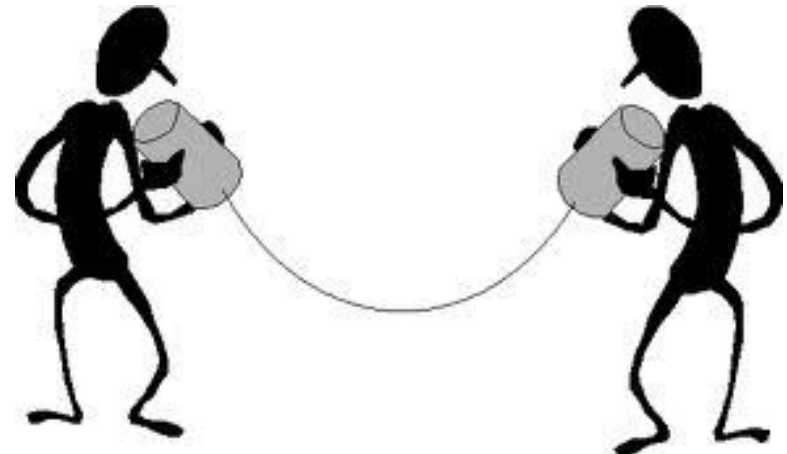
The 2017 Edelman Trust Barometer reveals

- Public trust in institutions is declining
- CEO's credibility has plummeted to an all-time low



The Dialog Is Changing

- Consumer empowerment and other megatrends are changing the relationship between companies, investors and society in general.
- Information is more readily available
- People more socially conscious
- Companies are being held to higher level of accountability



Organizations need to be transparent about the impact they are having

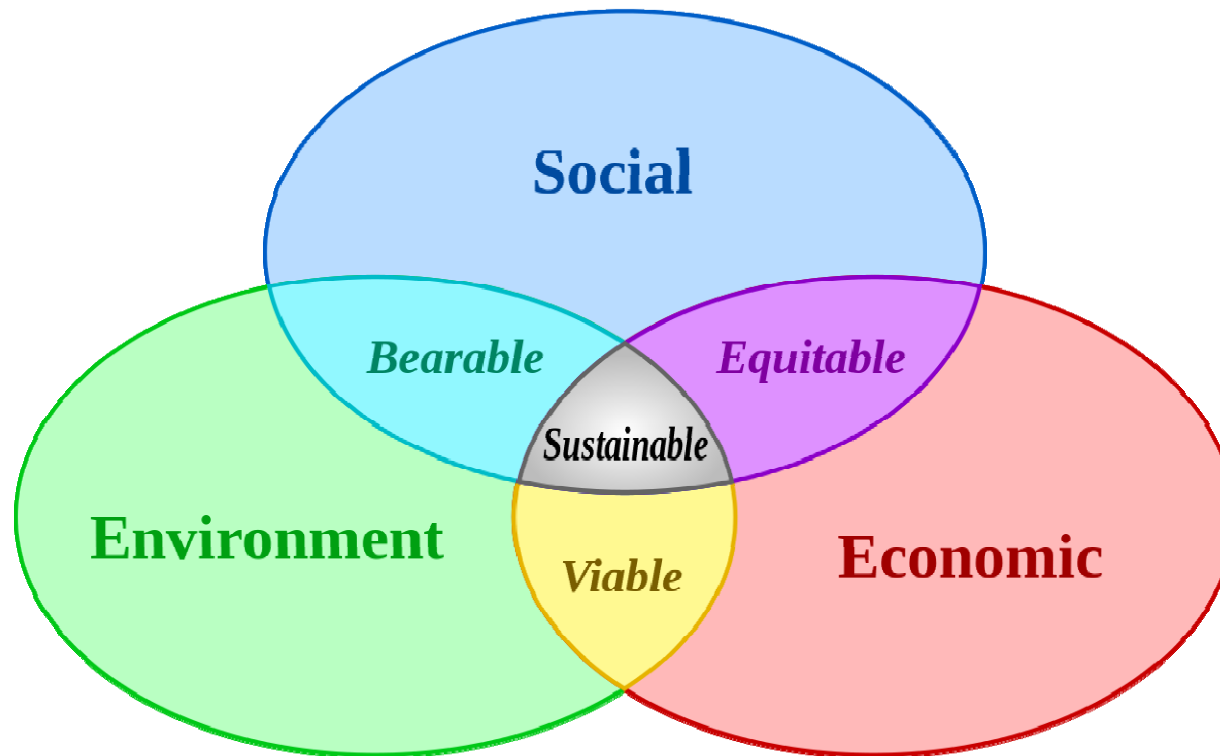


The Sustainable Development Goals present an opportunity for the private sector

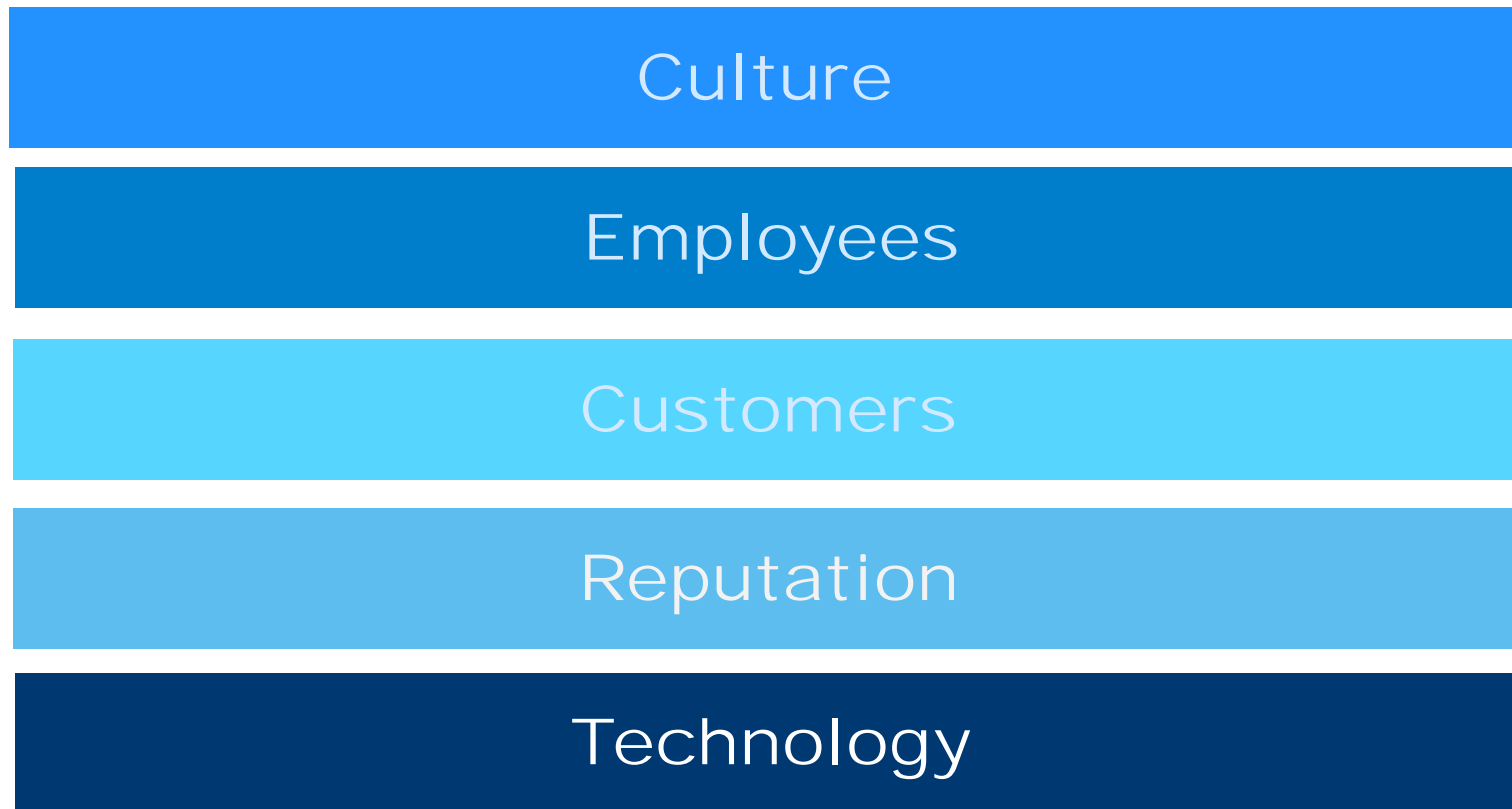
- To align corporate strategy with countries development priorities
- To adopt shared value strategies
- Play a key role in sustainable development
- Change behavior -> Focus on long-term



To be able to deliver long-term value organizations need a holistic strategy



Holistic Strategy includes these drivers of value



Integrated Thinking for Holistic Strategy

- Builds connectivity across departments to be more impactful at creating sustainable value
- Improves ability to evaluate risks and opportunities more effectively = **Robust** decision making
- Improves the dialog with stakeholders

Manage Impact More Holistically



Using Integrated Thinking to Influence What We Communicate

- Going beyond reporting and focusing on sustainability and positive impact
- Telling a more connected and comprehensive story
- Demonstrate improved governance and accountability

Transparency

Will help restore trust



Thank you!

