

Sustainability Reporting Practices for New Reporters

Be authentic in your narrative and specific

- Avoid boilerplate language and no greenwashing or overstating actions.
- Have balance by reporting on good and bad where relevant.
- Honesty and transparency are appreciated.
- Say what you do, and do what you say.
- If important information is unavailable, be transparent about your efforts to collect the data.

Indicate if an ESG issue is material to your business

- Determine materiality. Materiality maps illustrate ESG issues typically considered material by industry/sector. Look at our ESG Resource section on [ESG 101](#) for links to **free** materiality maps.
- Consider conducting and publishing a materiality assessment. Our joint publication with CPA Canada, [A Primer for Environmental & Social Disclosure](#), includes a process to assess materiality.
- ESG information you disclose can include topics that are not material to your business. It is helpful to indicate the topics that are material to your business.
- Reassess materiality regularly. ESG topics are dynamic and their impact can change over time.

Use a standard or framework

- A standard or framework allows stakeholders to compare your data to peers. Standards and frameworks have been well thought out, and often have undergone stakeholder consultation in their creation.
- If you do not report following a framework or standard, at least use it as a guide on the subjects to disclose.

Provide metrics/targets where possible and meaningful

- Quantifiable measurements allow stakeholders to compare information easily and illustrates your company's progression on measures over time.
- Consider reporting on the metrics/targets suggested within frameworks/standards. For those just starting out, consider the [TMX ESG Template](#), though not a standard or framework, it is an easy starting point for disclosure.
- Continuing to report on initial topics year-over-year for consistency, while also growing your disclosure if necessary.

Define industry jargon

- Ensure all stakeholders can understand your ESG reporting by defining terms, jargon or explaining industry-specific processes and terminology.

Avoid selective disclosure

- Surveys used by index providers, supply chains, special interest groups and others to collect and gather insights creates an imbalance of information.
- Try to provide the same information and level of detail to all stakeholders by adding disclosure to your company's website or ESG report.

Don't let perfection get in the way of starting

- Stakeholders need an initial baseline of information even if it is not comprehensive, robust or perfect.
- Using the [TMX ESG Template](#) is an easy way to provide information and direction even when you are very early in your ESG disclosure journey.