

Sustainability Reporting Summit

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ive

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IVE Group

idea > execution



> Who is IVE.



> One partner. Infinite possibilities.

From idea to execution, our connected ecosystem of strategy, creativity, technology and fulfilment works in perfect synergy.



> We connect brands to people with purpose and impact.



> Why are we here today.





To re-ignite reporting for action, measurable outcomes and sustained performance for impact.



> When the pendulum swings too far.



I believe in transparency & rigour.

I do not believe in exhausting smart people for marginal impact.

Or where quantity equals quality.

I believe in authentically communicating where we're at.

Somewhere along the way, reporting became the outcome, not the enabler.



Where the complexity of our reality overwhelms us.





Where we went off track.

We treated disclosure as performance.

Reporting and decision making didn't always go hand in hand.

We didn't make every metric carry its weight.



➤ Correcting the course.



> Re-imagining and rebalancing reporting to be in service of impact.



Where reporting delivers impact.

From disclosure, to insight , to operationalisation.

Ask what problem are we really trying to solve.

Remember why you're doing this.



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