

1) Framework

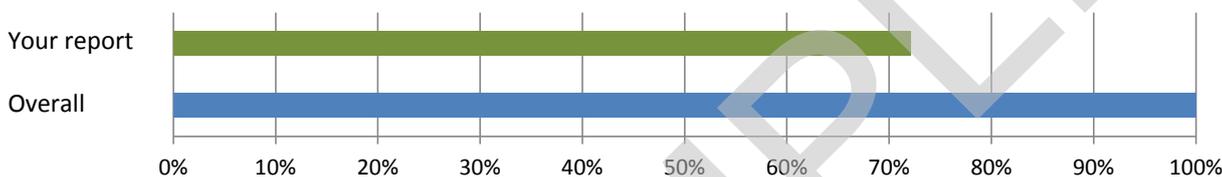
All CRRA entries were evaluated against a framework of criteria, which Corporate Register developed using its '3Cs' (Content, Communications, Credibility) approach to CR reporting. The CRRA Shortlisting Framework forms part of this feedback package. The shortlisting process resulted in a score out of 100 for each report. The ten reports with the highest scores were then selected for each category entered. The shortlisting chart below show the results for your report, with the red bar representing the successful shortlist of reports (highest scores to the right), the blue bar represents the remaining entries for this category, and the extent of the green bar showing the score for your report. For example, if the right hand edge of the green bar extends almost to the red bar but does not overlap it, this indicates that your report was very nearly shortlisted for this category. If the green and red bars overlap, this indicates your report was successfully shortlisted. If the gap between the green and red bars is quite large, this indicates the shortfall between your report's score and the standard attained by the shortlisted entries. Our shortlisting team also gave feedback for your report which you will see under 'Comments'

Full Shortlisting Framework at www.reporting-awards.com/help/Shortlisting-Framework.pdf

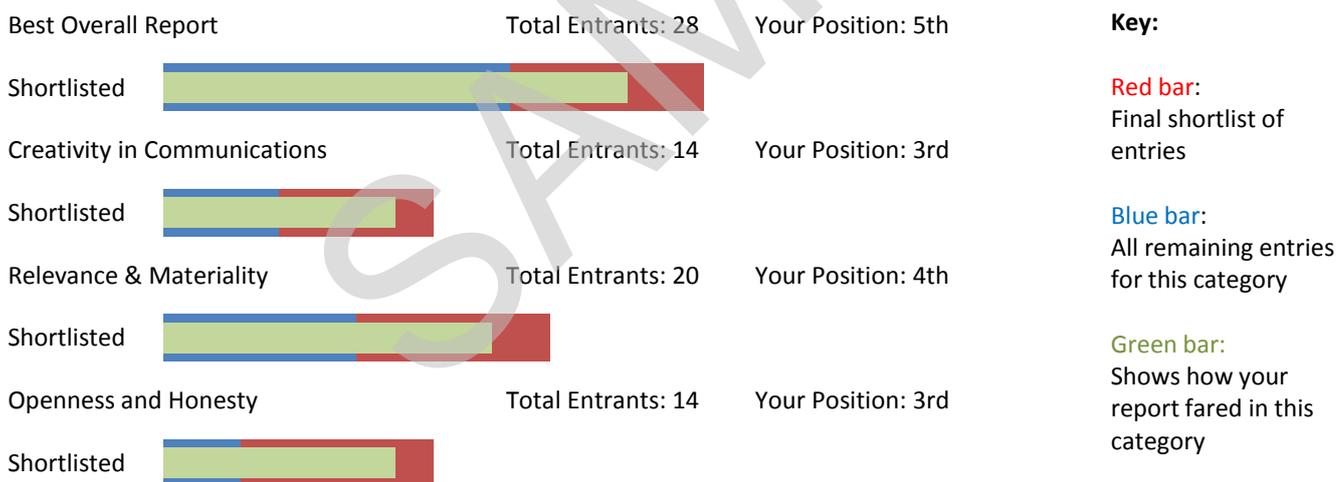
2) Shortlisting

Each report entered was scored on a scale 0-100 during shortlisting. The first chart indicates your report's score on this 0-100 scale. The remaining charts show how your report fared in each category entered.

Overall



Per Category Entered



Comments:

Content

This report follows several of the major reporting frameworks (GRI, UNGC, IIRC) and the thorough materiality assessment has identified the key issues, all of which are addressed. The data tables showing the previous five years are very useful for comparing past performance against current data. The SMART targets build on this, giving a clear picture of where the company intends to be in five years, and how it will address its impacts over this period.

Communications

The clear contents index at the beginning, and subject index at the end, make navigating this report very straightforward. The interactive PDF format has been implemented very effectively - all the links work both within the report and to external websites. The colour codes used to identify the different report sections are also effective. The style is clear, with many charts and illustrations.

Credibility

The tone and style of the report, together with the use of global reporting frameworks, make this report highly credible. However the lack of an external assurance statement, or any explanation as to why this is not included, does raise questions as to the credibility of some of the more sweeping statements within the report, such as 'We have never breached any environmental limits across any of our sites over the past ten years'. Such a statement would be more credible if an external organisation could endorse it within the report, and a full external assurance statement would ensure this statement could be published with confidence.

Recommendations

Include external assurance next year. Include 'external voices' from your stakeholders to illustrate key messages - this is especially important for some of the more controversial developments. There's a lot of data here, but the tables are too small to read easily - the reader must enlarge the PDF for each table. Include contact information - a good indicator of a transparent company is to welcome feedback, and provide a clear route for readers to provide it (such as email with a named contact).

SAMPLE