

Original Scientific Paper

UDC: 657.1/657.63

Paper received: 06/04/2016

Paper accepted: 12/04/2016

SUSTAINABILITY REPORTING QUALITY: THE ANALYSIS OF COMPANIES IN CROATIA

Dubravka Krivačić, Ph.D.

Karlovac University of Applied Sciences, Karlovac, Croatia

E-mail: dubravka.krivacic@vuka.hr

ABSTRACT

Movement of companies towards sustainable development resulted in increased demand from their stakeholders to disclose sustainability reports. Sustainability reports are considered as an evidence of responsible business practice that provides the necessary non-financial information to external and internal stakeholders. Sustainability reports enable companies to consider their efficiency in addressing the sustainability issues, and at the same time easier to assess the opportunities, but also the challenges they face. In their preparation is advisable to use reporting criteria established by independent international organizations and initiatives, ensuring the quantity but also the quality of reported information. The purpose of this paper is to determine the level of sustainability reporting quality of companies in Croatia, which will allow drawing conclusions about the usefulness of the sustainability information to stakeholders. The paper will at the same time provide space for further research of importance of non-financial reporting standardization.

Keywords: *sustainability reporting; quality; analysis*

1. INTRODUCTION

Today we are witnessing the transformation of traditional accounting reporting models, mostly focused on financial and historical data, towards new forms of reporting: non-financial reporting, i.e. sustainability reporting. That is the result of increased pressure of internal and external stakeholders on the

company to report not only the financial but also the social and environmental performances of their businesses. Sustainability reporting is the practice of measuring, disclosing, and being accountable to internal and external stakeholders for organizational performance towards the goal of sustainable development (GRI, 2006, p. 3). It serves as a tool to change external perceptions, to instigate dialogue with stakeholders and to play an important role in communication and relationship building between the organisations and stakeholders (Bonson and Bednarova, 2015, p. 183). Sustainable development reports are public reports by companies to provide internal and external stakeholders with a picture of corporate position and activities on economic, environmental and social dimensions, i.e. attempt to describe the company's contribution toward sustainable development (WBCSD, 2002, p. 7). The reasons why companies disclose sustainability reports are different. Research has found that companies report to respond to stakeholders' expectations and contribute to the welfare of society (Morsing and Shultz, 2006), in order to manage their own legitimacy (Reverte, 2009), in order to preserve their reputation (Reynolds and Yuthas, 2008), and to achieve profitability in the long run by reducing information asymmetry (Merkl-Davies and Brennan, 2007, Du, Bhattacharya and Sen, 2010). Sustainability reporting instils discipline and helps a company think about and define its long term vision and raises awareness of sustainable practices in the whole organisation (ACCA, 2013, p. 6). Over the last decade, a growing number of reporting initiatives, principles and guidelines have been developed to provide companies, as well as other types of organizations, an appropriate reporting framework (e.g. UNGC Principles, OECD Guidelines for Multinational Enterprises, Global Reporting Initiative Reporting Framework, ISO 26000, AA1000). However, many different reporting frameworks, as well as the complexity of the reporting process, may be confusing for companies and their decision on what and how to report, so in recent years there is growing debate about the need to harmonize the structure of sustainability reports globally. Therefore, welcome are the efforts by the Global Reporting Initiative to try to bring some harmonization into the broad variety of reporting formats that are emerging (WBCSD, 2002, p. 3). With the same effort, the International Integrated Reporting Committee (IIRC) was founded, which published the International Integrated Reporting Framework in 2013. The framework implies incorporating the environmental and social aspects of business operations into companies' annual reports. The purpose of the Framework is to establish guiding principles and content elements that govern the overall content of an integrated report, and to explain the fundamental concepts that underpin them (IIRC, 2013, p. 4). Including corporate responsibility data in annual financial reports is now a firmly established global trend, making it easier for investors to access non-financial information (KPMG, 2015, p. 36). However, given

that in most countries sustainability reporting is still voluntary, the companies decide independently what information, when, how and in what context will report. Even when it is mandatory, for example according to the EU Directive 2014/95 which requires companies to describe their business model, and outcomes and risks of adopted mandatory policy issues, it is aimed at aligning with some of the known reporting frameworks, about which companies decide independently. It is to be expected that the future pressures of different users of sustainability reports will affect the content of the reports, as was the case with financial reporting. Yet, there will be a challenge to balance between what is realistic to expect companies to report on and what stakeholders want to see reported (WBCSD, 2002, p. 3). One is, however, certain, the quality of sustainability reports will have to be provided for stakeholders because the information that companies provide has to be a reliable foundation for decision making. The level of sustainability reporting quality is just beginning to attract attention of scientists and accounting experts. So far only a small number of papers have been published in this area. By addressing the issue of the quality of sustainability reporting, and determining the level of reporting quality in companies in Croatia the goal of this paper will be accomplished, and the paper will contribute to making conclusions about the usefulness of reported information and possible criteria for standardizing nonfinancial reporting.

2. PREVIOUS RESEARCH

The number of companies publishing sustainability information increases year by year. KPMG's research on corporate responsibility reporting (which is a synonym for sustainability reporting) in 2015 found that reporting on corporate responsibility is a standard practice of 92% of the largest 250 companies (G250) worldwide, and that reports from European companies have the highest quality (KPMG, 2015). The growth trend of the number of companies publishing sustainability reports is unquestionable, but the stakeholders' interest is increasingly concerned with the quality of reported information and the models of its measurement. Quality should reside in the manner in which the disclosed information transforms stakeholders' knowledge of the firm's corporate strategy (Brammer and Pavelin, 2008, p. 126). However, designing and implementing a sustainability reports that fits the needs of these different stakeholder groups is a difficult task (Freundlieb and Teuteberg, 2012, p. 1177). Despite the different background of sustainability reporting contained in the standards and guidelines, the quality criteria are quite similar (Freundlieb and Teuteberg, 2012, p. 1179), so it is difficult for companies which publish reports to find a framework that would best provide stakeholders with the quality of information. The quality of information enables stakeholders to make sound

and reasonable assessments of performance, and take appropriate action (GRI, 2006, p. 13), so the reports should reflect positive and negative aspects of the organization’s performance; issues and information should be selected, compiled, and reported consistently; the reported information should be sufficiently accurate and detailed; information should be made available in a manner that is understandable and accessible to stakeholders; information should be gathered, recorded, and reports compiled, analysed, and disclosed in a way that could be subject to examination (GRI, 2006). Information is relevant when it helps to evaluate a company’s activities, reliable when it is free from material error and bias, i.e. faithfully reflects activities and processes, and when it is comparable over time, but also with information of different companies (WBCSD, 2002).

Table 1. Review of the quality of sustainability reporting criteria

GRI	WBCSD	IIRC
balance	relevance	materiality
comparability	materiality	conciseness
accuracy	reliability	reliability
timeliness	comparability	completeness
clarity		consistency
reliability		comparability

Source: The author according to: GRI Sustainability reporting guidelines 3.0, 2006; WBCSD, Sustainable development reporting: Striking the balance, 2002; and IIRC, The International IR Framework, 2013

The quality of the decisions made by users of information depends on the quality of the sustainability report, so any inaccurate and unreliable information can mean loss of reputation and business partners, and ultimately affects the sustainability of the company that publishes it. By analysing the quality of sustainability reporting in six highly developed European countries (Poland, Sweden, Denmark, United Kingdom, France and the Netherlands) Habek and Wolniak determined that the level of quality of the analysed reports is generally low and that in all analysed countries there is room for improvement (Habek and Wolniak, 2016, p. 415).

Table 2. Sustainability report quality indicators

RELEVANCE OF INFORMATION INDICATOR	CREDIBILITY OF INFORMATION INDICATOR
sustainability strategy	readability
key stakeholders	basic reporting principles
targets	quality of data
trends over time	stakeholders dialogue outcomes
performance indicators: market place	feedback
performance indicators: workplace	independent verification
performance indicators: environment	
performance indicators: community	
improvement actions	
integration with business processes	
executive summary	

Source: Habek, P., Wolniak, R., Assessing the quality of corporate social responsibility reports: the case of reporting practices in selected European Union member states, Qual Quant, No. 50, 2016, p. 410

The study analysed the quality of the reports through, for this opportunity defined, the indicators of importance and credibility (Table 2). It was found that the importance of disclosed information in the observed reports was higher than their credibility. The highest level of quality indicators has been determined in the reports from companies in France and the Netherlands, which may be related to the fact that France in 2001 has made an obligation to companies to include sustainability information in their annual reports, while the Netherlands was one of the few countries that developed a separate accounting standard for independent verification of sustainability reports. Regarding existing standards and guidelines for sustainability reporting, Freundlieb and Teuteberg (2012) have found that they are too focused on the content of the report and that they, from the position of stakeholders, ignore the acceptance of existing information system criteria that are proven valid in other problem areas. In response to these shortcomings, they presented a multi-metric framework that directly involves different stakeholder groups in defining the quality criteria and its proper evaluation. Baviera-Puig et al. argue that organizations must overcome the challenges of publishing sustainability reports that will successfully meet the demands of different stakeholders, and they propose a method for assessing the communication and features of sustainability reporting that includes multi-stakeholders approach (Baviera-Puig et al., 2015). By identifying the factors influencing the quality of corporate reporting on the environment, as very important sustainability dimension, Brammer and Pavelin (2008) have determined that high-quality reporting is present in larger

companies and those in sectors that have a great impact on the environment. The research related to the establishment of the framework for improving the quality and comparability of the nonfinancial information reporting system, carried out on the sample of Croatian companies, came to the conclusion that there are certain preconditions for successful implementation on nonfinancial reporting by domestic companies and suggest an innovative approach that emphasizes the harmonization of segment reporting and external reporting system (Peršić, Bakija and Vlašić, 2015).

3. METHODOLOGY AND THESIS OF THE RESEARCH

Research that deals with the quantity of corporate reporting often analyse companies quoting on stock exchanges, "since they are most exposed to the public and are expected to provide most information for decision making on the capital market" (Ienciu, Muller and Matis, 2011, p. 124). This approach was applied in Croatia when investigating the level of corporate responsibility reporting on the sample of companies listed on the Zagreb Stock Exchange in 2012. The survey found that 22% of companies report information on environmental responsibility, but only 3% of them prepare reports on social responsibility (Krivačić, 2012). Analysing the current state of sustainability reporting of companies listed on the Zagreb Stock Exchange, it was found that a relative number of those publishing sustainability reports increased to 8%. However, in the survey of sustainability reporting quality, it was decided to use reports available through the Croatian Business Council for Sustainable Development (CBCSD) web site, where 20 reports are available, which is the larger number of reports than those that can be collected from the database of companies listed on Stock Exchange. The analysis was included sustainability reports (social responsibility reports, sustainable development reports) available at web address <http://www.hrpsor.hr/popis-nefinancijskih-izvjestaja-1-101.html> (retrieved March 19th 2016). The quality of the sustainability reports is defined as a subject of the research. Due to the lack of a generally accepted model for measuring the quality of reporting, it is possible to take the quantity of reporting as a measure for the quality of reporting, because it has been shown that the quantity and the quality are positively correlated (Hail, 2001, p. 14). Given that the Reporting Guidelines of the Global Reporting Initiative are the most popular reporting framework, and are applied in the preparation of more than 60% of all sustainability reports in 45 countries of the world (KPMG, 2015, p. 45), and taking into account the fact that they are also applied by companies in Croatia, a model of assessment of sustainability reports quality, based on these Guidelines, was used in this study, especially in the part related to environmental and social performance indicators. The paper is based on the assumption

that compliance with GRI Guidelines is an appropriate indicator of reporting quality, i.e. a firm evidence of corporate responsibility towards stakeholders and their commitment to addressing sustainability issues. By content analysis of the sustainability reports, key environmental and social indicators for each individual company are identified. Environmental indicators include: a) material used, b) energy consumption, c) water consumption, d) impact on biodiversity, e) greenhouse gas emissions and emissions of harmful substances, f) waste and waste water production, and g) initiatives to mitigate environmental impacts. Social indicators were analysed as follows: a) employees, b) occupational health and safety, c) employee education and training programs, d) diversity and equal opportunities of employees, e) respect of human rights, f) participation in the local community, and g) concern about health and safety of customers. In order to verify correlation between certain characteristics of an enterprise and the quality of the sustainability report, the following research hypotheses have been defined:

H1: There is a positive and significant correlation between the quality of sustainability reports and size of the company.

H2: There is a positive and significant correlation between the quality of sustainability reports and industry of the company.

H3: There is a positive and significant correlation between the quality of sustainability report and quotation of the company on the stock exchange.

4. RESEARCH RESULTS

The reports covered by the analysis related to the year for which the companies published them on the CBCSD website, which in most cases were reports for business year 2014 (74%) and 2013 (11%), and two previous years (2012 and 2011, 10%), as well as for the latest year 2015 (5%). It was determined that analysed companies have continuity in publishing sustainability reports over the past few years, however, less than half (47%) have reporting continuity for more than five years. Companies mostly use the usual report names such as a "sustainability report", "sustainable development report" or "corporate social responsibility report", while only one of the observed companies integrates sustainability information into an annual report. In the reporting, 47% of the companies are aligning to the GRI Reporting Guidelines, which is consistent with Habek and Wolniak's research (2016, p. 415). Apart compatibility with the GRI Guidelines, some of them (44%) point out compliance with the UNGC Principles, while compatibility with the UNGC Principles but not with the GRI Guidelines is visible in 26% of other reports. Some companies (27%) explicitly do not state compliance with any internationally rec-

ognized reporting framework. Variations in reports of companies that make them according to the GRI Guidelines are noticeable depending on what version of the Guidelines (G3.1 or G4) they apply, and depending on the level of compliance with these Guidelines (either core or extensive). For companies which make reports in accordance with UNGC Principles, variations are less noticeable, and a possible reason for this is that companies are describing their compliance with UNGC Principles, which does not mean the publication of concrete quantitative indicators. The quantity of analysed reports ranges from only 10 to over 200 pages, and the average number of reports pages is 75. Of the company's environmental indicators, the companies primarily publish information on water consumption (75%) and energy consumption (70%), waste and wastewater production (70%), and greenhouse gas emissions and emissions of harmful substances (65%). Of the social indicators companies publish mostly information about the activities within the local community (90%), and then information about the employees (85%) and information about the occupational health and safety (85%). Given the number of indicators published by companies and their coverage in the reports, it is recognized that most of the analysed companies provide relatively good quality of information on sustainability, although reports should be subject to independent audits.

Table 3. Distribution of sustainability reporting quality indicators (environmental and social dimensions) of companies in Croatia

DIMENSION	INDICATOR	NUMBER OF COMPANIES WHICH REPORT INDICATOR
ENVIRONMENTAL DIMENSION	a) materials used	10
	b) energy consumption	14
	c) water consumption	15
	d) impact on biodiversity	9
	e) emissions of greenhouse gasses and harmful substances	13
	f) waste and wastewaters production	14
	g) initiatives to mitigate environmental issues	7

DIMENSION	INDICATOR	NUMBER OF COMPANIES WHICH REPORT INDICATOR
SOCIAL DIMENSION	a) work force	17
	b) occupational health and safety	17
	c) education and employee training programs	14
	d) diversity and equal opportunities of employees	12
	e) respect for human rights	8
	f) participation in local community	18
	g) health care and customer safety	13

Source: The author according to GRI G4 Guidelines for sustainability reporting: Reporting principles and standard disclosures, 2013, available at <https://www.globalreporting.org/resource-library/Croatian-G4-Part-One.pdf> (retrieved March 16th 2016) and sustainability reports available at web page of CBCSD, <http://www.hrpsor.hr/popis-nefinancijskih-izvjestaja-1-101.html> (retrieved March 19th 2016)

In order to determine the existence of a statistically significant correlation between certain characteristics of a company and the quality of the sustainability report, Pearson correlation coefficients were calculated, and it was determined whether there was a statistically significant correlation between the quality of sustainability reporting and the size, industry and quotation of the company on the stock exchange. As a measure of reporting quality for each company, a number of published environmental and social indicators were defined, with a maximum of 14 indicators. The size of the company was measured by the number of employees. According to the activities of the companies, they are grouped into two groups: environmentally sensitive (manufacturing) and environmentally less sensitive (service) companies. The system of grouping companies was also applied to the last variable, where companies are viewed as those which have and those which do not have quotation on the Zagreb Stock Exchange. Calculated coefficients and determined levels of significance are shown in Table 4. The results showed that there is a positive correlation between variable QUAL (quality of sustainability report) and variable SIZE (size of the company measured by total number of employees), and that it is statistically significant ($r = 0.03$), thus confirming the first hypothesis (H1). However, there are no statistically significant correlation ($r = 0.5$; $r = 0.6$) between variable QUAL and variable IND (basic industry of the company), as well as variable QUAL and variable LIST (listing on the stock exchange), and therefore the remaining two hypotheses of research (H2 and H3) were not confirmed.

Table 4. Correlation matrix

		QUAL	SIZE	IND	LIST
QUAL	Pearson Correlation	1	.478*	-.149	.122
	Sig. (2-tailed)		.033	.530	.609
	N	20	20	20	20
SIZE	Pearson Correlation	.478*	1	-.187	.027
	Sig. (2-tailed)	.033		.431	.909
	N	20	20	20	20
IND	Pearson Correlation	-.149	-.187	1	.378
	Sig. (2-tailed)	.530	.431		.100
	N	20	20	20	20
LIST	Pearson Correlation	.122	.027	.378	1
	Sig. (2-tailed)	.609	.909	.100	
	N	20	20	20	20

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Author's processing in statistical computing program SPSS

In previous research the size of the company has shown as a factor that has a statistically significant impact on sustainability reporting (Branco and Rodrigues, 2008, Haniffa and Cooke, 2009), which can be related to the assumption that large companies are exposed more to the public. The reason why size of the company in this research has shown as significant impact factor on the quality of sustainability reporting can also be that in the sample were mostly companies with recognized brands of products and services that use their own social responsibility and disclosure of information on the achieved sustainability effects as a means of differentiating from competitors and attracting customers. Same as the size of the company, in some previous research the industry has shown a significant impact factor, especially in companies operating in environmentally sensitive sectors (Branco and Rodrigues, 2008). In this research, the industry of the company has not been identified as a significant factor influencing the quality of reporting, which may be due to the fact that there were only a few companies in the sample belonging to environmentally sensitive industry (e.g. oil production, cement production, etc.). In the research of Bonson and Bednarova (2015) listing on the stock exchange has proven to be a significant factor, while in this research this wasn't confirmed. This may be due to the relatively poor development of the capital market in Croatia, compared to highly developed countries, as well as not recognizing sustainability information as significant indicator of the effectiveness and efficiency of businesses from the standpoint of domestic investors.

5. CONCLUSION

Through sustainability reports companies present their environmental responsibility, focus on the protection of labour and human rights and improvement of employee satisfaction, social inclusion and support to development of local community, communication with stakeholders and involvement of their demands in decision-making processes. Sustainability reporting becomes a regular business practise of companies worldwide. Slowly, but certainly enters into business practice of companies in Croatia, as well. Given the number of indicators that the companies analysed in this survey are reporting in accordance with the GRI Guidelines, there is a discovery of a relatively good quality of sustainability information, although confirmation of this should be the opinion of an external audit. Of the observed factors influencing the quality of reporting, only the size of the company proved statistically significant. Sustainability reporting is a challenge, as it requires certain organizational changes to implement it, and invest time and resources into monitoring environmental and social aspects of business, measuring efficiency in these aspects, data analysis, and producing reports. Therefore, a large number of companies, especially those smaller ones, do not yet decided on the implementation of such business practice.

REFERENCES

1. ACCA, The Business Benefits of Sustainability Reporting in Singapore, Association of Chartered Certified Accountants, 2013, <http://www.accaglobal.com/content/dam/acca/global/PDF-technical/other-PDFs/sustainability-roundtable.pdf> (retrieved 01/12/2014)
2. Baviera-Puig, A. Gómez-Navarro, T., García-Melón, M., García-Martínez, G., Assessing the Communication Quality of CSR Reports: A Case Study on Four Spanish Food Companies, *Sustainability* No. 7, 2015, p. 11010-11031, doi:10.3390/su70811010
3. Bonson, E., Bednarova, M., CSR reporting practise of Eurozone companies, *Revisita de Contabilidad – Spanish Accounting Review*, Vol. 18, No. 2, 2015, p. 182-193
4. Brammer, S., Pavelin, S., Factors influencing the quality of corporate environmental disclosure, *Business Strategy and the Environment*, No. 17, 2008, p. 120-136
5. Branco, M. C., Rodrigues, L. L., Factors Influencing Social Responsibility Disclosure by Portuguese Companies, *Journal of Business Ethics*, No. 83, 2008, p. 685-701
6. Directive 2014/95/EU, *Official Journal of the EU*, 11/15/2014
7. Du, S., Bhattacharya, C., Sen, S., Maximizing business returns to corporate social responsibilities: the role of CSR communication, *International Journal of Management Reviews*, Vol. 12, No. 1, 2010, p. 8-19
8. Freundlieb, M., Teuteberg, F., Evaluating the quality of web based sustainability reports: a multi-method framework, 45th Hawaii International conference on System Sciences, 2012, <http://www.computer.org/csdl/proceedings/hicss/2012/4525/00/4525b177.pdf> (retrieved 03/19/2016)

9. Global Reporting Initiative (GRI), G4 Sustainability reporting guidelines: Reporting principles and standard disclosures, 2013, <https://www.globalreporting.org/resource/library/Croatian-G4-Part-One.pdf> (retrieved 03/16/2016)
10. Global Reporting Initiative (GRI), Guidelines for sustainability reporting 3.0, 2006., <https://www.globalreporting.org/resource/library/GRI-G3-Croatian-Reporting-Guidelines.pdf> (retrieved 03/21/2015)
11. Habek, P., Wolniak, R., Assessing the quality of corporate social responsibility reports: the case of reporting practices in selected European Union member states, *Qual. Quant.*, No. 50, 2016, p. 399-420
12. Hail, L., The Impact of Voluntary Corporate Disclosures on the Ex ante Cost of Capital for Swiss Firms, 2002, SSRN: <http://ssrn.com/abstract=279276> or <http://dx.doi.org/10.2139/ssrn.279276> (retrieved 03/26/2012)
13. Haniffa, R. M., Cooke, T. E., The impact of culture and governance on corporate social reporting, *Journal of Accounting and Public Policy*, Vol. 24, No. 5, 2005, p. 391-430
14. Croatian Business Council for Sustainable Development (CBCSD), <http://www.hrp-sor.hr/popis-nefinansijjskih-izvjestaja-1-101.html> (retrieved 03/19/2016)
15. Ienciu, A., Muller, V., Matis, D., Environmental reporting within the Romanian companies, *International Journal of Energy and Environment*, Vol. 5, No. 1, 2011, p. 123-131
16. International Integrated Reporting Council (IIRC), The International Integrated Reporting Framework, 2013, www.theiirc.org (retrieved 03/15/2016)
17. KPMG, Currents of change: The KPMG Survey of Corporate Responsibility Reporting 2015, www.kpmg.com/crreporting (retrieved 12/05/2015)
18. Krivačić, D., Corporate environmental reporting – analysis of companies listed on the Zagreb Stock Exchange, *Accounting and Management*, 13th International Scientific and Professional Conference, Zagreb, 2012, Proceedings, Vol. 1 – Scientific Papers, p. 57-67
19. Merkel-Davies, D., Brennan, N., Discretionary disclosure strategies in corporate narratives: Incremental information or impression management? *Journal of Accounting Literature*, No. 26, 2007, p. 116-196
20. Morsing, M., Schultz, M., Corporate Social Responsibility Communication: Stakeholder information, response and involvement strategies, *Business Ethics: A European Review*, Vol. 15, No. 4, 2006, p. 323-338
21. Peršić, M., Bakija, K., Vlašić, D., Framework for improving quality and comparability of non-financial reporting system. *Copernican Journal of Finance & Accounting*, Vol. 4, Iss. 2, 2015, p. 109-127
22. Reverte, C., The impact of better corporate social responsibility disclosure on the cost of equity capital, *Corporate Social Responsibility and Environmental Management*, No. 19, 2012, p. 253-272
23. Reynolds, M., Yuthas, K., Moral discourse and corporate social responsibility reporting, *Journal of Business Ethics*, Vol. 78, No. 1-2, 2008, p. 47-64
24. World Business Council for Sustainable Development (WBCSD), Sustainable development reporting: Striking the balance, 2002, http://wbcstdservers.org/wbcstdpublications/cd_files/datas/financial_capital/reporting_investment/pdf/SustainableDevReporting-Striking-the-balance.pdf (retrieved 01/16/2016)

KVALITETA IZVJEŠTAVANJA O ODRŽIVOSTI: ANALIZA PODUZEĆA U HRVATSKOJ

SAŽETAK RADA:

Usmjerenost poduzeća održivom razvoju rezultirala je povećanjem potražnje njihovih dionika za objavljivanjem izvještaja o održivosti. Izvještaje o održivosti smatra se dokazom odgovorne poslovne prakse koji eksternim i internim dionicima osigurava potrebne financijske i nefinancijske informacije. Izvještaji o održivosti omogućavaju poduzećima sagledati njihovu učinkovitost u rješavanju problema održivosti, a ujedno i lakše procijeniti koristi, ali i izazove s kojima se suočavaju. U njihovu sastavljaju uputno je koristiti kriterije za izvještavanje nezavisnih međunarodnih organizacija i inicijativa, čime se osigurava kvantiteta, ali i kvaliteta objavljenih informacija. Svrha ovoga rada je utvrditi razinu kvalitete izvještavanja o održivosti poduzeća u Hrvatskoj, što će omogućiti donošenje zaključaka o korisnosti objavljenih informacija dionicima. Rad će ujedno otvoriti prostor za daljnja istraživanja potrebe standardizacije nefinancijskog izvještavanja.

Ključne riječi: izvještavanje o održivosti; kvaliteta; analiza