

'CSEAR E-Newsletter' – December 2011

FROM THE CENTRE FOR SOCIAL AND ENVIRONMENTAL ACCOUNTING RESEARCH

Welcome to the latest CSEAR *E-Newsletter* which is sent out to all members regularly throughout the year, providing you with up to-date SEA news and contact information. If you would like to use these pages for publicising any conferences or events that you think would be of interest to other CSEAR members just let us know by emailing us.

CSEAR News

- Are you a member of **Facebook**? – then have a look at **CSEAR's Facebook** page where members are connecting and sharing information. Recent postings have included a link to a **Guardian** article on integrated reporting; a video from **TED.com** showing time lapse proof of extreme ice loss; and a call for reviewers of SEA books and articles to get in touch with Conny and Matias to have their reviews included in **SEAJ**. Send in your conference photos, news and comments and keep in touch.

**www.facebook.com/group.php?gid=121691174537092&ref=ts
Keep in touch with us
via Facebook**
- The **24th International CSEAR Congress** will be held at **St Andrews University** from **3rd – 5th of September 2012**. Due to lack of University residential accommodation, the conference will be run on a Day Delegate basis. A variety of accommodation has been pre-booked in St Andrews and links to hotels will be shown on the website. A conference dinner will also be held.

www.st-andrews.ac.uk/~csearweb
- The **4th Italian CSEAR Conference on Social and Environmental Accounting Research** is being organised by the **University of Trento** and held on **20th – 21st September, 2012**. Plenary speakers include **Jan Bebbington**.

See attached Call for Papers
- The **15th EMAN/CSEAR 2012 Northern Europe/Scandinavia Conference** will be held on **24th – 26th September 2012** in **Helsinki, Finland**, considering **Sustainable Economy**.

www2.leuphana.de/umanagement/projekte/eman/helsinki-2012/
- The **1st CSEAR conference in China** is being organised by colleagues at **Jinan University**, with assistance from **Peking University**, and the **Accounting Society of China**. The conference will be held on **26th – 28th October, 2012**. See the conference website for further information.

**<http://seachina.jnu.edu.cn>
See attached Conference Announcement**
- The **5th GECAMB conference on Environmental Management and Accounting – the Portuguese CSEAR conference** will be held during **October, 2012** in **Coimbra, Portugal**. Further details available later.

**Email csear@st-andrews.ac.uk
to express interest**
- The **2nd CSEAR France** is scheduled to be held in **2013** in **Montpellier**. More information later.

**Email csear@st-andrews.ac.uk
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- The **3rd CSEAR conference** to be held in **Brazil** will be held in **Pará State** located in Amazon Forest, in **July 2013**.

**Email csear@st-andrews.ac.uk
to express interest**
- The **9th Spanish CSEAR conference** is being organised by **Antoni Llull** and his colleagues in the **University of the Balearic Islands (Palma de Mallorca)**. It will be held in **2013**.

**Email csear@st-andrews.ac.uk
to express interest**

CSEAR News (continued)

- **Social and Environmental Accountability Journal's** next special issue is on **Social and Environmental Accounting and Policy Making** with guest editor **Jan Bebbington**. Closing date for papers is **29th February 2012**.
- The **SEA education, teaching and learning** website developed by **Ian Thomson** and **Lorna Stevenson**, is a great resource for new teachers in social accounting.
- **CSEAR's blog - Accountability, Transparency, Sustainability** – is run by **Colin Dey** with everyone welcome to join and contribute comments. Set up your access rights now.

See attached Call for Papers

<http://sites.google.com/site/cseareducation/>

<http://csearweb.blogspot.com/>
Email: colin.dey@stir.ac.uk

Call for Papers

- **Accounting, Auditing & Accountability Journal** is planning a special issue on **Accounting for biodiversity** with guest editors **Michael Jones** and **Jill Solomon**. The final submission date is **28th January 2012**.
- **Accounting, Auditing & Accountability Journal** is planning a special issue on **Social accountability and stakeholder engagement for sustainability: Shaping organisational change in higher education?** with guest editors **Christian Herzig**, **Jasmin Godemann**, **Jeremy Moon** and **Jan Bebbington**. The final submission date is **31st July 2012**.
- **Accounting, Auditing & Accountability Journal** is planning a special issue on **Accounting, accountants, and accountability regimes in pluralistic societies: taking multiple perspectives seriously** with guest editors **Judy Brown**, **Jesse Dillard** and **Trevor Hopper**. The final submission date is **31st Dec. 2012**.
- **Accounting, Organizations and Society** is planning a special issue on **Accounting, Non-Governmental Organizations and Civil Society** with guest editors **Matthew Hall**, **David Lewis** and **Brendan O'Dwyer**. The special issue is linked to a workshop to be held **December 2012**.
- **Sustainability Accounting and Management Policy Journal** is planning a special issue on **Sustainability Accounting for the Industrial Use of Biomass** with guest editors **Stefan Schaltegger**, **Roger Burritt**, and **Rob Bailis**. The final submission date is **February 29th 2012**.

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<http://www.emeraldinsight.com/authors/writingguidelines?id=336633>

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www.elsevier.com/locate/jaccp/NGO_PDF.pdf

www.emeraldinsight.com/products/journals/call_for_papers.htm?id=3369&PHPSESSID=5bthbvuishin769m0cvk7lvjr4

Other Conferences

- **Euricse** and **ICA** are organising a conference from **March 15th – 16th 2012** in **Venice, Italy** on **Promoting the Understanding of Co-operatives for a Better World**.
- The **4th International Conference on Governance Fraud Ethics and Social Responsibility** will be held in **Antalya, Turkey** from **4th–7th April 2012**.

www.euricse.eu/node/1736

www.aicongress2011.org/submit.htm

Other Conferences (continued)

- The **48th British Accounting and Finance Association Annual Conference and Doctoral Colloquium** will be held from **16th – 19th April 2012** in **Brighton, UK**.
<http://bafa.ac.uk/>
- The **Ecocultures 2012: Transitions to Sustainability conference** will be held at the **University of Essex, 17th -18th April 2012**. A **Call for Papers** has been issued. See attached.
Paper submissions email:
steffen@essex.ac.uk or
zpbhar@essex.ac.uk
- For your diary: the **Social Audit Network Conference 2012** will be held in London on **20th April 2012**.
www.socialauditnetwork.org.uk/
- The **2012 International Conference for Critical Accounting (ICCA)** will be held from **26th-27th April 2012** at **Baruch College Conference Center, New York, USA**.
<http://aux.zicklin.baruch.cuny.edu/tinker/2012ICCA>
- **EURAM 2012** will be held from **6th – 8th June 2012** at **Rotterdam School of Management**, and will include a special conference stream on **Accounting, Auditing and Control for Sustainability**. This is organised by **Bocconi School of Management (Italy), Nottingham University Business School (UK) and ESG-UQAM (Canada)**. Papers can be submitted via the conference web site with a closing date of **January 17, 2012**.
<http://euram2012.nl>
- The **10th Interdisciplinary Perspectives on Accounting (IPA) conference** will be held at **Cardiff Business School, Cardiff University, UK** on **11th-13th July 2012**. The **Emerging Scholars Colloquium** will be held on the **9th-10th July**.
<http://tinyurl.com/co39pj4>
- The **13th World Congress of Accounting Historians**, hosted by **Newcastle University Business School**, will be held in Newcastle from **17th-19th July 2012**. **Professor Tom Tyson** will be conducting a course in accounting history research for PhD students from **15th – 16th July 2012**. See website for details.
www.ncl.ac.uk/nubs/about/events/worldcongress
Abstracts should be emailed to WCAH@ncl.ac.uk by 15th January 2012
- The **7th APIRA 2013** conference is being held at **Kobe** from **26th – 28th July 2013** and held at the Kobe Convention Center, Japan. The **Emerging Scholars Colloquium** will be held on **25th July 2013** at **Kobe University**.
<http://apira2013.i.hosei.ac.jp/>

Accounting and Reporting

- The UK's **Guardian** newspaper recently posted an article from **Bill Baue** and **Marcy Murningham** about the **IIRC**, entitled *"Integrated reporting in a disintegrating world"*. Many thanks to **Colin Dey** for posting this link on the CSEAR facebook page.
www.guardian.co.uk/sustainable-business/blog/companies-integrated-sustainability-corporate-reporting
- In October 2011 the **European Commission** published a new policy document on Corporate Social Responsibility. The Commission provides a strategy document for 2011 – 2014; a modern understanding of CSR, including an updated definition, and a new agenda for action.
http://ec.europa.eu/enterprise/policies/sustainable-business/files/csr/new-csr/act_en.pdf
- **Newsweek** has released their **Green Rankings 2011** list, comparing the world's major corporations. Topping the list this year is German insurance company **Munich Re** with **IBM** second.
Source: www.thedailybeast.com/newsweek/features/green-rankings/2011/international.html

Accounting and Reporting (continued)

- **KPMG** have released their latest corporate reporting survey – the **KPMG International Corporate Responsibility Reporting Survey 2011** which reviews trends of each of the G250, as well as 3,400 companies worldwide, representing the national leaders in 34 countries and 15 industry sectors.
www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/corporate-responsibility/Documents/2011-survey.pdf
- Following the recent release of the **Integrated Reporting Discussion Paper 'Towards Integrated Reporting – Communicating Value in the 21st Century'** by the **International Integrated Reporting Committee (IIRC)** a variety of material has been published. KPMG have published the first in a series of publications on this topic. In the first edition (24pages), they provide further insight into integrated reporting, describing the business case and experiences of South African firms listed on the JSE – for which integrated reporting became a requirement last year.
www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/Documents/road-to-integrated-reporting.pdf
- **CleanRevolution.org** launched by **The Climate Group** features case studies from four businesses (**Better Place, BT, Ikea and Suzlon**) four governments (**China, Scotland, South Australia, and New York**) as part of their campaign to help business and governments to take transformational action on climate change.
www.thecleanrevolution.org/
Source: Sustainability Matters, September 2011
- The **Carbon Disclosure Project** has published the 2011 edition of the **FTSE 350 annual Carbon Disclosure Project (CDP) report**, which argues that UK companies must set more ambitious greenhouse gas (GHG) emissions reduction targets if the UK is to meet its Carbon Budgets.
<https://www.cdproject.net>
- According to **GMI Ratings**, who track corporate governance issues **News Corporation** and **Discovery Communications** are two of the ten worst North American companies from a corporate governance standpoint. The phone-hacking scandal at **News Corp** was raised and the **Discovery Communications**, made GMI's top 10 'risk list' due to concerns over the level of the company's debt and goodwill.
Source: GMI Ratings and Ethikos Weekly
www2.gmiratings.com/
- **Microsoft** has announced an expansion in the amount of information it shares about vendors' performances in its annual Citizenship Report. Suppliers will be required to provide reports on their adherence to Microsoft's Vendor Code of Conduct. As part of the reporting process, Microsoft will also encourage all its suppliers to consider use of the reporting guidelines provided by the **Global Reporting Initiative (GRI)**.
Source: Market Watch
- **NEF (New Economics Foundation)** has launched the first **Centre for Excellence on Social Return on Investment (SROI)**. Two downloadable reports from NEF which may also be of interest include **10 Reasons to Care About Economic Inequality** and **Why the Rich Are Getting Richer**.
www.neweconomics.org/press-releases/social-return-on-investment-centre-for-excellence-launched
- The **EURICSE** Working Paper series includes a paper from **Ian Macpherson, University of Victoria** on "*What Differences Does a Century Make? Considering Some Crises in the International Cooperative Movement, 1900 and 2000*"
www.euricse.eu/

Accounting and Reporting (continued)

- The **CR Reporting Awards 2012** are open for voting – with those registered as a **CorporateRegister.com** user, are entitled to vote online.
www.corporateregister.com/crra
- The **Accounting, Auditing and Accountability Journal** has just published issue 24(8), a special Issue on **Climate change, green house gas accounting, auditing and accountability** with guest editors: Markus J. Milne and Suzana Grubnic.
www.emeraldinsight.com
- The **Global Reporting Initiative** has launched an online database to allow users to analyse the degree to which companies report on sustainability indicators.
<http://database.globalreporting.org/>
- 41% of corporate directors expressed increased concern about fraud, according to **PwC's 2011 Annual Corporate Director Survey**. This is *"in line with the growing frequency of investigations related to the Foreign Corrupt Practices Act,"* said the Big Four accounting firm in its recent survey of 834 corporate directors. *"As a consequence, there is a particular concern about bribery and corruption (11%), which exceeds the concern about financial reporting fraud (6%)."*
Source: Ethikos
www.ethikpublication.com/index.html
- **CIMA** has published a new report entitled '**Corporate Governance: Simple practical proposals for better reporting of corporate governance**'. It makes suggestions on how companies can adopt a new reporting structure that integrates key governance information with the rest of their business reporting; implement, measure and communicate sound business principles; and tell the governance story, while also ensuring compliance with relevant codes and legislation. The report can be downloaded from CIMA's website.
www.cimaglobal.com/en-gb/Thought-leadership/Research-topics/Governance/Simple-practical-proposals-for-better-reporting-of-corporate-governance/

Finance, Financial Markets and Institutions

- **Legal & General Property**, which has £10.3 billion (\$16.1 billion) of property assets under management, has issued a memorandum of green lease principles which will be introduced to all standard leases in future. The landlord and tenants will be required to meet regularly to discuss energy consumption and the use of grey water, with leases may also including targets for reduction of energy use, monitoring data etc.
www.legalandgeneralgroup.com/media-centre/press-releases/2011/group-news-release-986.html
- **Worldwise Investor** developed by **Holden & Partners et al** is an online resource dedicated to thematic, environmental and ethical investing. The site provides performance information for over 120 investment funds available to UK investors which are categorised into environmental, multi-thematic, water, clean energy, agriculture, forestry and carbon, or have ethical screens.
www.worldwiseinvestor.com/
- The **European Centre for Corporate Engagement (ECCE)** at **Maastricht University** has launched a new research portal aimed at providing the latest research on corporate governance, socially responsible investments, energy efficiency in real estate, and social banking.
www.corporate-engagement.com

Finance, Financial Markets and Institutions (continued)

- Sustainable Economy in 2040: A Roadmap for Capital Markets** is a report from **Forum for the Future** funded by **Aviva Investors**. It shows investors how they can help create a resilient, stable and sustainable economy by investing wisely and using their power to shape the development of capital markets. Specific guidance in five key sectors is provided: food; health and wellbeing; energy; mobility; and finance. It identifies critical areas in each where the scale, pace or nature of growth needs to change, and it presents a 'roadmap' on where to invest to support the development of a sustainable economy. This 'vision' is based on where these sectors need to be in 30 years in order to be truly sustainable.

www.forumforthefuture.org/project/vision-sustainable-economy/overview
- Eiris** has produced a report on **State of Responsible Business (Asia)** which explores the current state of responsible business practice across the world, with a specific focus on how well companies in Asia are managing the environmental, social and governance (ESG) risks they face. EIRIS's research finds that over 90% of the 2,090 global companies analysed have left at least one ESG risk unmanaged.

www.eiris.org/files/research%20publications/EIRISResponsibleBusinessASIA2011.pdf
- The **IIED** has published a briefing paper from **David Ciplet, J. Timmons Roberts, Martin Stadelmann, Saleemul Huq, Achala Chandani** on transparent reporting on climate finance. A scorecard has been developed based on the extent to which developed countries meet a set of criteria in their climate finance reports to the UN.

<http://pubs.iied.org/17100IIED.html>
- BankTrack**, a global NGO network monitoring private sector bank operations, has called upon the **Equator Principles Financial Institutions (EPFIs)** to ensure that the next version of Equator Principles will better deliver on their core Outside Job; make a positive difference to project affected communities; and to the environment.

www.banktrack.org/show/news/banktrack_to_equator_principles_banks_get_the_outside_job_done_
- The **World Bank** has set up a \$60m (£38m) private and public fund to promote green innovation and boost clean technologies in emerging markets. The **International Finance Corporation (IFC)**, a member of the Bank, has confirmed the new funding, which is designed to help green startups reduce greenhouse gas emissions in developing nations.

Source:
www.businessgreen.com/bg/news/2118459/world-bank-usd60m-climate-finance-scheme-developing-nations
- The **Carbon Trust** has some web pages provide a guide to carbon footprinting designed for company use.

www.carbontrust.co.uk/
- Australia's carbon tax** will reduce 90% of its carbon pollution over the 38 years to 2050 after a carbon tax becomes law, Australia's prime minister told the **Australasian Carbon Expo**.

www.ethicalinvestor.com.au/index.php?option=com_content&task=view&id=4386&Itemid=402
- A correlation between higher stock market performance over time and representation on the **Carbon Disclosure Project's Carbon Performance Leadership Index** and the **Carbon Disclosure Leadership Index** has been suggested in the 2011 edition of the annual **CDP Global 500 report**. Companies with a strategic focus on climate change provided investors with

www.cdproject.net



approximately double the average total return of the Global 500 from January 2005 to May 2011.

Finance, Financial Markets and Institutions (continued)

- **CERES** has launched a tool to help investors manage water risks across their investment portfolios. Developed with UK-based consultancy **Irbaris**, the **Ceres Aqua Gauge** takes a 'top down' approach to assessing water risks, rather than attempting a bottom-up analysis of water use across each company's operations. The report provides a broad overview of how competing freshwater demands and limits to supply are beginning to affect corporate financial performance in a range of industrial sectors. The report also identifies trends in corporate and investor responses to emerging water issues — and explains how investors can identify holdings in their portfolios more likely to be exposed to water-related risks.

www.ceres.org/resources/reports/aqua-gauge/view

Source: *Environmental Finance*

Other Issues

- 2012 has been designated **International Year of Co-operatives (IYC)** by the **United Nations**. The year is intended to raise public awareness of the invaluable contributions of cooperative enterprises to poverty reduction, employment generation and social integration. The Year will also highlight the strengths of the cooperative business model as an alternative means of doing business and furthering socioeconomic development.
- The **Fintry Development Trust** has a short documentary film *Wind of Change* - premiered at the UK Green Film Festival - which can be viewed online. It shows how the 300+ community of Fintry in Stirlingshire became the first village in the UK to enter a joint-venture agreement with a wind farm developer.
- The **Aspen Institute** has published '*Beyond Grey Pinstripes*', a sustainability ranking of top 100 MBAs based on four 'raw score' metrics: availability of relevant courses (20%), student exposure (25%), relevant courses on for-profit business (30%), and faculty research (25%). The Top 5 were: **Stanford Graduate School of Business, York University, IE University, University of Notre Dame, and Yale School of Management**.
- The **Daily Beast** commissioned **GMI**, a firm that tracks corporate governance, to look at the ten worst boards of the decade. These were **Hewlett-Packard, Lehman Brothers, Countrywide Financial, News Corporation, Worldcom, Tyco, Adelphia Communications, General Motors, AIG, and K-Mart**. See the website for qualifications to make the list.
- Over a million people have watched this **You Tube** clip which shows how '**Solar Demi**' uses plastic soda bottles to provide 50 watts of light for households in his community.
- The **Public Interest Research Centre** and **WWF-UK**, have published '*Think of me as Evil*', a report which examines evidence that commercial advertising could exacerbate the social and environmental problems that we collectively confront. Many thanks to Rhona for this link.

<http://social.un.org/coopsyear/>

<http://windofchangeilm.wordpress.com/>

www.beyondgreypinstripes.org/rankings

Source: *The Daily Beast*
www.thedailybeast.com/galleries/2011/09/23/10-worst-corporate-boards-photos.html

www.youtube.com/watch?v=JOl4vwhwkW8&feature=share

www.wwf.org.uk/wwf_articles.cfm?unewsid=5374

Other Issues (continued)

- The **European Environment Agency** has recently surveyed various European countries looking at resource efficiency and how more can be done with less. See report entitled '*From efficient water use to quitting fossil fuels – survey shows different approaches to resource efficiency across Europe*'.
www.eea.europa.eu/highlights/from-efficient-water-use-to
- **Earth Overshoot Day** (based on a concept devised by UK-based **New Economics Foundation**), helps conceptualize the degree to which we are over-budget in our use of nature. This year's date was **September 27th 2011**.
www.footprintnetwork.org/en/index.php/GFN/page/earth_overshoot_day/
- **Neela Bettridge**, co-founder of **Article 13** and **Philip Whiteley**, have started a new Blog entitled **Radical Shift**. Initial topics include a bigger problem than debt; who regulates the regulators and business has to want to be good.
<http://radical-shift.net/>
- According to a survey of 2,500 workers by the **Institute of Leadership & Management** and **Management Today** magazine half of all UK workers believe their employer puts financial goals above ethical considerations, and 30% of chief executives of large companies were seen by their staff to put ethics at the heart of business decisions, with 36% believing their company leaders have high ethical standards.
<http://www.i-l-m.com/research-and-comment/10012.aspx>
Also on the website is a **Trustometer – how much do you trust your boss?**
- UK Based supermarket chain **ASDA** (parent company **Walmart**) has recently published the findings of an 8-month survey of 6,000 of its customers, which explored their values, attitudes and behaviours around sustainability. ASDA states that comparative surveys show that the wider UK population mirrors their panel of customers, making their sustainability survey 'a barometer for the whole UK public'. The survey questions were designed in partnership with key stakeholders, including **Populus**, **Futerra Sustainability Communications** and **The Environment Council**.
<http://your.asda.com/sustainability>

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