

# DO SUSTAINABILITY REPORTS MATTER?



*Jim Kotek, President and CEO of Menasha Corporation shares insight on the value of sharing sustainability information.*

**Sustainability reports, now commonly called responsibility reports**, provide statistics and information about a company's activities and goals surrounding economic, environmental and social practices. Do these reports provide value and are they necessary? My response is yes and yes. With the publishing of Menasha Corporation's seventh [annual sustainability report](#) this month, I thought it worthwhile to explain why our 168-year-old company finds value in providing information and data about our sustainability commitments. As a privately-held packaging manufacturer and supply chain services provider, Menasha Corporation is not required to disclose much of the information in our report, which many publicly held companies are mandated to do in order to provide decision-making value to investors. Yet we have chosen to be transparent with our practices for three main reasons.

## 1. We're Trustworthy.

Since our very beginning, remaining true to our values has been pivotal in maintaining the trust of customers, employees and shareholders. Our Corporate Social Responsibility Report openly provides a strategy snapshot that strengthens our relationships with key stakeholders. In fact, we've gone a step further from sharing a handful of sustainability successes. Our report is compiled with guidance from the framework of the Global Reporting Initiative (GRI), an international organization that produces a set of standards used by organizations in over 90 countries and is the global standard-setter for sustainability reporting. Using the framework as a reference required that we look at more than 150 potential internal and external impacts to business and identify those that are most relevant to our various stakeholders. We report on those issues, sharing our goals, data and accomplishments on activities and initiatives that range from product responsibility and waste reduction to safe business practices and employee learning opportunities. By sharing this information, we're showing our stakeholders how we're doing in terms of living up to our commitments.

## 2. Our Customers Care About It.

Our customers include large, global companies. Reporting on environmental, social and corporate governance sustainability is important to them, and the number of companies who report is steadily increasing. In May 2017, it was [reported](#) that 81% of the S&P 500 companies published corporate sustainability reports in 2016. This reveals a glimpse into the mindset of the largest companies in U.S. capital markets: that environmental, social and corporate governance issues are important enough that they are reporting their data. We see value in reporting our performance levels to our customers using the same economic, environmental and social benchmarks that they use. While the data collection and analysis for sustainability reporting can be daunting, our decision for transparent disclosure seven years ago not only supports our customers' concerns, but it also helps us continually improve.

## 3. It's the Right Thing to Do.

The importance of "doing what is right" informs every aspect of our business, from long-term strategies to daily decisions made by employees across our organization. It guides the products we offer, the processes we use, the way we treat people, the very way we conduct business. It remains core to our long-term vision as we move forward. We are proud to report, in our Corporate Social Responsibility Report, how our values are making a difference in concrete, measurable ways. I invite you to download a copy of our report or call us if you'd like to receive a report in the mail. I hope that you will gain a better understanding of how Menasha Corporation is striving to make a difference, raising the bar, and remaining true to our values and commitments.

I do believe the reporting of economic, environmental, and social activities provides value in terms of transparency, trust and accountability. You can download a copy of [2016-17 report](#) here.



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