

7.

Forgotten Anything?

The IÖW Checklist for good environmental reports

In 1994, 1996 and 1998, within the context of the development of this guide, IÖW and future e.V. assessed and ranked environmental reports and statements from companies around the world. In order to rank these reports, criteria were developed and integrated into a checklist for assessment. The main criteria used are listed below:

Evaluation criteria	Maximum score	Weighting factor
A Individual elements of the report		75%
A.1 General site/company information	25	5%
A.2 Environmental policy/guidelines	25	5%
A.3 Environmental management system	25	5%
A.4 Information on material and energy flows	50	10%
A.5 Environmental features of products and services	75	15%
A.6 Analysis and evaluation of environmental problem areas	50	10%
A.7 Environmental programme and objectives	75	15%
A.8 Economic aspects of environmental protection	25	5%
A.9 Communication with target groups	25	5%
B Overall quality of content		15%
B.1 Credibility	25	5%
B.2 Relevance and clarity	25	5%
B.3 Continuity and comparability	25	5%
C Quality of communication		10%
C.1 Text/language	25	5%
C.2 Visual design	25	5%
Total	500	100%

You can use the following IÖW checklist to analyse the completeness and quality of your draft environmental report. You can also use this checklist to compare your report with those of other companies, or with your own past reports. There are four main steps involved:

The sub-topics (A.1.1, A.1.2 etc.) are scored as follows:

- 5 points: Exemplary description
- 3 points: Good description
- 1 point: Unsatisfactory description
- 0 points: Not given

1. Evaluate sub-topics

A detailed explanation of some of the criteria for evaluating the different topics is given in Annex I.

To get the score for the main topics A.1, A.2, etc. add up the score for each of the sub-topics A.1.1, A.1.2 etc. and divide it by the number of sub-topics.

Example:

- A.4.1 – 5 points
- A.4.2 – 3 points
- A.4.3 – 1 point

Therefore the main topic A.4 gets a score of $(5+3+1)/3 = 3$ points

2. Calculate the score for the main topics

Criteria	Evaluation	Weighting factor	Score	Comments
A.4 Site-specific information on material and energy flows				
A.4.1 information on main material and energy flows	5			
A.4.2 systematic review and presentation of inputs and outputs	3			
A.4.3 description of data collection methods and scope	1			
Calculation of score	$5+3+1/3= 3$			



3. Multiply the score by the weighting factor

Each of the main criteria has been given a specific weighting factor. The score for each of the main topics is multiplied by this factor.

Example:

Main topic A.4 has a score of 3 and a weighting factor of 10. The rating is $3 \times 10 = 30$.

Criteria	Evaluation	Weighting factor	Score	Comments
A.4 Site-specific information on material and energy flows				
Calculation of score	3	10	30	

4. Calculate total score

The total score is calculated by adding up the weighted scores for each section.

Example:

Overall evaluation		
	Score	% of total score possible
A. Individual elements	300	375 max.
B. Overall quality of content	50	75 max.
C. Quality of communication	40	50 max.
Total	390	78% of 500 max.

The total score can be between 0 and 500 points. The higher the score the better the report!

If you want to compare the score for your environmental report or statement with those of other reports and statements ranked by future e.V. and IÖW, refer to the publications listed in Annex II.

IÖW checklist for evaluating environmental reports and environmental statements	Evaluation: 5 points: Exemplary description 3 points: Good description 1 point: Unsatisfactory description 0 points: Not given			
	Points evaluation			
Criteria	Evaluation	Weighting factor	Score	Comments
A Individual Elements				
A.1 General site/company information				
A.1.1 financial information, number of employees, products/product groups, production processes				
A.1.2 history of environmental protection in the company				
Calculation of score		5		
A.2 Environmental policy/guidelines				
A.2.1 statement from management				
A.2.2 environmental guidelines/principles				
Calculation of score		5		
A.3 Environmental Management System				
A.3.1 overview/organigram, responsibilities for environmental management				
A.3.2 information, involvement and training of employees				
Calculation of score		5		
A.4 Site-specific information on material and energy flows				
A.4.1 information on main material and energy flows				
A.4.2 systematic review and presentation of inputs and outputs				
A.4.3 description of data collection methods and scope				
Calculation of score		10		
A.5 Environmental features of products and services				
A.5.1 overview of products/services				
A.5.2 treatment of significant aspects of product life cycle				
A.5.3 presentation of significant aspects of product development				
Calculation of score		15		

Criteria	Points evaluation			Comments
	Evaluation	Weighting factor	Score	
A.6 Analysis and evaluation of environmental problem areas				
A.6.1 comparison with legal obligations, reference to and analysis of accidents and environmental fines				
A.6.2 comparison over time and analysis of trends and developments				
A.6.3 use of environmental indicators				
A.6.4 other qualitative evaluation of data				
Calculation of score		10		
A.7 Environmental programme and objectives				
A.7.1 realisation of objectives over time period to which report refers				
A.7.2 description of objectives				
A.7.3 description of measures				
Calculation of score		15		
A.8 Economic aspects of environmental protection				
A.8.1 expenditure and savings				
A.8.2 evaluation of market situation and potential				
Calculation of score		5		
A.9 Communication with target groups				
A.9.1 presentation of past and future activities with target groups				
A.9.2 company address, contact person, request for feedback				
A.9.3 offer of further information and cross reference				
Calculation of score		5		
Result part A				
B. Overall quality of content				
B.1 Credibility				
B.1.1 audits				
B.1.2 statement from/recognition of external party				
B.1.3 reference to unsolved problems				
Calculation of score		5		
B.2 Relevance and clarity				
B.2.1 focus on important quantitative and qualitative aspects				
B.2.2 comprehensibility of information				
B.2.3 clarity and easy to follow presentation and structure				
Calculation of score		5		

Criteria	Points evaluation			Comments
	Evaluation	Weighting factor	Score	
B.3 Continuity and comparability				
B.3.1 continuity of report structure, data and evaluation methods				
B.3.2 comparability over time and within specific sector				
Calculation of score		5		
Result part B				
C. Quality of communication				
C.1 Text/language				
C.1.1 information value of headings				
C.1.2 lively style				
C.1.3 quick overview of content				
Calculation of score		5		
C.2 Visual design				
C.2.1 general attractiveness				
C.2.2 quality of pictures				
C.2.3 quality of graphics, figures, diagrams				
C.2.4 typeset				
Calculation of score		5		
Result part C				

Overall evaluation	Score	% of total score possible
A. Individual elements		375 max.
B. Overall quality of content		75 max.
C. Quality of communication		50 max.
Total		500 max.