



Corporate Social Responsibility Reporting (German Edition)

Iris Bader

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Unternehmen erkennen zunehmend, dass die Abbildung der ökonomischen Leistung mittels einer kennzahlenbasierten Finanzberichterstattung nicht mehr ausreichend ist, um den steigenden Ansprüchen der Stakeholder gerecht zu werden. Als Reaktion wurden vielerorts Nachhaltigkeitsberichte veröffentlicht, die neben der ökonomischen Leistung auch soziale und ökologische Aspekte der Unternehmenstätigkeit berücksichtigen. Dieses Buch zielt darauf ab, einen Überblick über den derzeitigen Stand des Corporate Social Responsibility Reporting zu vermitteln, etwaige Lücken im Entwicklungsprozess aufzudecken und daraus gezielte Perspektiven abzuleiten. Im ersten Teil der Arbeit erfolgen ein kurzer Abriss der geschichtlichen Entwicklung zu CSR und CSR-Reporting, die Wahl einer geeigneten Definition zu diesen beiden Begriffen sowie die Vorstellung des CSR-Konzepts der Europäischen Union. Im zweiten Teil wird der aktuelle Stand der Gesetzgebung für ein CSR-Reporting sowie Motive, die Unternehmen auch ohne jegliche Verpflichtungen zur Erstellung von Nachhaltigkeitsberichten veranlassen können, aufgezeigt. Das Kernstück dieser Arbeit stellt ein Vergleich der Berichterstattungspraktiken in vier ausgewählten EU-Ländern dar, welcher die Möglichkeit eröffnen soll, etwaige Parallelen bzw. Unterschiede in der Berichtsintensität von Ländern mit einer gesetzlichen Verpflichtung sowie Staaten ohne dieser aufzudecken. Insbesondere stehen hierbei die Wahl geeigneter Indikatoren sowie die Gestaltung eines Messsystems zur besseren Vergleichbarkeit der Berichtsleistungen im Vordergrund. Abschließend sollen – Bezug nehmend auf die gewonnenen Erkenntnisse – konkrete Entwicklungsperspektiven aufgezeigt werden.

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