

## Quick Guide

# TRANSPARENCY

## TRANSPARENCY AND PUBLIC REPORTING

Greater transparency is being demanded by legislators and stakeholders for corporate behaviour and this extends to corporate political engagement.

One of the pillars of implementing responsible political engagement is that the company is transparent about its activities and thereby expresses its accountability to shareholders and other stakeholders. In making its commitment to responsible political engagement, the company should assess the implications for transparency and public reporting.

This means looking at the potential benefits to the company and the resources demanded, how it satisfies shareholders' and other stakeholders' requirements across jurisdictions and meets norms for reporting set by laws, voluntary codes and peer behaviour.

### Greater transparency demanded by legal requirements

The ever more demanding environment for transparency of political activities is set within a framework of growing legislation on corporate transparency and voluntary standards. Laws and regulations require corporate transparency to go beyond financial and operating dimensions and to report to society as well as to shareholders on risks, sustainability and societal impacts.

## IMPLEMENTING TRANSPARENCY

Being transparent means that the company is open about the guiding principles and objectives for its political engagement and reports publicly in an accessible way on the results of risk assessments, the design of policies and procedures, their implementation and progress, related expenditures and outcomes.

Through public reporting the company can report to investors and other stakeholders on matters of material interest identified through discussions and other interactions with them. Additionally, the reporting process forms an important part of the process for organisational improvement as it will be based on objectives, targets, indicators and measures of success and progress.

The frequency of reporting can range from annual reports to continuous reporting where information is updated dynamically on web pages to reflect changes in policies and activities or to address stakeholder issues and concerns. As well as legal reporting requirements, non-financial and sustainability reporting is being shaped by voluntary standards, surveys and indices.

## DEDICATED WEB PAGE OR REPORT

Information on the political engagement programme should be provided in an easily accessible way and this can best be done by providing comprehensive information in a standardised manner on a dedicated web page or report supported by reporting in annual reports and sustainability or social reports.

## KEY REPORTING

- Publish full information on the company's approach for political engagement and the topics on which it engages.
- Publish up-to-date details of all political contributions made by the company and subsidiaries or a statement that it has made none.
- Report publicly on lobbying activities, key issues lobbied on, activities and expenditures.
- Publish full details of global lobbying expenditure.
- Publish a list of member organisations that lobby on behalf of the company, including full details of fees and payments.
- Report publicly details of the movements in either direction of senior people from the public sector to the company.
- Report on details of the contracted services of serving politicians acting as consultants to the company, including details of the fees.
- Publish details of secondments to or from the public sector.
- Report on the measures the company takes to counter risks.

**For further information, see the [Transparency International Guide Wise Counsel or Dark Arts? Principles and guidance for responsible corporate political engagement, 2015](#)**