



MILANO, 12.06.2019

IS INTEGRATED REPORTING THE SILVER BULLET FOR CORPORATE COMMUNICATIONS? KEY ISSUES, CURRENT PRACTICES AND FUTURE CHALLENGES

6.00 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

Integrated Reporting (IR) is considered an innovation in corporate reporting, as it involves publication of a single document combining information on a firm's financial and non-financial performance. There are two commonly held benefits for IR adopters:

1) IR should enable better dialogue with the capital markets;
2) IR should improve internal decisions through a better and more integrated representation of the relationships between various operating and functional units and of how sustainable value is jointly created. Starting from these premises, we will address the following issues:

- # **What are the challenges and costs of implementing an IR? What are the most significant benefits?**
- # **When adopting and using an IR, what are the practices that make the difference between having 'just another report' and having a new tool to improve decision making, accountability, and communication?**
- # **How is it possible to effectively leverage on an IR approach to innovate corporate disclosures on performance and create a broader and more coherent ecosystem of corporate communication?**
- # **What are the new competences and roles needed to manage the integrated information supply chain of corporate reporting and communication?**

Speakers:

ARIELA CAGLIO, Associate Professor of the Department of Accounting at Bocconi University

MARISA PARMIGIANI, Sustainability Manager at Unipol Group, Director Unipolis Foundation

JAMES OSBORNE, Partner and Head of Sustainability at Lundquist

Cocktail will follow.



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