

# NBA 2017

Reporting 3.0 AWG

**ADVOCATE**

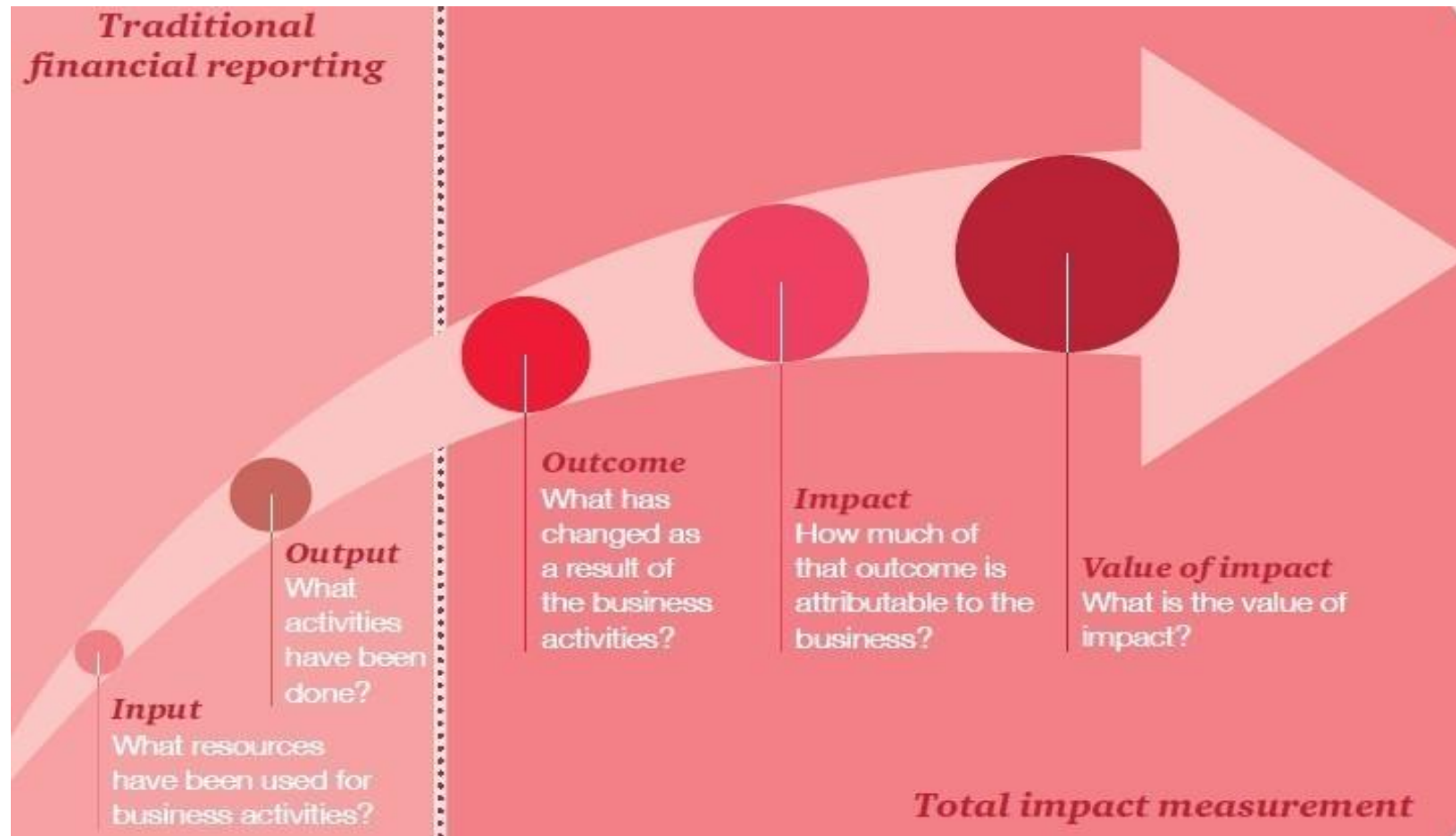
*Paul Hurks*

## New Accounting?

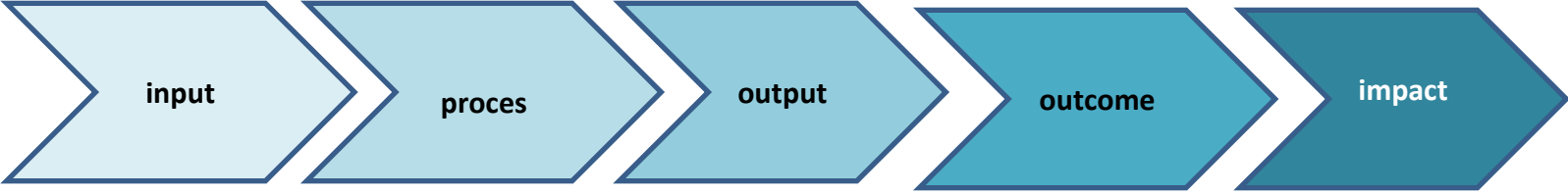
**Albert Einstein:**

***“Not everything that counts can be counted  
and not everything that can be counted,  
counts”***

# Long term value creation



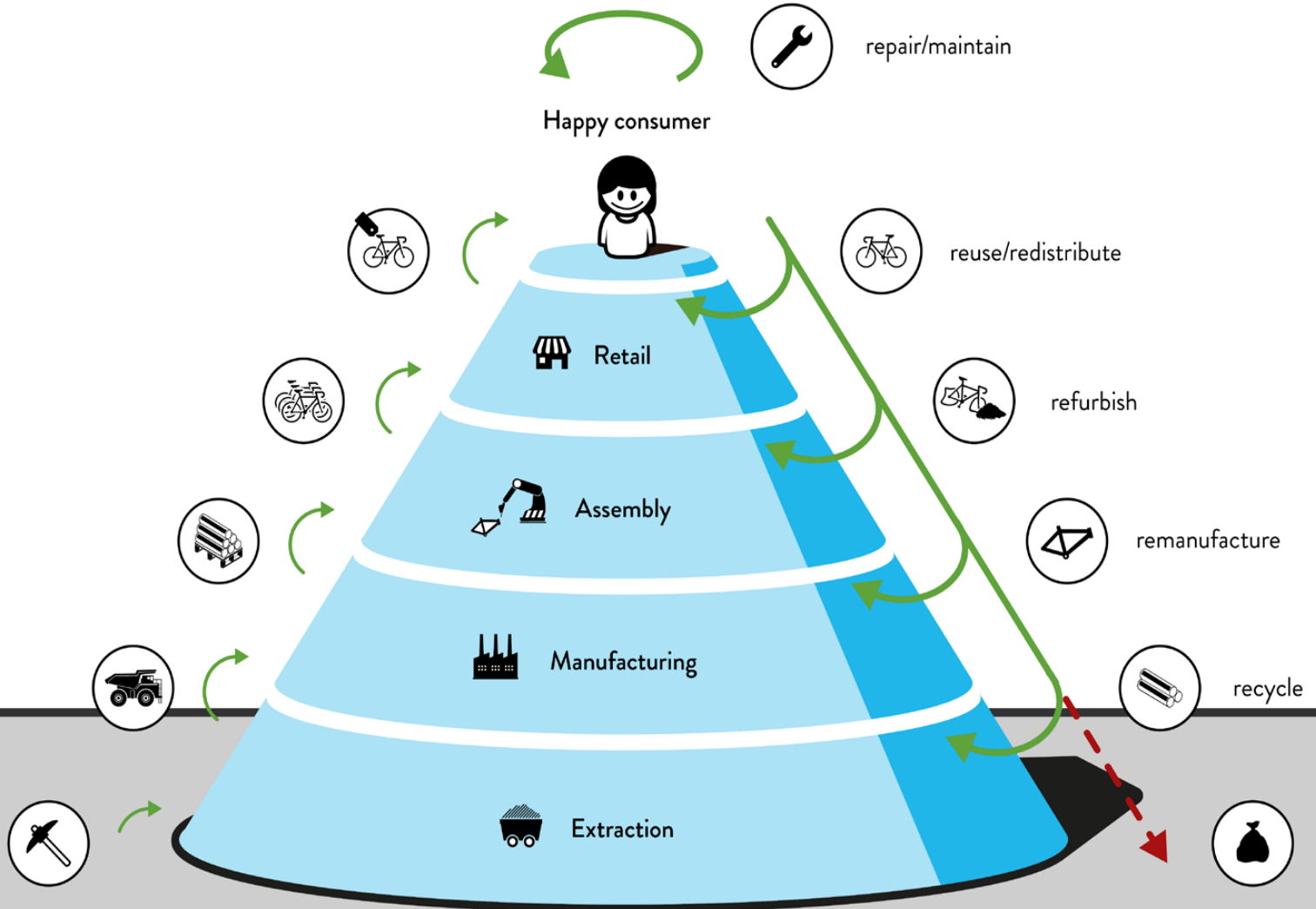
# “Theory of Change”



# ***Value Creation: 'New Accountancy'***

*(Jonker)*

<b><i>New Economy:</i></b>	<i>incentive-based circular</i>
<b><i>New Capitalism:</i></b>	<i>multi-capital, new currency</i>
<b><i>New Transactions:</i></b>	<i>product as a service</i>
<b><i>New Organizations:</i></b>	<i>only stakeholders</i>
<b><i>New Reporting:</i></b>	<i>open data, Core &amp; More, narrative, &lt;IR&gt;</i>
<b><i>New Accounting:</i></b>	<i>barrier? dilemmas?</i>



Value Hill



# ***New Accounting: barrier? dilemmas?***

## ***Faithful presentation***

- *accountability (performance) vs management/decisionmaking (forward looking)*
- *recognized (transaction based scope 1) vs disclosed (remaining externalities, non-transaction-based scope 2 and 3)*

## ***Materiality***

- *carrying capacity in context*
- *business model (internal) vs value creation model (external)*

## ***Stakeholder inclusiveness***

- *shareholders vs stakeholders (eliminate difference?)*
- *ownership vs stewardship (out-in or in-out risk assessment)*

## ***Future orientation***

- *going concern vs viability*