NBA 2017

Reporting 3.0 AWG

ADVOCATE

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New Accounting?

Albert Einstein:  
“Not everything that counts can be counted and not everything that can be counted, counts”
Long term value creation

- **Input**: What resources have been used for business activities?
- **Output**: What has changed as a result of the business activities?
- **Outcome**: How much of that outcome is attributable to the business?
- **Impact**: What is the value of impact?

*Total impact measurement*
“Theory of Change”

- Input
- Process
- Output
- Outcome
- Impact

- Purchase
- Production
- Sales (Scope 1)
- Effect on direct stakeholders (Scope 2)
- Effect on Society (Scope 3)

- Use
- Undertake
- Deliver
- Achieve
- Contribute
Value Creation: ‘New Accountancy’  
(Jonker)

**New Economy:** incentive-based circular

**New Capitalism:** multi-capital, new currency

**New Transactions:** product as a service

**New Organizations:** only stakeholders

**New Reporting:** open data, Core & More, narrative, <IR>

**New Accounting:** barrier? dilemmas?
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