



CPAs & ADVISORS

IMPACT SUMMIT 2026

Move beyond storytelling
to measurable results.



Meet Today's Presenter



**Melissa Musser, CPA, CIA,
CITP, CISA**

Partner and Director, Risk &
Advisory Services | GRF



About GRF CPAs & Advisors

Advancing
TALENT, CLIENTS
and **COMMUNITIES**

Proudly independently
owned and operated

200+
Staff

41
Partners and
Principals

1,400+
Nonprofit
Clients

840+
Audits
Performed
Annually



Impact Summit 2026



Services We Provide



Audit & Tax



Cybersecurity & SOC 2



**Outsourced Accounting &
Accounting Technology Services**



**Enterprise Risk Management &
Internal Audit**



Fraud, Forensic & Valuation



Strategy & ESG Advisory

Meet Today's Presenters



Tina Gunnarsson

Sustainability and Social
Inclusion Lead | Fika



Paul Smail

Vice President for Litigation &
General Counsel | The
Chesapeake Bay Foundation



Krista Wright

Executive Director |
Polar Bears International



Thomas Sterner

Professor of Environmental
Economics | University of
Gothenburg, Sweden



Taryn Tuss

Senior Vice President
of Marketing and
Communications | Green Seal



Meet Today's Presenters from GRF



Omid Mohebbi, CPA

Senior Manager, Audit &
Assurance | GRF



**Alex McNeill,
MBA, PMP**

ERM and ESG Advisor, Risk &
Advisory Services | GRF



Paul Lochner, PMP

Facilities Manager | GRF



Adam Bloom

Graphic Design and
Communications Manager | GRF



Housekeeping

- Mute your microphones
- Zoom chat to offer comments and questions
- This will be recorded and shared
- Most PowerPoint presentations will be provided
- **Polling questions:** For those interested in CPE, please make sure to respond to all polling questions.

Polling Question #1





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IMPACT SUMMIT 2026

Double the Insight, Double the Impact: How to right-size double materiality to drive impact

Tina Gunnarsson, Sustainability and Social Inclusion Lead | Fika



Meet Today's Presenter



Tina Gunnarsson

Sustainability and Social
Inclusion Lead | Fika





Double the Insight Double the Impact

How to right size double materiality to drive impact



Tina Gunnarsson
Sustainability &
Social Inclusion Lead

A woman in a white t-shirt and a colorful patterned skirt is walking away from the camera across a suspension bridge. The bridge has a concrete deck and metal mesh railings. In the background, there are green hills and a red soil embankment. At the top of the embankment, there are some blue structures and a few people. The overall scene is a rural, hilly landscape.

5 million

with safe access to essential services
in the past 25 years

800
bridges



Triple climate inequality





Over 1 billion rural people remain physically isolated from essential services





10 million
additional people with safe access by 2030



FINANCIAL MATERIALITY

Company



**DOUBLE
MATERIALITY**



Planet

IMPACT MATERIALITY



Image: Datylon



Materiality Standards

- IFRS** International Financial Reporting Standards
S1 (Sustainability) and S2 (Climate) disclosures
International Sustainability Standards Board (ISSB)
- SASB** Sustainability Accounting Standards Board
US Voluntary - Materiality Map by Industry
- VSME** Voluntary Sustainability Reporting Standard for
small and medium enterprises
European Financial Reporting Advisory Group (EFRAG)
- SDG** 17 Sustainability Development Goals by the UN



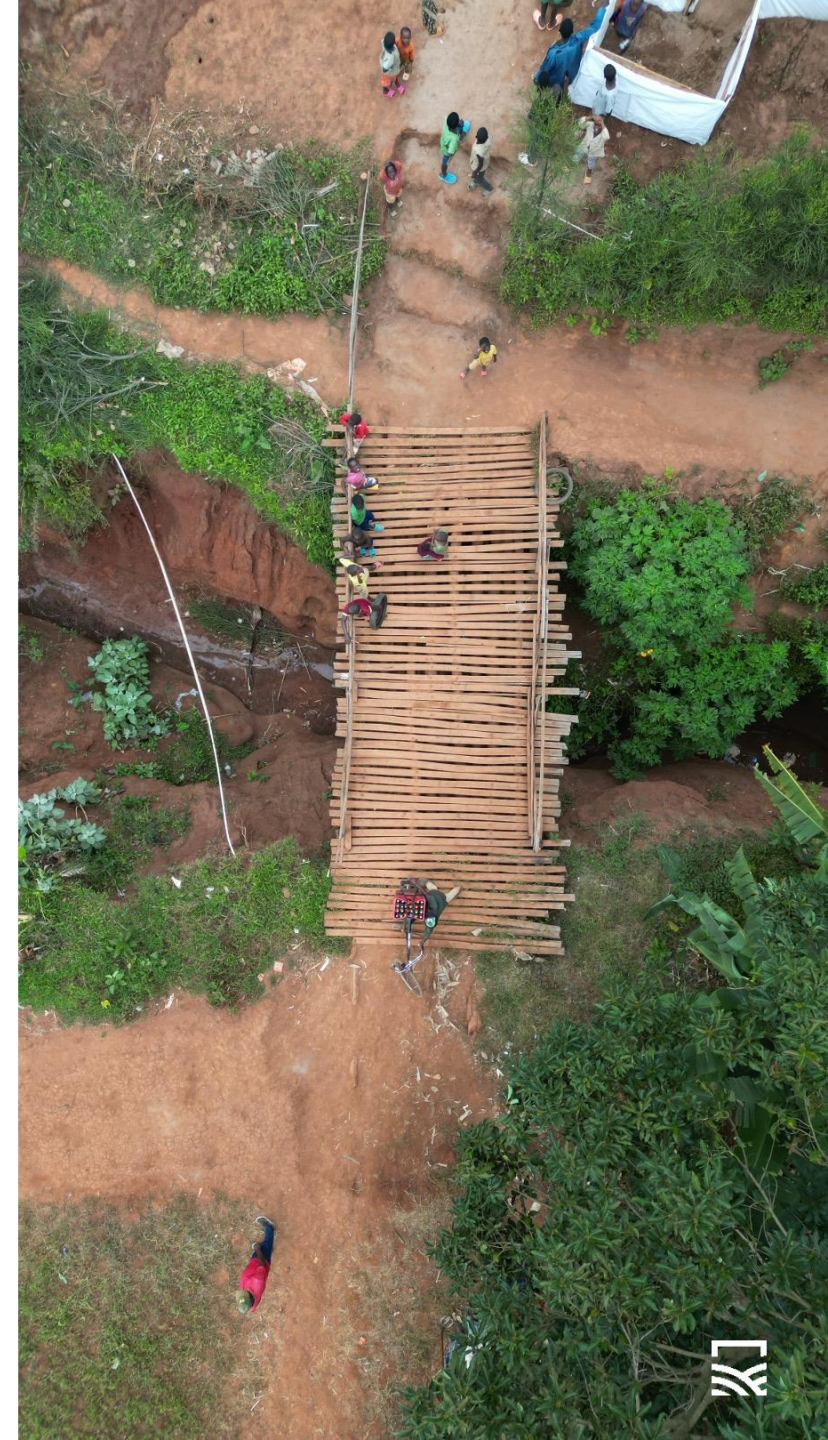


Materiality Standards

- IFRS** Global reporting standard
- SASB** Voluntary framework
US, industry specific
- VSME** EU, for small enterprises
- SDG** Sustainability development goals

Issue List

1	SASB	Business Ethics
2	SASB	Data Security
3	SASB	Ecological Impacts
4	SASB	Employee Engagement and Inclusion
5	SASB	Employee Health and Safety
6	IFRS	Greenhouse Emissions and Climate Risk
7	VSME	Human Rights
8	SASB	Product Design and Lifecycle Management
9	VSME	Resource Use
10	VSME	Sustainable Economy
11	IFRS	Sustainable Funding
12	SASB	Systemic Risk Management





Stakeholder mapping



Country Directors



Executive Team & Board



Funders & Corporate Partners



Employees



Community



Government



Results

DRAFT



Importance to Organizational Success

Environment ●
Social ●
Governance ●



Results

Importance to Stakeholders

Importance to Organizational Success

Negative: Human Rights
Positive: Quality of life, standards of living



Environment ●
Social ●
Governance ●



Language

ESG

**Environmental
Social
Governance**

Three Pillars

**Environmental
Social
Economic**

Triple Bottom Line

**Planet
People
Profit**

**People
Planet
Prosperity
Purpose**



Results

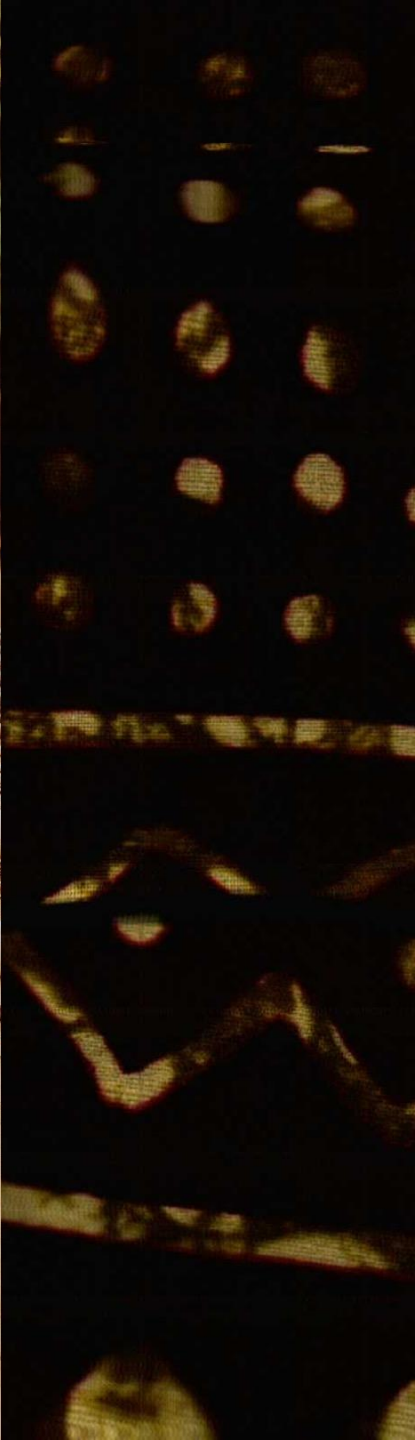
With a co-financing model, we are able to scale.



Results

H&S and Engagement expand to community, not just for Fika employees. These two are hygiene factors. They are foundational.





It's all about the people

Results

Follow the needs of your stakeholders, so you can best help others.



Nature

The silent stakeholder



Sustainability Strategy

- 2025-2030 Fika Strategy
- Double Materiality
- SDG Mapping
- Sustainability Strategy Group Top Three
- Sustainability Courses x3
- Global Gathering



Double Insight



Triple Impact



Thank you

Tina Gunnarsson | Fika
tinagunnarsson@fika.org



Questions?

Contact Us



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Tina Gunnarsson

Sustainability and Social
Inclusion Lead | Fika



Polling Question #2





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IMPACT SUMMIT 2026

Integrating Impact Insights into Enterprise Risk Management (ERM)

Alex McNeill, PMP, Enterprise Risk
Management Advisor, Risk & Advisory
Services | GRF CPAs & Advisors



Meet Today's Presenter



Alex McNeill, MBA, PMP

ERM and ESG Advisor,
Risk & Advisory Services | GRF



Integrating Impact Insights into Enterprise Risk Management (ERM)

Driving value without reinventing the wheel

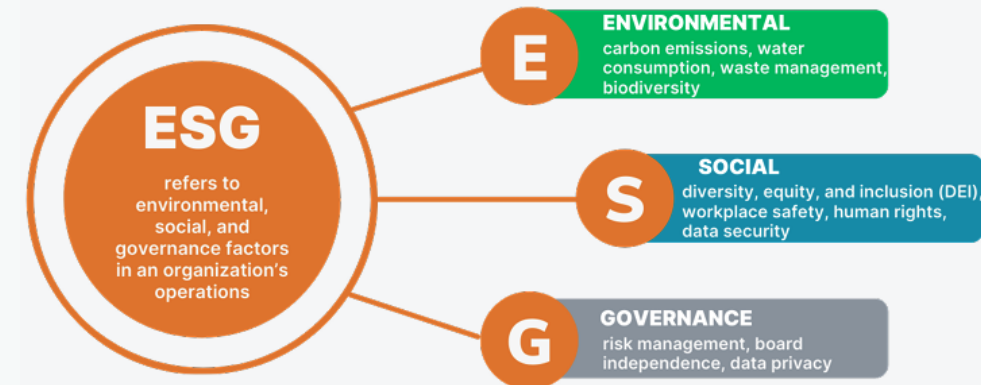


Impact and ESG

- Emerged in early 2000's and was driven by investors wanting more transparency to ESG issues impacts
- Formalized in 2004 by UN Global Compact Report along with UN Principles for Responsible Investment (UN PRI)
- Grown into a management framework with various global standards and reporting frameworks (CSRD, IFRS)
- **Today:** Not just about “doing good” but understanding risks, impacts, and long-term organizational resilience.

According to a July 2025 [EcoVadis survey](#) of 400 U.S. firms, 87% are maintaining or increasing sustainability investment

WHAT IS ESG?



What are our clients saying?

ESG topics are increasingly becoming:

- Strategic risks
- Reputational drivers
- Stakeholder engagement opportunities
(members, communities, government, donors, employees, delivery partners)
- Driving funding considerations
- Employee attraction & retention differentiators
(does my employer walk the talk?)

Don't run away!



What is Enterprise Risk Management?

ERM, at its core, is simply:

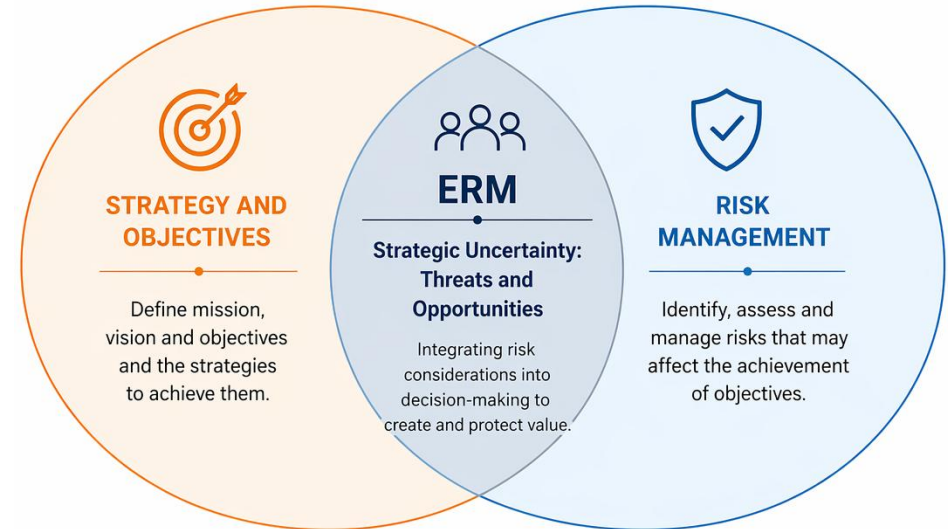
- Identifying what could affect your ability to achieve org-wide objectives
- Prioritizing those risks and opportunities
- Using that insight to support better decisions

Most organizations already do pieces of this:

- Board discussions
- Strategy Reviews
- Leadership risk conversations
- Annual planning
- Issue escalation

Enterprise Risk Management (ERM)

Aligning Strategy and Risk to Create and Protect Value



ESG LENS

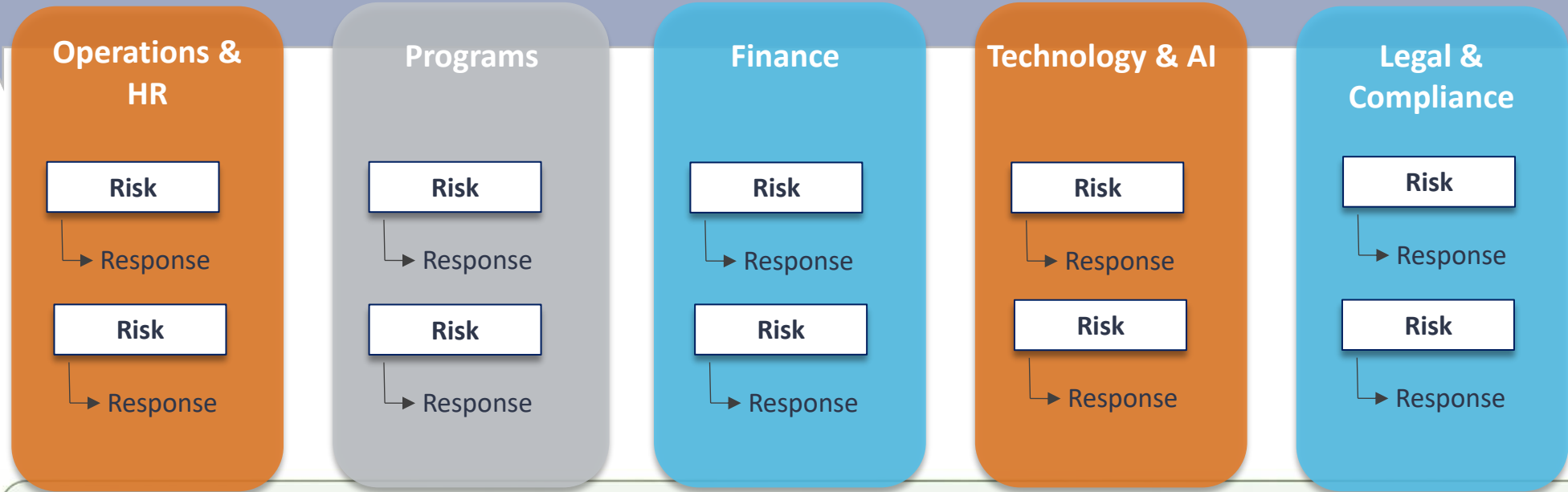
Environmental, Social and Governance factors influence strategy, shape risk exposures, and drive opportunities—supporting long-term value creation and stakeholder trust.



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What does ERM have to do with ESG?

Enterprise Risk Management



ESG LENS

Environmental, Social and Governance factors influence strategy, shape risk exposures, and drive opportunities—supporting long-term value creation and stakeholder trust.



ESG Assessments: A Starting Point, Not the Finish Line

Common approaches include:

- Double materiality, sustainability assessments
- Risk assessments
- Stakeholder engagement and feedback sessions

Regardless of approach, they're trying to answer:

- What matters most?
- To whom?
- Over what time horizon?



Where ESG initiatives commonly break down

Challenge	
Duplication of Effort	Sustainability efforts often capture topics that already exist in risk registers, compliance reviews, or strategic planning processes.
Fragmented Ownership	Risks are identified, but accountability for managing them is unclear or split across functions.
Limited Decision Impact	Findings inform reports or disclosures, but rarely shape capital allocation, risk appetite, or strategic priorities.
Assessment Fatigue	Leaders and subject matter experts are asked to participate in parallel processes that ask similar questions in different language.



The Overlooked Overlap: ERM & ESG

Many financially material ESG issues are already discussed through ERM and Risk Management:

- Climate and environmental risk
- Supply chain disruption
- Workforce and talent challenges
- Regulatory and policy change
- Technology, data, and reputational risk

These topics already influence strategy, funding, and organizational resilience



What's missing from Risk Conversations?

Traditional risk processes tend to focus on:

- Near- to medium-term financial exposure

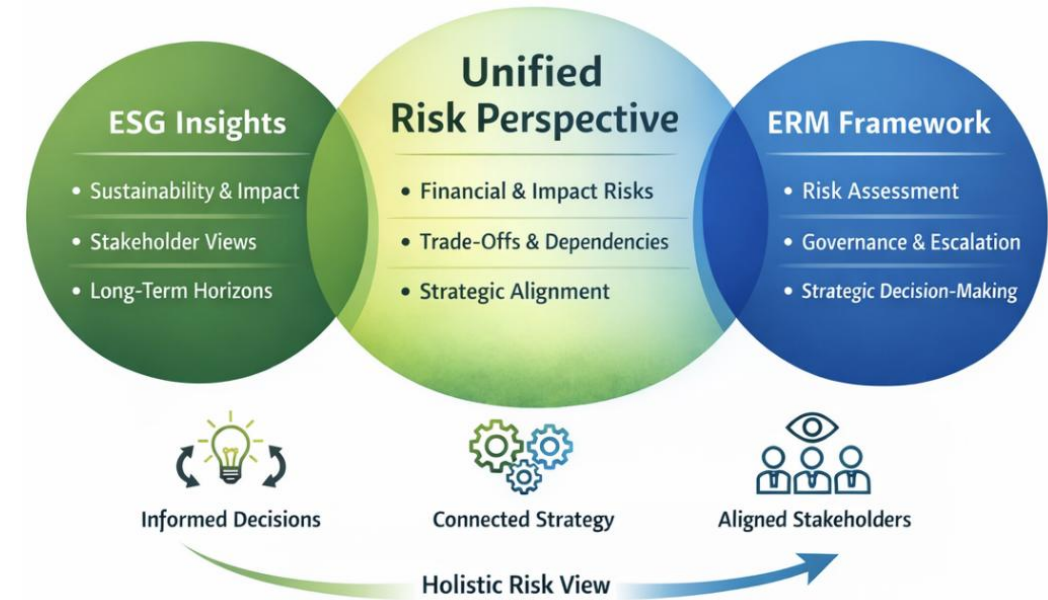
Taking an ESG lens can introduce:

- Longer-term horizons
- External impacts and dependencies
- Explicit stakeholder perspectives and underweighted voices: Donors and funders, Members, Employees, Government, Communities, and Partners



ERM as the backbone for ESG implementation

- ERM provides infrastructure ESG efforts often lack:
 - A shared risk language for prioritization
 - Governance and escalation pathways
 - Direct links to strategy and performance
 - Holistic view of impacts, risks, and opportunities
- When ESG insights are embedded into ERM:
 - A new lens for strategy brainstorming
 - Financial and impact considerations are evaluated together
 - Move from parallel assessments to a single risk universe
 - Leaders can better see trade-offs, interdependencies, and emerging risks



So what happens next?

ESG risks don't sit on a separate list

They flow into existing risk and decision conversations:

- Avoids doing the same work twice
- Clarifies ownership and accountability
- Connects stakeholder priorities to real decisions and resources

The result: A single, decision-ready view of risk and opportunity



A lighter lift with greater strategic payoff

- One integrated risk and opportunity view
- Clearer trade-offs and priorities

Better alignment between:

- Strategy
- Risk
- Stakeholders

Impact and sustainability become part of how the organization runs



Questions?

Contact Us



CPAs & ADVISORS



Alex McNeill, MBA, PMP

ERM and ESG Advisor,
Risk & Advisory Services

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**Connect with me on
LinkedIn: Scan the QR code**

[Read our article on this topic](#)



Polling Question #3





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Real-World Case Study: Integrating ERM and ESG

Paul Smail, Vice President for
Litigation & General Counsel |
The Chesapeake Bay Foundation



Meet Today's Presenter



Paul Smail

Vice President for Litigation & General Counsel |
The Chesapeake Bay Foundation

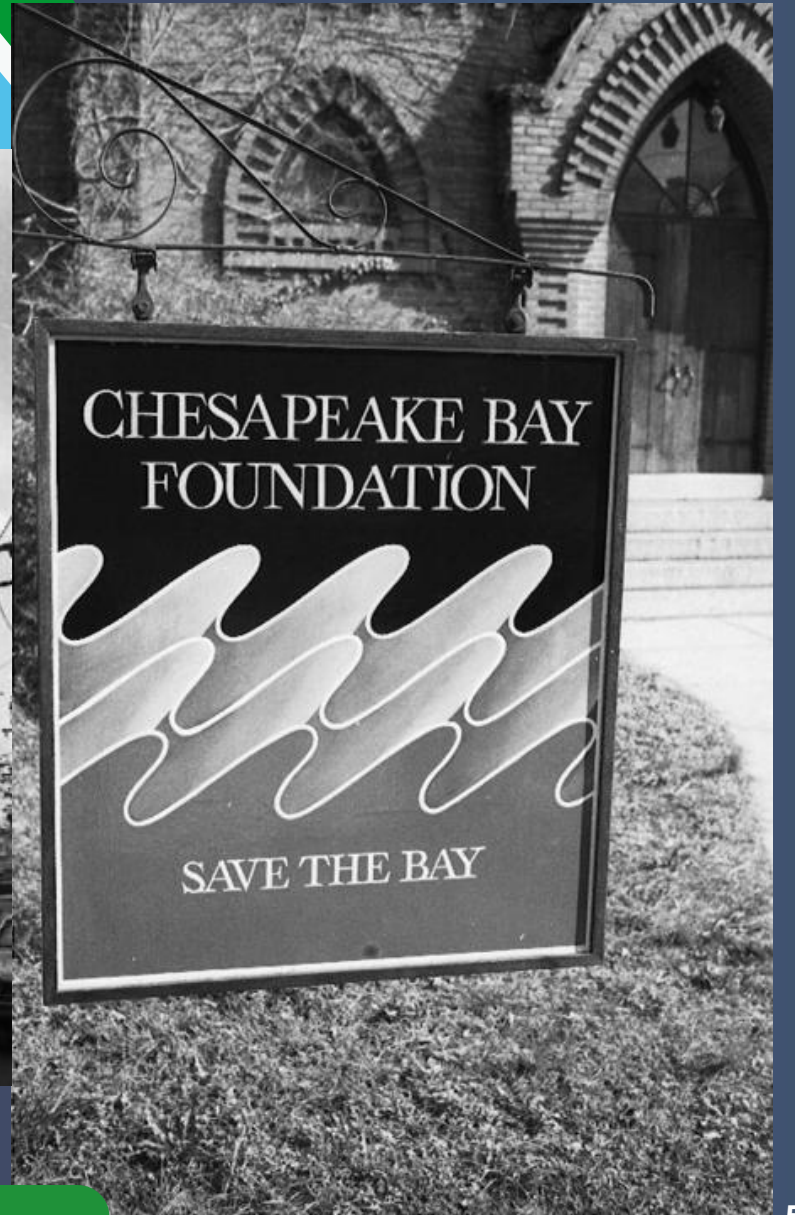
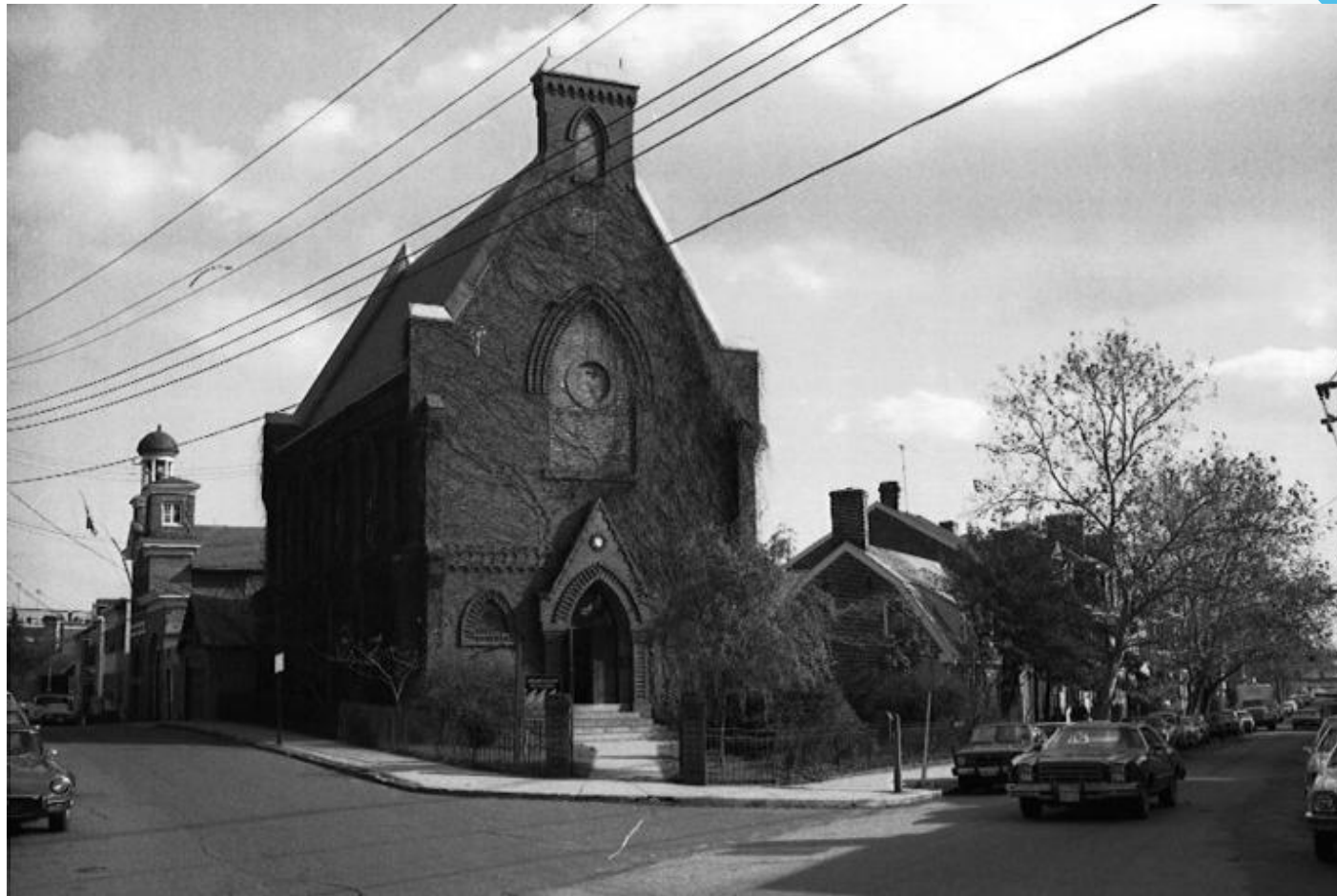


Real-World Case Study: Integrating ERM and ESG

The Chesapeake Bay Foundation
An Evolution of Impact and Risk Management



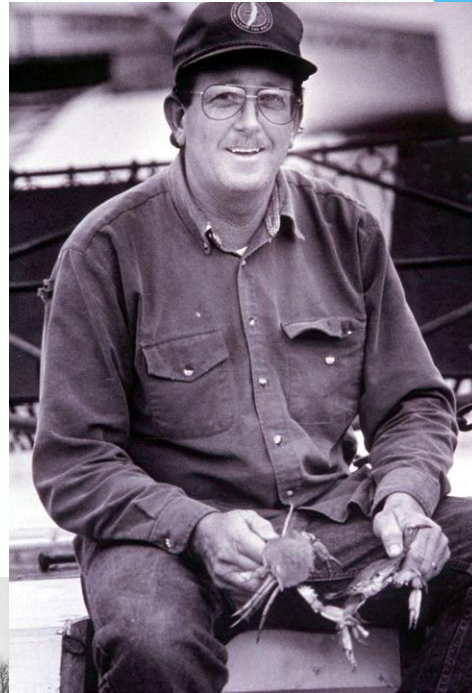
History



History



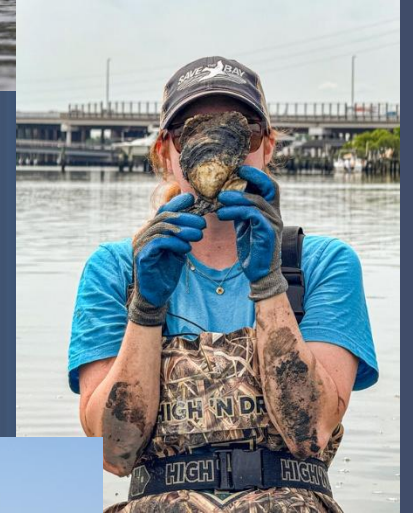
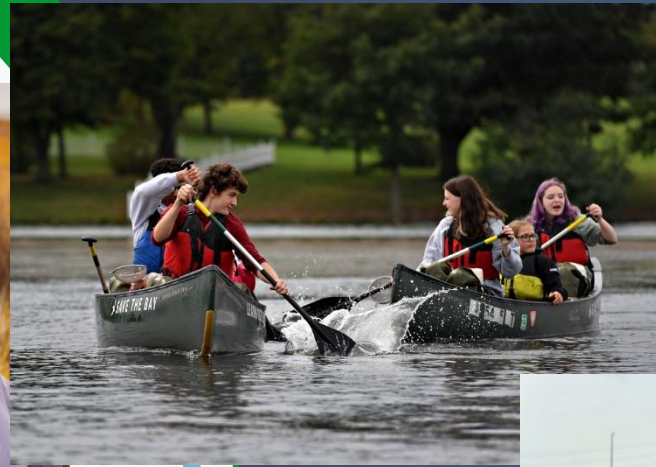
Environmental Education



Expanding Education

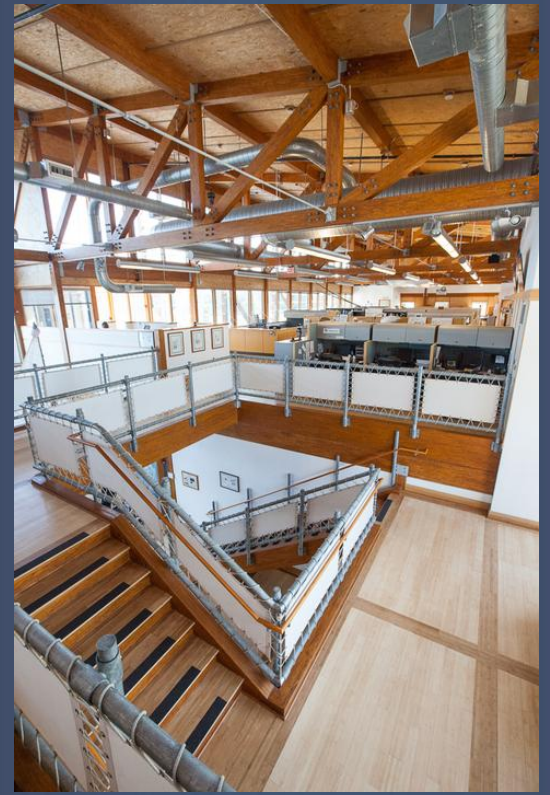


Continued Growth



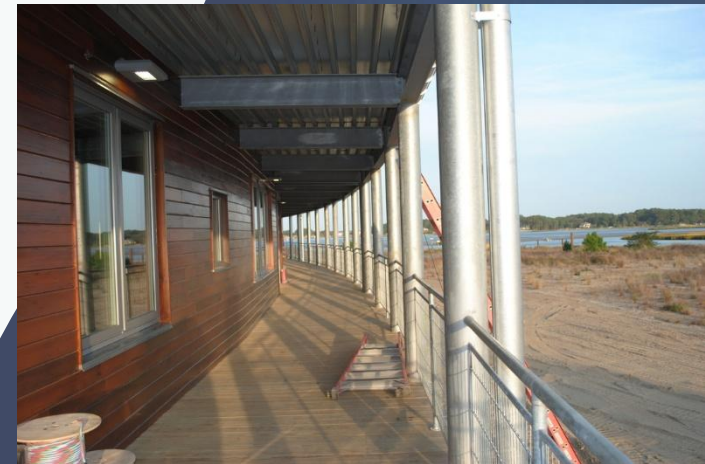
Impact Summit 2026

Phillip Merrill Environmental Center



Impact Summit 2026

Brock Environmental Center



Enterprise Risk Management



Top Risks

- Cyberattack/data breach
- Staffing/retention
- Discontinued funding
- Climate Change

- Political fatigue
- Public engagement (net opportunity)
- Partnerships (net opportunity)



Top Risks

- Cyberattack/data breach
- Staffing/retention
- Discontinued funding
- Climate Change



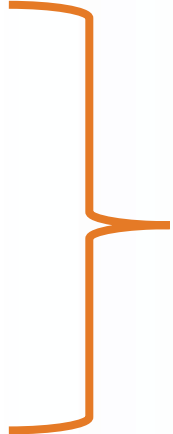
Risk response plans developed and being implemented

- Political fatigue
- Public engagement (net opportunity)
- Partnerships (net opportunity)



Top Risks

- Cyberattack/data breach
- Staffing/retention
- Discontinued funding
- Climate Change



Risk response plans developed and being implemented

- Political fatigue
- Public engagement (net opportunity)
- Partnerships (net opportunity)

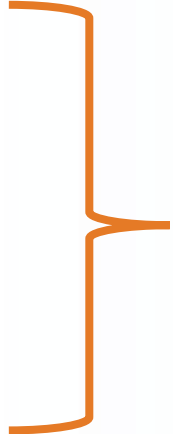


Risks addressed through strategic plan



Top Risks

- Cyberattack/data breach
- Staffing/retention
- Discontinued funding
- **Climate Change**



Risk response plans developed and being implemented

- Political fatigue
- Public engagement (net opportunity)
- Partnerships (net opportunity)



Risks addressed through strategic plan



Climate Change



Climate Change



Paul W. Smail
Vice President for Litigation
and General Counsel
Richard T. Pelham Chair

psmail@cbf.org



Polling Question #4



Break



Polling Question #5





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Scaling Outreach and
Impact Through Strategic
Partnerships

Krista Wright, Executive Director |
Polar Bears International



Meet Today's Presenter



Krista Wright

Executive Director |
Polar Bears International





The Role of Polar Bears International in Corporate ESG Programs



Krista Wright
Executive Director



Why do we exist?

To protect the future of polar bears for generations to come.

What is our aspiration?

A future where polar bears thrive on the Arctic sea ice they depend on.

How will we achieve the Vision?

We inspire action to protect polar bears and their Arctic sea ice home through research, education, advocacy, and international collaboration.





Pillars of our Work

INTERNATIONAL COLLABORATION

Our conservation and research projects span the circumpolar Arctic, with partners around the globe.

RESEARCH & SCIENCE

From work to help people and polar bears coexist safely, to conducting maternal den studies, genetics research, and population monitoring.

EDUCATION & OUTREACH

We share the polar bear's story through educational programs focused on polar bear conservation and climate action.

ADVOCACY & CLIMATE ACTION

Providing a roadmap for climate action and opportunities to influence policies that impact polar bears, we work to inspire people to care about polar bears and the Arctic

Our Work Spans the Arctic

From groundbreaking Arctic research to global education and conservation efforts, we're bringing people together to protect polar bears and the place they call home.

Southern Beaufort Sea

- Den Detection Study (paused)
- Energetics research (collaboration)

Barents Sea

- Genetics Study (supporting)
- Population Study (supporting)
- Energetics modelling (in discussion)
- Maternal Den Study (collaboration)

Churchill, Manitoba, Canada

- Churchill Bear Smart Working Group (collaboration)
- Polar Bear Safe Community Exchange
- Detect and Protect "Bear-dar" research
- Bear safe trash cans, electric fencing, deterrents, and training
- Bear safety education
- Arctic Guide Network
- Summer camps
- Polar Bears International House Interpretive Centre

Southern Hudson Bay

- Polar Bear Safe Community Exchange
- Traditional Knowledge Study
- Population Study (supporting)
- Community monitoring (supporting)
- Genetics analysis

Longyearbyen, Svalbard, Norway

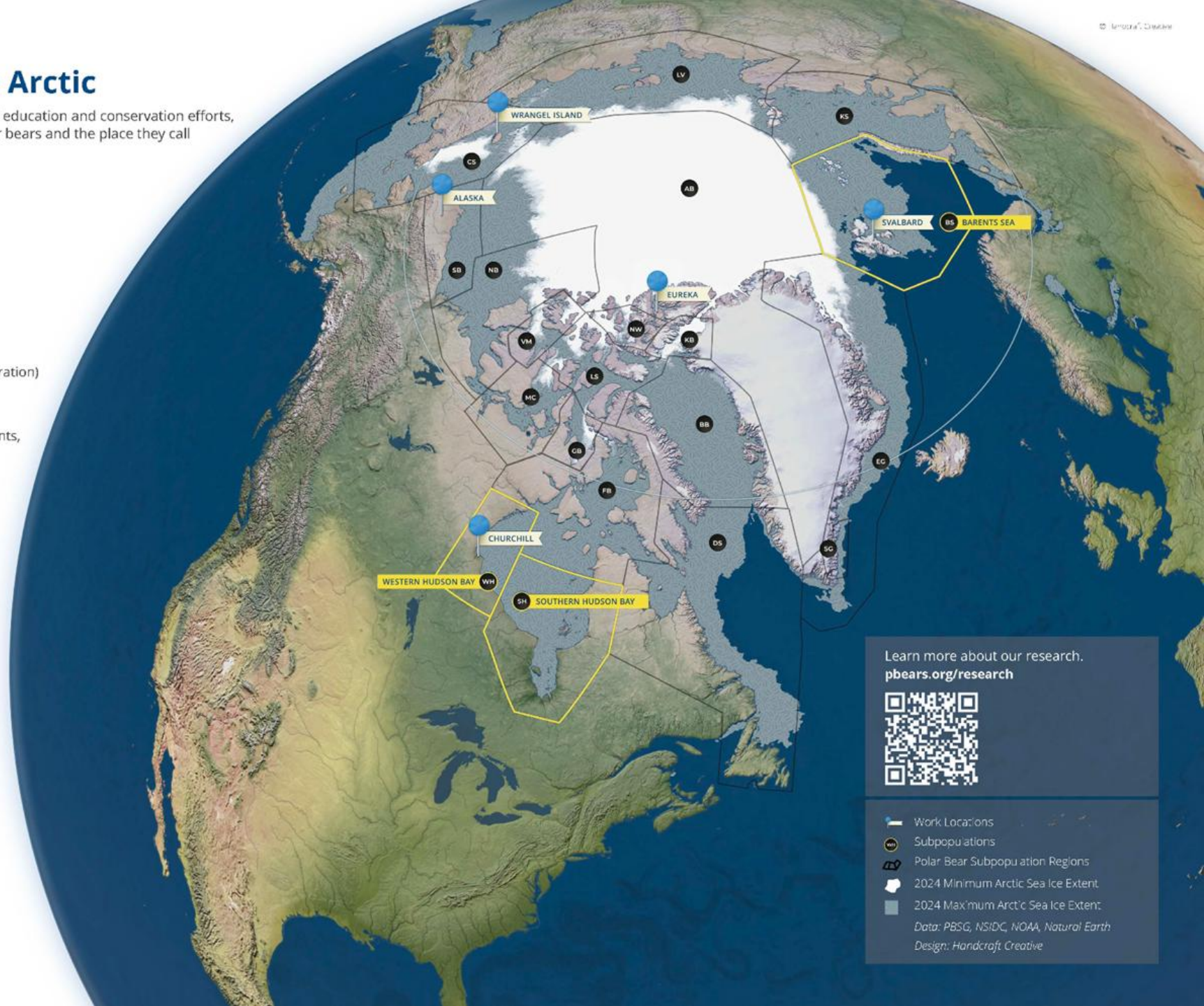
- Polar Bear Safe Community Exchange
- Arctic Guide Network
- Ice House Interpretive Centre

Western Hudson Bay

- Population Studies (supporting)
- Sea ice ecology research (supporting)
- Energetics work
- Genetics research
- Feeding Ecology research (supporting)

Chukchi Sea

- Population Study (supporting; paused)



Learn more about our research.
pbears.org/research

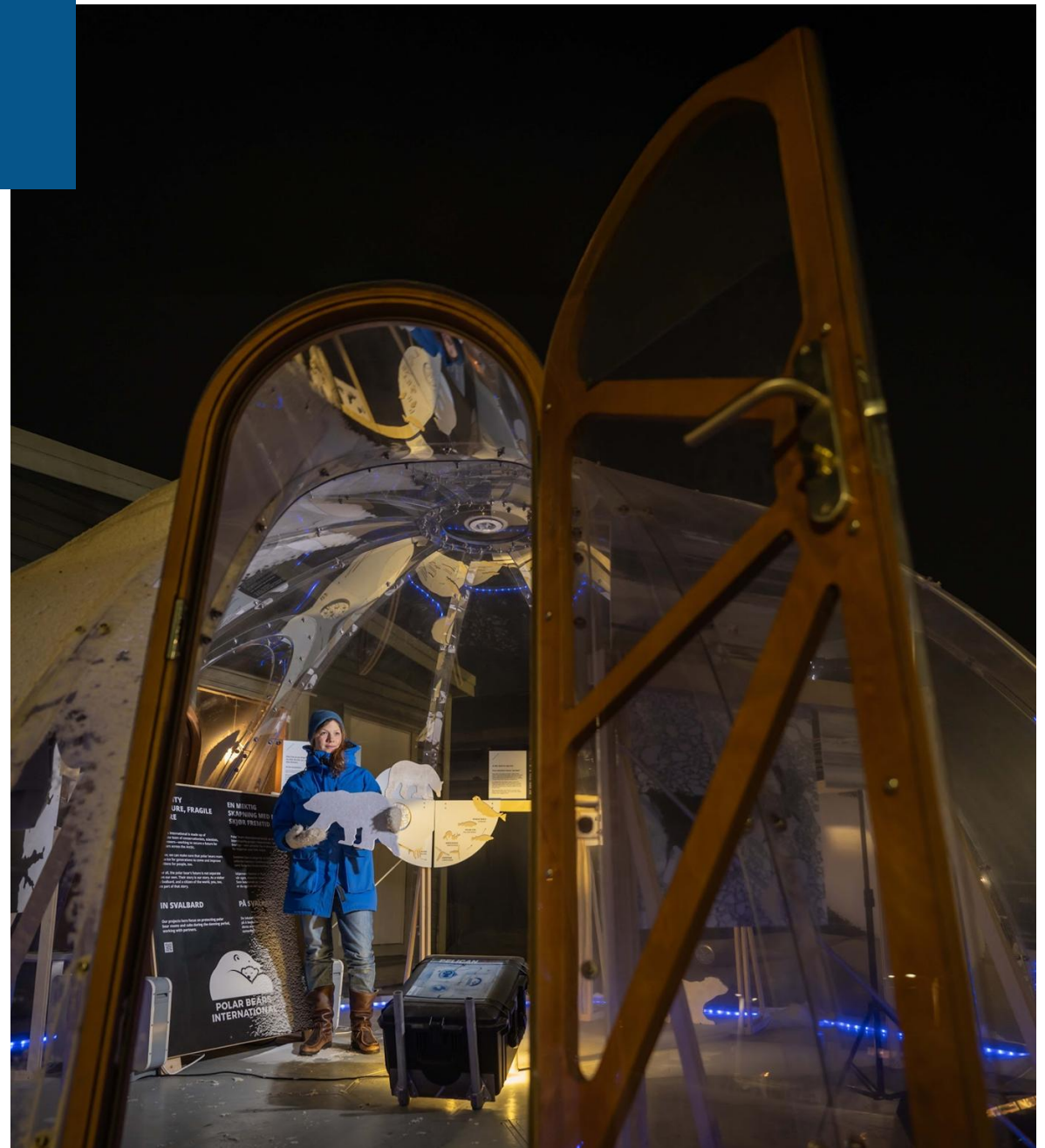


- Work Locations
- Subpopulations
- Polar Bear Subpopulation Regions
- 2024 Minimum Arctic Sea Ice Extent
- 2024 Maximum Arctic Sea Ice Extent

Data: PBSG, NSIDC, NOAA, Natural Earth
 Design: Handcraft Creative

Outreach Locations

Churchill, MB, CA & Svalbard, Norway



Polar Bears 101





Polar bears range throughout the Arctic in areas where they can hunt seals at open leads. The five *polar bear nations* where the bears are found include the U.S. (Alaska), Canada, Russia, Greenland, & Norway.

WONDERFULLY ADAPTED

Big, bold and built for cold



In the Arctic, temperatures can plunge to -40° or -46° C (-50° F) in winter and stay that way for days or weeks. But polar bears are built for those conditions.

From fur to skin, to paws and claws, the sea bear's physique is designed to protect them from the cold, hunt seals and dominate the Arctic.

Photography: © Daniel J. Cox / naturalexposures.com
Illustrations: © Peppermint Narwhal

Two layers of fur

Polar bears have 2 layers of fur that prevent almost all heat loss. In fact, the fur keeps the so warm that adult males can quickly overheat when they run. Surprisingly, their fur isn't actually white. It just looks that way. Each hair shaft is pigment-free and transparent with a hollow core that scatters and reflects visible light.



Massive paws

Polar bear paws are ideal for getting around in the Arctic. They're huge — as big as dinner plates — and measure up to 30 cm (11.81 in) across. This helps the bears walk on thin ice without falling through. The polar bear's super-paws are also great for swimming. The forepaws act like large paddles and their hind paws serve as rudders.



Specialized teeth

Polar bears are highly specialized for eating seals — even their skull and teeth are just the right size and strength for soft blubber. Scientists look at tooth wear for clues to a bear's health and age. For some males, teeth tell an action-packed story: a severe fight with a rival can break a massive canine tooth.



Short ears and tail

Polar bear ears are small and round, and their tails short and compact, to prevent heat loss and conserve the most warmth possible.



Keen sense of smell

A keen sense of smell is essential for navigating vast distances across sea ice. The polar bear's highly tuned nose helps it sniff out mates, and most important of all, hunt — including locating hidden snow lairs holding a tasty and important seal meal.



STATE OF THE POLAR BEAR

Climate change is a serious global issue - especially in the Arctic. Here are some eye-opening statistics everyone needs to know.

OVER
60%
of the world's
polar bears
LIVE IN
CANADA⁽¹⁾



⁽²⁾ Sea ice is critical for polar bears,
but on average
THE ARCTIC IS LOSING
13%
OF ITS SEA ICE
EVERY DECADE



Polar bears
use sea ice as
a platform to
REACH THEIR
SEAL PREY



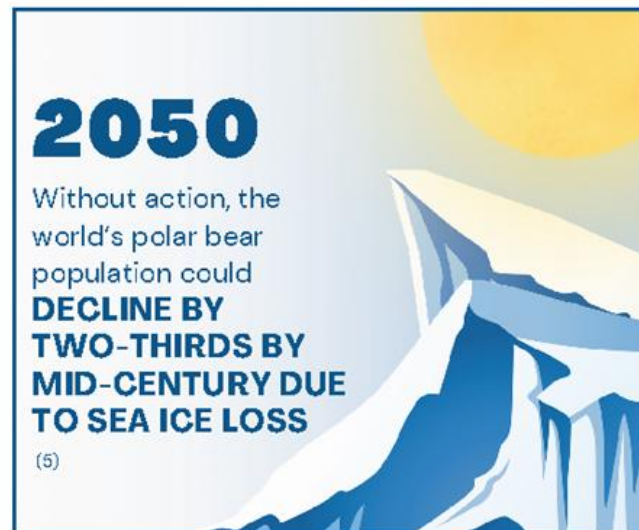
An area of ice larger than
Norway, Sweden, and Denmark
combined has
VANISHED
IN THE
LAST 3 DECADES⁽³⁾



The IUCN considers
the polar bear a
VULNERABLE
SPECIES
due to the current
and projected loss of
their sea ice habitat ⁽⁴⁾



Western Hudson
Bay polar bears
now spend over
3-4 WEEKS
LONGER
on land
compared to the
1980s ⁽⁴⁾



2050
Without action, the
world's polar bear
population could
DECLINE BY
TWO-THIRDS BY
MID-CENTURY DUE
TO SEA ICE LOSS
⁽⁵⁾

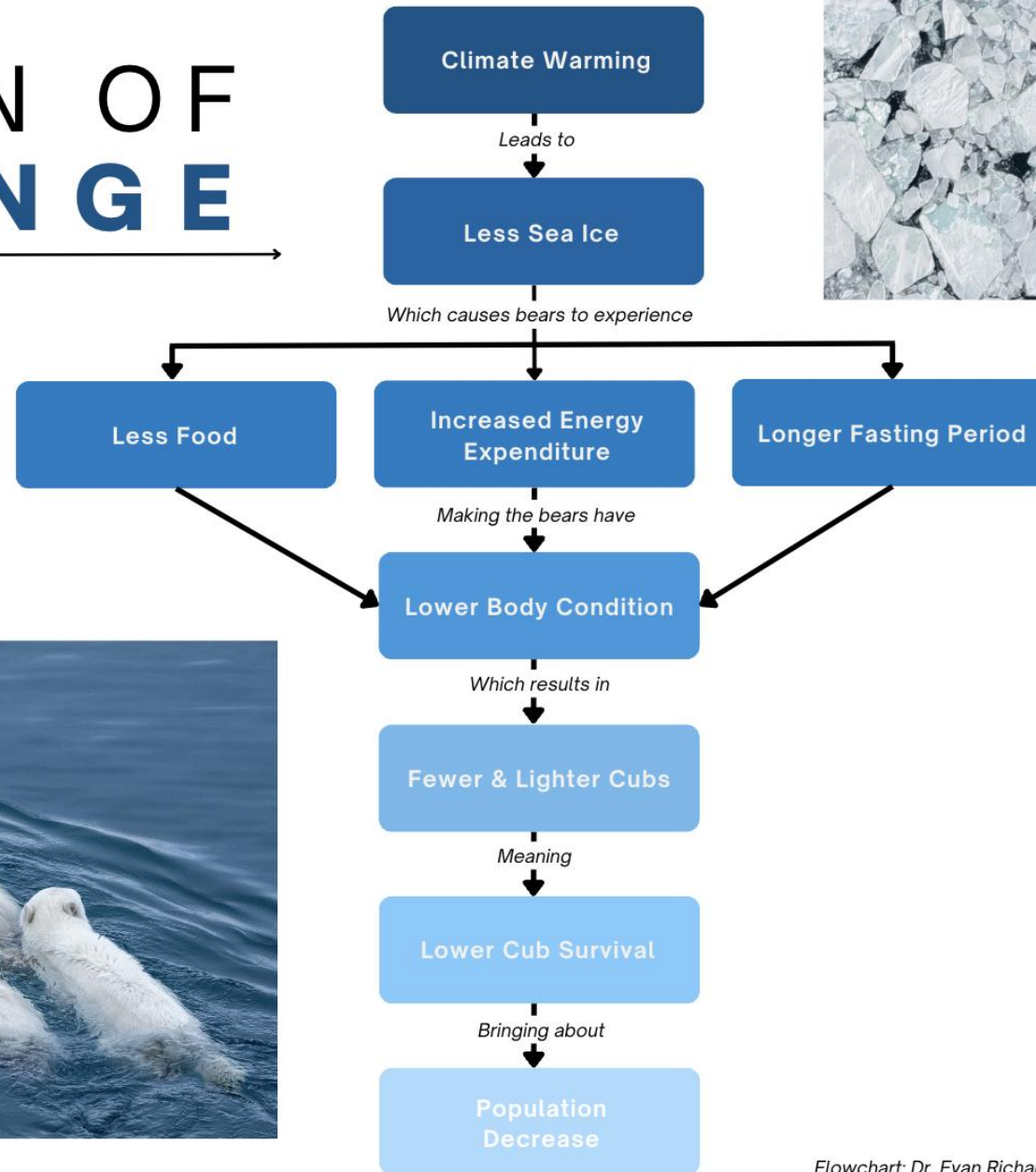
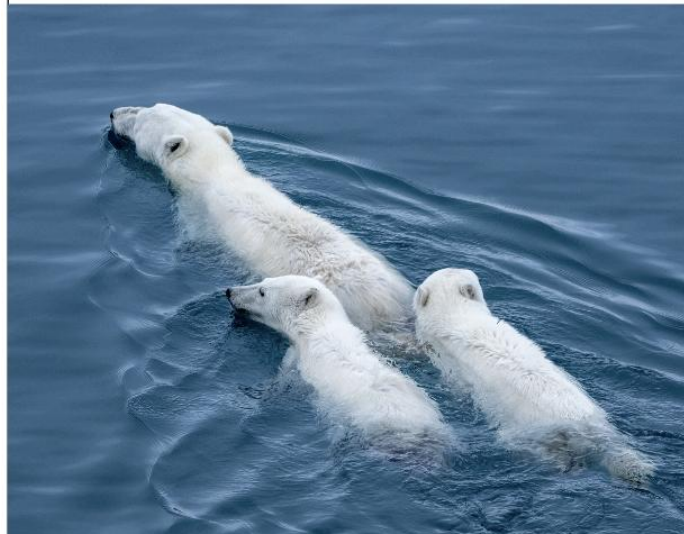


The average winter temperatures in Alaska
and western Canada have increased
3-4°C (5-7°F)
OVER THE PAST 50 YEARS⁽³⁾



For more information, please visit
polarbearsinternational.org

CHAIN OF CHANGE



Flowchart: Dr. Evan Richardson

Polar Bears International & Corporate ESG



The Role of Polar Bears International in Corporate ESG

Advances Sustainability Goals

- Demonstrates commitment to climate action
- Supports work that protects polar bears—one of the world's most beloved species

Makes a Lasting Difference

- Helps fund science that guides policy
- Funds coexistence work and education that helps both people and bears

Engages Customers

- Generates inspiring stories and captivating visuals to share across channels
- Polar bears inspire and connect with audiences of all ages

Brings Purpose to Your Team

- Creates unique opportunities to learn from our scientist and field staff
- Delivers inspiring experiences that build pride and connection

Strengthens Your Brand

- Establishes a partnership with the leading voice in polar bear conservation
- Provides clear, transparent impact you can confidently talk about

Part of the Solution

Corporate Support helps create a future where polar bears—and the Arctic—can thrive.

Canada Goose

Since 2007, Canada Goose has raised more than \$8 million for Polar Bears International.

Our partnership promotes Arctic preservation by supporting Polar Bears International's (PBI) research and conservation efforts.

Their sustainability commitments are grounded in three main pillars: Products, Planet, and People.

Some examples of this commitment include:

- Move all packaging to more sustainable solutions
- Divert 100% of their post-consumer global warranty waste products
- Set science-based targets and submit for approval by the Science Based Target Initiative (SBTi)
- Percentage of the PBI Collection support polar conservation efforts

Canada Goose also offers an employee matching program, with donations doubled to PBI. During International Polar Bear Day, they raise it to be a 3X match.



Canada Goose

Pursuing a sustainable future is a key goal for Canada Goose.

The company is committed to:

- Investing in carbon-offset projects that reduce, avoid, or sequester the equivalent of 200% of their annual greenhouse gas emissions.
- Complying to the highest industry standard. Became a SYSTEM Partner of bluesign® in 2019.
- Using responsibly sourced materials. Became certified under the Responsible Down Standard in November 2021.



Frontiers North Adventures

This year we are celebrating the 25th anniversary of our alliance with Frontiers North Adventures (FNA). A Platinum sponsor, FNA has collaborated with PBI on a number of projects intended to inspire people all over the globe.

Most recently, FNA and PBI worked together on the build of the EV Tundra Buggy One®. Thanks to the generosity of FNA, this mobile broadcast vehicle roams the tundra of Churchill Wildlife Management Area, helping to support our vital research and outreach efforts.

EV Tundra Buggy One® will eliminate 15.74 tonnes of greenhouse gas (GHG) emissions over the course of an entire operating year.



Frontiers North Adventures

FNA's commitment to conservation is reflected in their collaborations with leading conservation organizations, tradition knowledge, and local community groups.



FNA is a Certified B Corporation. Rather than implementing carbon-emission programs in distant, remote locations, they engage their visitors to support PBI's climate action programs.



Arctic Ambassador Centers



The coalition includes zoos, aquariums, and wildlife parks that share Polar Bears International's commitment to polar bear conservation.

Together with our partners, we enhance the delivery of education to their visitors on polar bears and the impacts of climate change on Arctic sea ice. We also challenge our AAC partners to be leaders in sustainability and greenhouse gas reduction in their communities.

Arctic Ambassador Centers

Polar Bears International's partnerships with AAC's spans the United States, Canada, and Europe.

They participate in our Climate Alliance Program, help to direct policy, build partnerships, and engage in public outreach.

They also take part in research programs that would be impossible to conduct with polar bears in the wild.



“By investing in the polar bear’s future, we’re investing in humanity’s future—and leaving a legacy for generations to come.”

—**Krista Wright, Executive Director, Polar Bears International**





Polling Question #6





CPAs & ADVISORS

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Greenhouse Gas (GHG) Inventory: Practical Considerations

Paul Lochner, PMP, Facilities
Manager | GRF CPAs & Advisors

Thomas Sterner, Professor of
Environmental Economics |
University of Gothenburg, Sweden



Meet Today's Presenters



Paul Lochner, PMP

Facilities Manager | GRF



Thomas Sterner

Professor of Environmental Economics |
University of Gothenburg, Sweden



Questions?

Contact Us



CPAs & ADVISORS



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Facilities Manager

plochner@grfcpa.com



Thomas Sterner

Professor of Environmental
Economics | University of
Gothenburg, Sweden



Polling Question #7





CPAs & ADVISORS

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Developing Meaningful Metrics & Reporting Frameworks; Communicating Progress Effectively

Omid Mohebbi, CPA, Senior Manager, Audit & Assurance | GRF CPAs & Advisors

Taryn Tuss, Senior Vice President of Marketing and Communications | Green Seal

Adam Bloom, Graphic Design and Communications Manager | GRF CPAs & Advisors



Meet Today's Presenters



Omid Mohebbi, CPA

Senior Manager,
Audit & Assurance | GRF



Taryn Tuss

Senior Vice President of Marketing
and Communications | Green Seal



Adam Bloom

Graphic Design and
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How can an Impact Report Benefit your Organization?

- Present a clear and compelling picture of current sustainability practices and your future aspirations.
- Strategic asset for risk management, stakeholder engagement, operational efficiency, and talent retention.
- Protect against “greenwashing”.
- It’s the story of your organization!



What goes into an Impact Report?

- Overview of the risks and the measures you take to manage them.
- Commitment to ethical conduct and responsible engagement with all stakeholders.
- Governance practices, reflecting the integrity and transparency of your leadership.
- Dedication to sustainability, and policies on greenhouse gas emissions, recycling, and energy efficiency.
- Additional topics may include cybersecurity, conflicts of interest and ethical conduct policies, artificial intelligence policies, work culture and employee wellness programs, pay equity, and organizational awards and achievements.



Who are your stakeholders?

- Both internal and external groups, such as employees, suppliers, the communities in which you operate, customers, investors, and regulators.
- Identifying these key parties ensures that your impact report addresses the interests and concerns of those most affected by your organization's operations.
- Tailoring your impact report so that it resonates with your stakeholders and drives maximum engagement.



What is the process of developing an Impact Report

- Identifying key stakeholders and assessing who manages areas that influence your organization and its value chain.
- Collect and analyze existing data and metrics, and perform a Double Materiality Assessment to evaluate both non-financial and financial impacts and identify industry frameworks.
- A clear, data-driven picture of your organization's current practices and future objectives, presented from both qualitative and quantitative perspectives.
- GRF CPAs & Advisors offers deep expertise to developing an Impact Report, including customized tables and graphics.



An aerial photograph showing a lush green landscape. A dense forest of trees is visible in the upper left and right. A large, open green field occupies the center. A small boat is on a river or stream in the lower right. The text 'Sustainability is Everyone's Business' is overlaid in white on the left side.

Sustainability is
Everyone's Business



A Trusted Standard

- Science-based standards for safer, more sustainable products
- Independent, third-party certification
- Trusted by governments, institutions, and global brands



45+ countries | 1,400+ certified products | 1.5B sq ft cleaned daily

From Communication to Credibility

- Rising scrutiny (regulators, NGOs, consumers)
- High concern, low confidence
- Risk of greenwashing and greenhushing
- Need for credible, decision-useful information



Credibility in Claims

Credibility =

- Specific
- Transparent
- Substantiated
- Consistent

Impacts That Matter

**256 million
pounds of
plastic**

saved by Green Seal-certified cleaning products each year due to sustainable packaging criteria

**9.8 million
students and
teachers**

protected from toxic chemicals/asthma triggers in 2025 through their schools' use of Green Seal-certified cleaning products

**9.3 million
metric tons of
CO2 emissions**

saved by Green Seal-certified sanitary paper each year – the equivalent of taking 2.2 million cars off the road

Getting it Right: Practical Guidance

Do:

- Quantify impact clearly
- Show methodology and boundaries
- Use credible standards or verification
- Connect data to real-world outcomes

Avoid:

- Vague or absolute claims
- Overstating impact
- Inconsistent metrics
- Hiding uncertainty



Taryn Tuss
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Building an Impact Report

Guidance for nonprofits to communicate progress effectively



Narrative Structure and Story Development

- **BLUF:** Bottom Line Up Front
- Distill ESG and program impacts into clear, audience-friendly narrative
- Use stories, sidebars, quotes, data stories, diagrams, etc. to ground the narrative.
- Align messages with the organization's mission, values, and long-term strategy.

5% of surveyed individuals remember statistics, while **63%** remembered a story.

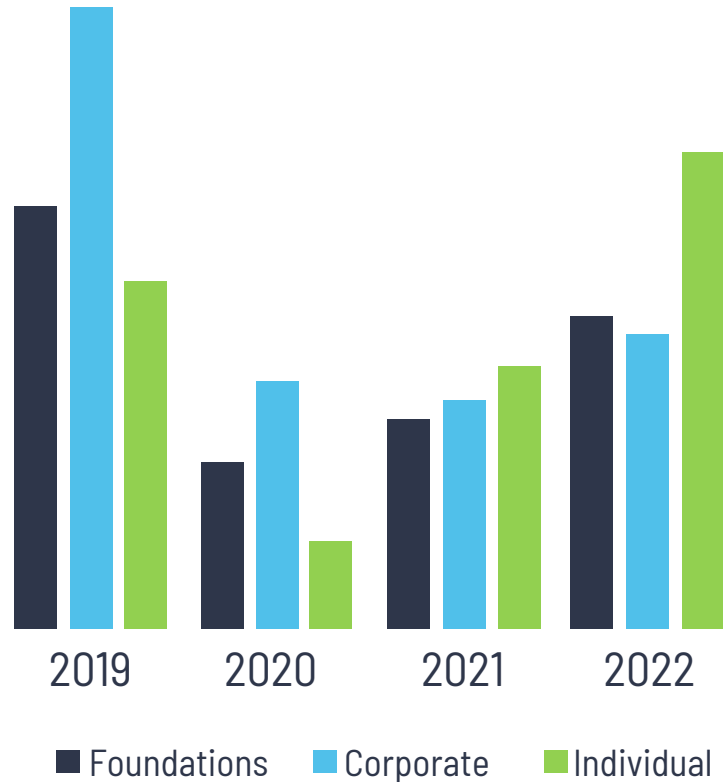
- *Made to Stick* by Chip and Dan Heath



Data Visualization and Storytelling

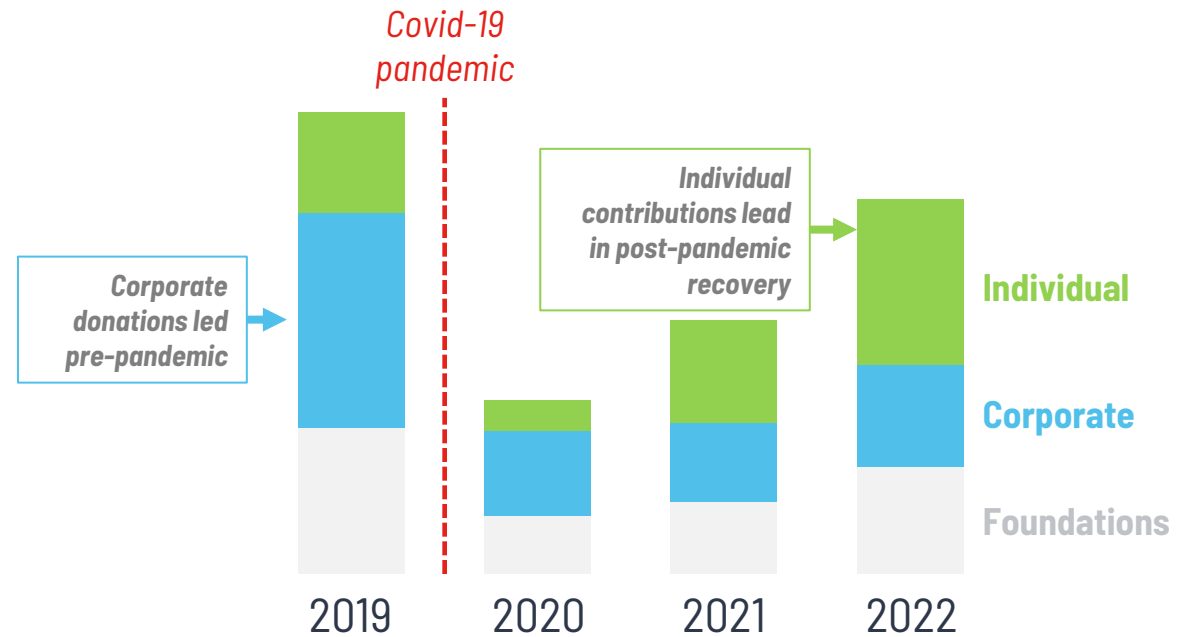
Focus on data that reveals impact, not just activity

Revenue by donor type



Post-pandemic revenue growth continues

Revenue from **individual donations** drives current growth; **corporate donations** lag pre-pandemic levels



Brand Integration and Cohesive Creative Direction

- Opportunity to distinguish your organization’s brand—especially powerful for organizations building or strengthening their brand identity.
- Create a unified look and feel that strengthens recognition and credibility of the brand.
- Select typography, color systems, photography, and layout approaches that support the brand.



Accessibility and Inclusive Design

- Accessibility should not be seen as an option.
- Build reports that are readable, inclusive, and compliant with accessibility standards.
- Accessible design increases trust and audience reach.



8% of the population
is color blind



Using Photography, Illustration, and Real Stories Responsibly

- Incorporate authentic voices, testimonials, and case studies.
- Do no harm; gather informed consent— Use ethical visuals without resulting in beneficiaries/clients, volunteers, employees unknowingly turning into “poster children” for a cause.
- Avoiding stock imagery clichés



Formats, Distribution & Maximizing *Impact*

- Choose your format early (PDF, microsite, etc.) so you can design once and publish across channels
- Format choice affects design complexity, accessibility, cost, and audience reach
- Plan a deliberate rollout; don't just post a PDF
- Repurpose design assets across email, social media, events, and donor pitches
- The report is a strategic asset. Use it for fundraising, hiring, and stakeholder communication



Questions?

Contact Us



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Polling Question #8



IMPACT SUMMIT 2026



CPAs & ADVISORS

Panel Discussion: Practical Tools & Real-World Examples

Tina Gunnarsson, Sustainability and
Social Inclusion Lead | Fika

Taryn Tuss, Senior Vice President of
Marketing and Communications |
Green Seal

Paul Smail, Vice President for Litigation
& General Counsel | The Chesapeake Bay
Foundation

Krista Wright, Executive Director |
Polar Bears International



Meet Today's Presenters



Tina Gunnarsson

Sustainability and
Social Inclusion
Lead | Fika



Taryn Tuss

Senior Vice President
of Marketing and
Communications |
Green Seal



Paul Smail

Vice President for
Litigation & General
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Chesapeake Bay
Foundation



Krista Wright

Executive Director |
Polar Bears International



Polling Question #9





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Thank you!

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