

SUSTAINABILITY REPORTING AS A MEANS OF PRO-ACTIVE STAKEHOLDER DIALOGUE IN ECOLOGICALLY ORIENTED WORK INTEGRATION SOCIAL ENTERPRISES (ECOWISES)

Social enterprises have always stressed economic and social aspects of sustainability, whereas business and environmental aspects have lagged behind. Yet, the special form of "Ecologically Oriented Work Integration Social Enterprises" (**ECO-WISEs**) adds to social AND ecological sustainability: They integrate people furthest from the labor-market by providing them with antipollution jobs which require labor, not so much know-how (e.g. electronic-scrap-recycling).

ECO-WISEs report specifically to the authorities they get funding from. As public funding has become highly competitive and as they realize the exigency to address others than their typical stakeholders, ECO-WISEs need help to use sustainability performance reporting for strengthening their stakeholder relationships.

A transdisciplinary research project at the University of Graz investigates ways of reporting on ECO-WISEs' sustainability performance in a stakeholder-oriented way

- addressing crucial differences between "common" and ECO-WISE stakeholders
- adapting sustainability tools to their needs and
- helping ECO-WISE managers to introduce their enterprises into mainstream CSR debate.

The project on sustainability reporting takes place in **eight ECO-WISEs in Styria**. Starting from a stakeholder analysis and expanding on previous research concerning both measuring sustainability in SMEs and a structural survey of ECO-WISEs we devise an instrument for measuring and reporting on sustainability performance in ECO-WISEs. Thus we compare different sustainability indicator sets (e.g. Global Reporting Initiative) and have a distinct look at ecologically motivated services which are at the bottom of ECO-WISEs' endeavors. Particularly, we resort to the expertise of our partnering ECO-WISEs concerning indicator based social sustainability signals like the official Austrian "Quality Label for Social Enterprises".

As a **result**, according to the ECO-WISEs' expertise the eight sustainability reports emphasize CSR performance towards employees. In a next step we will apply these results to other enterprises to report on their internal social performance more precisely. A in-depth evaluation measures the outcome of the project.

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