

CSR REPORTING AND COMMUNICATION STRATEGY CONSULTANCY

AMERTA Pijar Indonesia

“Is Your CSR Report a Costly Obligation or a Catalyst for Trust, Value, and Growth?”

In an era of radical transparency, stakeholders—investors, consumers, talent, and communities—demand authentic proof of purpose. A generic CSR or Sustainability report built in a corporate silo is no longer enough. It risks being seen as a box-ticking exercise or, worse, greenwashing.

Introducing our Participatory CSR Reporting & Communication Strategy Service: We help you build a credible, compelling narrative of impact with your stakeholders, not just for them.

We move your reporting from a backward-looking document to a forward-looking strategic engagement tool that builds trust, mitigates risk, and uncovers new value.

Our Philosophy: The Most Credible Report is Co-Created

We believe true sustainability is a shared journey. Our methodology ensures your report reflects not just your performance, but your stakeholders' priorities, creating a narrative that is both rigorous and resonant.

1. PARTICIPATORY STAKEHOLDER-CENTRIC DESIGN

We facilitate Materiality Co-Creation Workshops that bring your key stakeholders—from frontline employees and community partners to suppliers and critical NGOs—into the process of defining what truly matters.

We employ narrative immersion sessions to test key messages and impact stories with external audiences before publication, ensuring clarity and resonance.

Why it matters: This transforms your report from a corporate monologue into a stakeholder dialogue. It identifies blind spots, aligns your priorities with external expectations, and builds unprecedented buy-in and credibility before a single page is designed.

2. EVIDENCE-BASED & BEST PRACTICE ALIGNED

Our framework is built on global standards (GRI, SASB, IR), aligned with TCFD for climate and SDGs for impact, and designed for assurance readiness.

We go beyond output data to integrate outcome and impact evidence from your SROI studies, supplier codes of conduct audits, and community feedback mechanisms. We build a clear, auditable line from activity to impact.

Why it matters: This provides the defensible, quantitative backbone that satisfies analysts and investors, while the qualitative, participatory elements satisfy those seeking authentic purpose. It future-proofs you against evolving regulatory landscapes (e.g., CSRD, SEC rules).

3. STRATEGIC COMMUNICATION FOR MULTIPLE AUDIENCES

We don't produce one report; we craft a core evidence engine that fuels tailored narratives for investors, talent recruitment, customer marketing, and community relations.

We integrate digital-first storytelling—interactive data, video testimonials, supplier spotlights—to make your impact accessible and engaging across channels.

Our process includes developing a proactive annual communications calendar to keep your sustainability story alive year-round, turning a point-in-time publication into an ongoing conversation.

The Strategic Value We Deliver:

- **Build Unshakeable Trust & Credibility:** Demonstrate transparency and accountability through a process that includes stakeholder voices, making your claims resilient to skepticism.
- **Uncover Strategic Insights & Mitigate Risk:** The participatory materiality process often reveals critical risks and opportunities not visible from the boardroom, informing better business strategy.
- **Enhance Access to Capital:** Meet the rising demand from ESG investors and lenders for robust, standard-aligned, and assured non-financial data.
- **Strengthen Brand & Talent Appeal:** Communicate your authentic impact in a compelling way that attracts conscious consumers and top talent who want to work for a purpose-led leader.

- Transform Compliance into Competitive Advantage: Move from meeting minimum requirements to setting the standard in your industry for transparency and stakeholder engagement.

Our Co-Creative Process:

1. Stakeholder-Powered Materiality Assessment: Facilitating workshops and interviews to co-define your key ESG priorities and metrics.
2. Evidence Architecture & Data Strategy: Auditing your current data, establishing robust collection processes, and integrating participatory feedback (e.g., community surveys) into the evidence base.
3. Narrative Co-Development & Content Creation: Crafting the core report and a suite of tailored communications assets with continuous stakeholder feedback loops.
4. Multi-Channel Activation Strategy: Planning and executing the launch and ongoing communication across digital, investor, and internal channels.
5. Feedback Integration & Cycle Optimization: Establishing a system to capture post-report feedback to continuously improve the next cycle.

Stop Reporting. Start Engaging.

Your CSR report should be your most powerful tool for building stakeholder capital. Ready to report in a way that builds trust and drives growth?

Please contact us to see how a participatory approach can redefine your most important public narrative.

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