



ERASMUS+ KA2 Strategic Partnership  
2019-1-HU01-KA202-060911  
INTEREST - INTEgrated REporting for SMEs Transparency

# Deliverable review

## IO2 IR Guide for SMEs

Co-funded by the  
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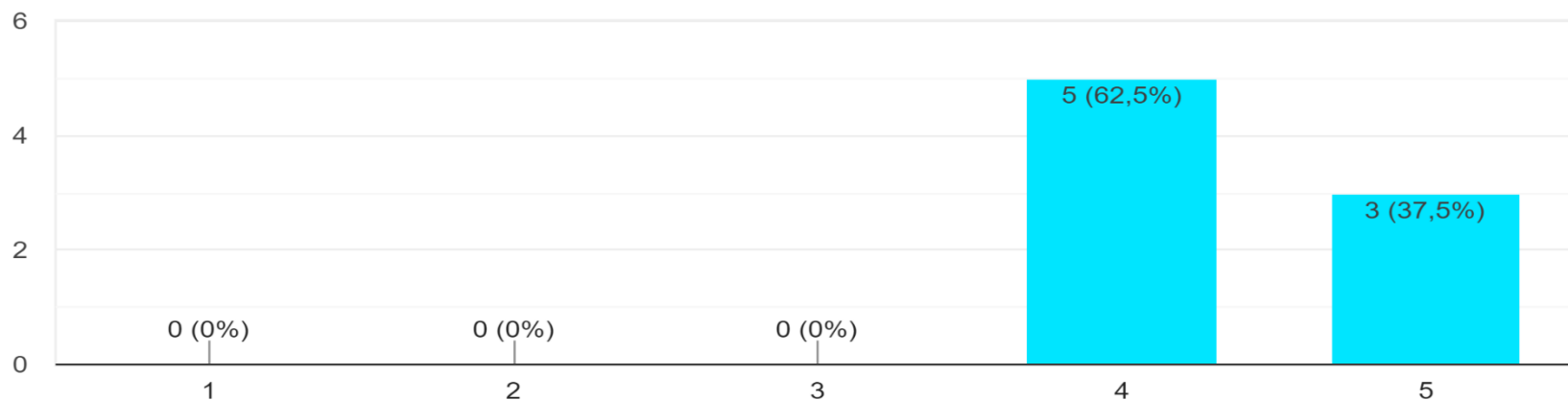




## Q1: What is your overall evaluation of this output?

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8 válasz





## Q2: What areas of this output did you find particularly useful?

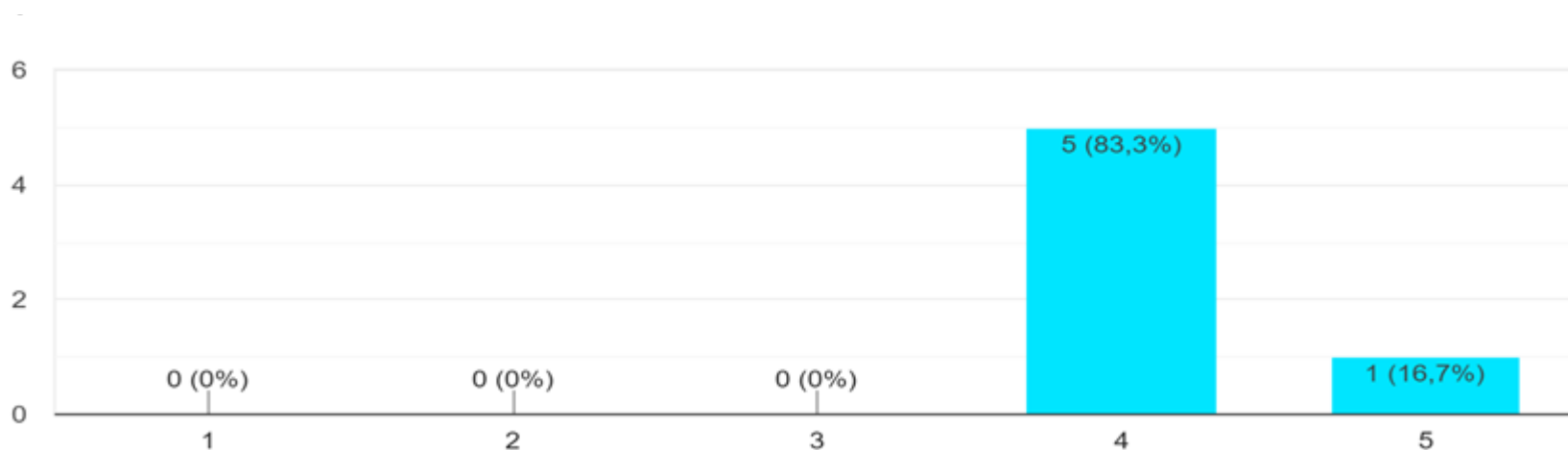
- I think it is an excellent document, very true to the IIRC logic of IR as a tool helping owners and managers find out how to generate value in a holistic perspective.
- The Guide represents holistic approach to IR for SMEs. There are no weak parts. The most relevant - from the perspective of SMEs - are, in my opinion, sections B.2./B.3. - why to use the Guide in SMEs; B4. - how to implement IR in these group of companies; C - stakeholder analysis (useful regardless of the intention to implement IR); E - data sources (evidences that IR is not beyond reach of SMEs given their information systems); and I - identification and measurement of capitals (the prerequisite to correct implementation of IR).
- a compressive approach to integrated reporting
- It is made for the practitioners
- The use of diagrams, graphs and illustrative examples. The publication provides easy to read practical guidance on how SMEs can perform integrated thinking and reporting.
- Stakeholders, identification and measurement of capitals and interrelations between Six Cs, value creation and business model
- Practical oriented, well structured



### Q3: Did the IR Guide for SMEs cover your previous expectations?

Did the IR Guide for SMEs cover your previous expectations?

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## Q4: If your expectations weren't covered, please describe your own expectations about the IR Guide for SMEs

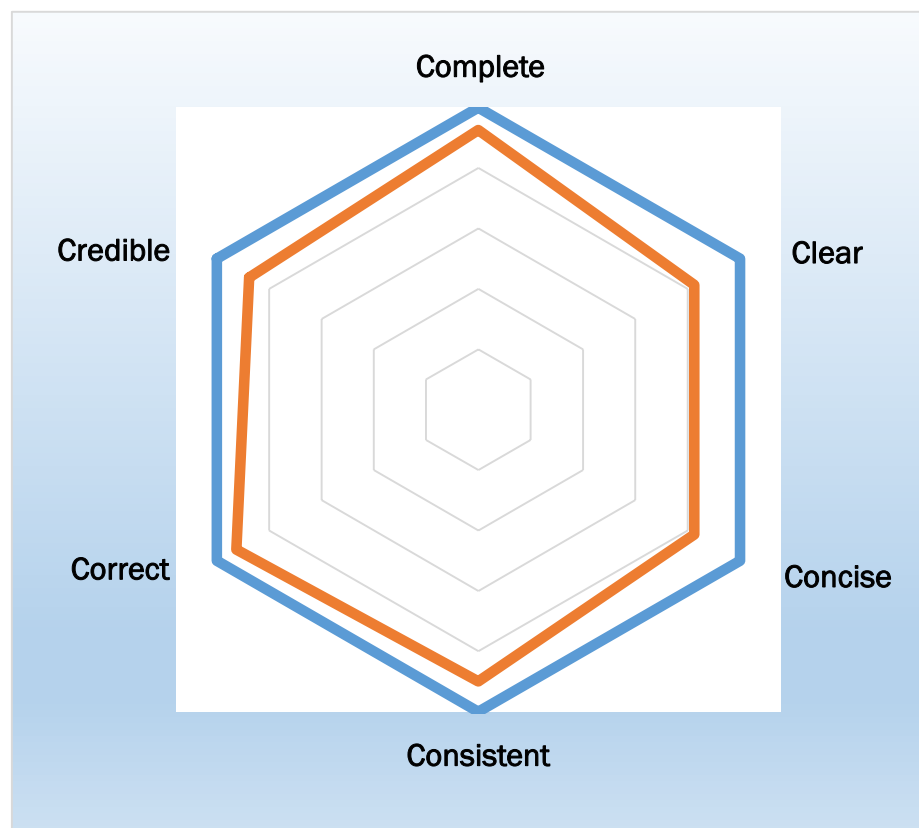
- How to define a metric that can be used to add all capitals contributions
- N/A
- IR Guide for SMEs includes a lots of valuable information delivered in an accessible format.
- We had problems with the timing and deadlines.





## Q5-10: Deliverable review – using the 6C’s method

	Points from 1 to 5
Complete	4,63
Clear	4,13
Concise	4,13
Consistent	4,50
Correct	4,63
Credible	4,38





## Q5: COMPLETE: 4,63 points in average – Explanation of the given score

- I think the framework covers almost everything. But, It cannot covers everything otherwise it will be a strict guide which does not match with the idea of the framework.
- Excellent. The drawback is that one wonders how many SME owners and managers would read it all, but all they need is there.
- There is no relevant elements related either to SMEs or IR missing in the Guide. On the contrary, the very broad perspective is presented. In general the Guide will not leave SME managers with open questions.
- the approach is complete just a possible example on how I can aggregate values is missing I think
- All elements are covered by the guide.
- The guide is comprehensive covering all relevant aspects.
- The IR Guide covers the most crucial issues from the viewpoint of SMEs. It does not copy IIRF but it uses the Framework to deliver a new practical value for potential SME rapporteurs. Hence it draws attention to materiality analysis and stakeholder relationships which are the most important IR principles for those who starts their journey with IR.
- I think we found the good length, content, structure and it is practical





## Q6: CLEAR: 4,13 points in average – Explanation of the given score

- Some passages are a little more complicated than others, but I think this will not be an issue.
- Very good effort to explain concepts in a clear way. I did not award the highest possible score only taking into account that some SME owners and managers with a narrow technical background may still find it hard to understand.
- The structure of the Guide is very well designed. The language is precise and simple to follow. The precision will help advanced readers (e.g. accountants, consultants, managers of medium-sized companies) and simplicity would encourage the less advanced ones (e.g. representatives of micro or small companies). There are a lot of visual elements which help to understand the content of if Guide.
- knowing Italian SME the guideline may still be quite technical and not so easy to read. most of Italian SME's owner do not have an higher education
- There may be some repetitions. Language should be appropriate for the SME owners/ managers
- The guide is easy to read with short readily understood sentences and supplemented with good use of graphical illustrations.
- The IR Guide still needs language editing and language style unification.
- We worked a lot on this and there is a final language and style review as well







## Q7: CONCISE: 4,13 points in average – Explanation of the given score

- It is ok.
- Concise, taking into account the ambitious nature of the IIRC-based framework we are using.
- I do not want to say that the Guide covers topics which are not essential - on the contrary, it offers insightful view into IR in SMEs. But one cannot say, that it is a concise document - since it is relatively long - may be not too long, but still it requires investing some time to go through it, and even more, to see all its potential.
- all is in 65 pages that can be read in few hours
- The length of the guide may be too long but it was necessary
- While slightly longer than originally envisaged the guide is to the point and well articulated with little if any redundancy.
- The IR Guide is quite extensive. It could be shortened in some places. I would consider whether subchapter E.2 'External data sources' is needed. While preparing integrated reports SMEs will mostly focus on internal data sources, including data from IT systems.
- It was very difficult not to write it longer as you could always add new and interesting and relevant issues. We decided that for further support we will use the online tool





## Q8: CONSISTENT: 4,50 points in average – Explanation of the given score

- More terms are a little more complicated and not usually adopted by managers in SMEs, but again this will not be an issue.
- Excellent.
- The Guide has been examined concerning its consistency, and no contradictions or ambiguous elements are included in its final version. Nonetheless, I would like to point out, that IR in SMEs is not standardised, and this is a pioneering work which may still require revisions in the future.
- the guideline is consistent, no useless information in it
- After the review of partners everything should be fine.
- Throughout the guide terms, definitions etc. are consistently used.
- It would be useful to have key terms listed at the end of the Guide.
- It is in harmony with Framework, we revised the structure and content several times





## Q9: CORRECT: 4,63 points in average – Explanation of the given score

- All relevant steps were included.
- Excellent.
- I have spotted no merit-related errors or omissions.
- I didn't find any mistake. as reported maybe a few practical example with numbers could have been helpful for entrepreneurs to better understand the different concepts
- There were a lot of checks/ proofreading by the German team.
- The guide is factually correct with no error nor omissions.
- On p. 32 term "trade suppliers" is not needed. It is not clear how SMEs should fill in the table on p. 18. For instance, what could be inserted in the window of "company culture and ownership" - "Who is an owner of company culture?" I would suggest removing the column "ownership".
- It presents reliable and true statements, methods, examples and explanations. We believe that there is no professional mistake in this material





## Q10: CREDIBLE: 4,38 points in average – Explanation of the given score

- It covers all the objectives and contents.
- Very good job. It would be useful to submit it to real-world SME owners and managers to check their reaction.
- There content of the Guide has been thoroughly discussed by the project partners, and in particular the special task force consisting of the DE, HU and PL partners. None of the opinions was ignored. Moreover the document has been revised by representative of supporting body, what help to improve the document further.
- it provide a good view of what should be the output and that it is always applicable inside companies dispute their size
- The guide provides a value added to the practitioners
- The guide will prove useful to SMEs wishing to embrace integrated thinking and reporting.
- The IR Guide reflects the primary objectives set up in the INTEREST project. It will need sufficient testing in future practice, but at this moment, it may account for substantial support for early SME IR rapporteurs.
- We need to test it, asking more externals and interest groups to read it.





## Q11: Do you have any other comments / recommendations about the IO2?

- The Guide is a key output of this project - since it makes the IR Framework for SMEs implementable. It also constitutes a good foundation for the development of the learning material. The Guide is holistic, very detailed, and applicable to SMEs. Congratulations to all involved partners and in particular to the German team for coordinating this work successfully.
- Working in small group was much more effective. We have to read it in harmony with the Framework and if there is need for that, to revise any of them.
- No





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The logo for INTEREST features the word "INTEREST" in a white, sans-serif font centered within a circular arrangement of colorful, stylized human figures. The figures are composed of thick, rounded lines in shades of red, orange, yellow, green, and blue, forming a ring around the text.	<p>Co-funded by the Erasmus+ Programme of the European Union</p> The flag of the European Union, featuring twelve five-pointed gold stars arranged in a circle on a blue background.
	<p>This project has been funded with support from the European Commission.</p> <p><i>The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.</i></p>

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