

Experian LBG Assurance Statement 2018

Corporate Citizenship has been asked by Experian to review its use of the LBG model for measuring corporate community involvement activity in 2018.

Experian is an active member of LBG. The LBG measurement model helps businesses to improve the management, measurement and reporting of their corporate community investment programmes. It moves beyond charitable donations to include the full range of contributions (in time, in kind and in cash) made to community causes, and assesses the actual results for the community and for the business (see www.lbg-online.net for more information).

As managers of LBG, we have worked with Experian to ensure its operations understand the LBG model and have applied its principles to the measurement of community investment programmes in 2018. Having conducted an assessment, we can confirm that the data systems and processes reflect LBG principles. Our work has not extended to an independent audit of the data.

In our commentary we identify some strength observed in the data return. We also outline some improvements that can be made as Experian develops its application of the model in the future. We have further explained our observations in a separate management note to Experian.

Commentary

Experian have a robust system of data collection using Credit 360 to collect and input data from the wide network of people responsible for community data. The Credit 360 system enables community data to be collected at the local level and collated centrally, with the functionality for supporting documentation to be uploaded by each region.

We would encourage Experian to continue to streamline the data collection process across the business's global operations, by encouraging consistency in the way each region uses Credit 360.

Experian provides guidance and training to those collecting data to ensure that data is reported in line with the LBG methodology. We would encourage Experian to further expand its guidance and develop a consistent methodology for activities such as those associated with sponsorship of charitable events, in-kind donations and activities with a charitable purpose that are developed without input from a registered not-for-profit organisation or NGO. This help will to ensure that Experian applies the methodology consistently across regions as it develops new approaches to corporate community investment.

We would also encourage Experian to exercise particular caution when reporting activities that are part of wider corporate responsibility efforts and be conservative with management costs. Referring to the LBG guidance manual to check that all reported contributions meet the stated requirements will enable Experian to apply a consistent approach across regions.

Corporate Citizenship
www.corporate-citizenship.com

The scope of the statement is limited to the reporting period

23rd April 2019