Analysis of GRI Reporter

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Abstract *This paper reports the characteristic of GRI Reporters. GRI Reporters are corporates that make a sustainability reporting based on GRI guideline and report their reporting to GRI. This paper provides descriptions about the type of corporation, sector of corporation, the region and country, membership of country (OECD and DAC), and application level of corporation of the GRI reporters. From the descriptive analysis, we get information that more companies have the awareness to publish sustainability reports. In this paper, we do analysis on some interesting phenomenons; those are: indication that sustainability reporting has been the concern of SMEs as well as other corporations, financial services sector is the largest sector of the GRI reporter, and in fact many GRI Reporters come from developing countries, instead of developed countries.*

Keywords *GRI Reporter, Sustainability Reporting, Corporate Social Responsibility.*

INTRODUCTION

Recently, the concept of corporate social responsibility is popular and attracts academics attention from many disciplines. The term CSR is popular today, but this term is still not clear as a concept and has many terminologies for many people (Crowther, 2003). Gray et al. (1995: 81) stated that CSR literature identifies four major themes of CSR; those are environment, employee, community and customer. According to Green Paper which promotes the European Framework Corporate Social Responsibility, issued by the Commission of European Communities on July 2001, corporate social responsibilities are defined as a concept where a corporate integrate their concern about social and environment in their business and in their interaction with stakeholders.

The issue of sustainability development is an issue that has been developed since 2000. This issue has strong relationship with the concept of corporate social responsibility, especially in environment. Publication of Bruntland Report on 1987 and Summit in Rio and Johannesburg supported by United Nations have developed awareness of the need to reflect deeply about how society can contribute to social welfare without having to disturb the earth's survival.

In the result of Earth Summit in Rio de Janeiro, Brazil, 1992, it was agreed to change the development paradigm of economic growth to sustainability development. Sustainability Development in the Bruntland Report is defined as development that meets the goals of society today without compromising the ability of future generations, to meet future needs also.

There are five elements that make the concept of sustainability important: (1) availability of fund, (2) environment mission, (3) social responsibility, (4) implementation in policy (community, corporate and government) and (5) benefit value. Global …Reporting Initiatives (GRI) is the most relevant institution associated with the context of sustainability reporting. Until now, more than 1000 organizations from 60 countries have published sustainability reporting based on GRI guidelines. GRI guidelines have been changed twice; G2 published in 2002 as a revision to first guidelines that were published in 2000, and last revision is G3 or known as "Third Generation" published in October 2006. GRI is a project from Coalition for Environmentally Responsible Economies with United Nations Environmental Program. GRI guidelines categorized sustainability reporting in the frameworks of economic, environment and social performance. This concept is known as Triple Bottom Line Reporting.

Triple Bottom Line was popularized by John Elkington in 1997 through the book "Cannibals with Forks, the Triple Bottom Line of Twentieth Century Business". Elkington developed the concept of triple bottom line in term of economic prosperity, environmental quality and social justice. In that book, Elkington had a view if a corporate wants to survive, then the corporate must be concern with "3P", profit, people and planet. Besides pursuing profit, the corporate must concern and involve in prosperity of the people and participate in sustainability of environment (planet).

The Global Reporting Initiatives sustainability reporting guidelines were developed as a way to help the corporate to report environment, social and economic performance, and to increase corporate social responsibility. GRI should be an instrument for corporate to show how far their responsibility is, not only towards the owner but also towards employees, consumer, community and environment. Through the GRI, corporate can publish to the general public, what benefit has been given to all stakeholders. In addition, through GRI

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stakeholders will know how much attention is given by the company towards stakeholders.

Furthermore GRI can be a strategy for corporate to win the hearts of all stakeholders, as stated by legitimate theory and stakeholders theory. In the end, it can give maximum benefit to the owner. Not surprisingly, these days more and more world-class companies have begun to follow the guidance provided by GRI, apart from an attempt to show corporate responses on global issues, such as climate change, global warming, as well as an effort to demonstrate the company›s attention on social issues in society.

Some researches on CSR have been trying to see the GRI, such as (Guthrie and Farnetti, 2008). Guthrie and Farnetti (2008) analyzed voluntary sustainability reporting practices in public sector organizations, focusing on patterns of disclosure. All the companies observed were using GRI guidelines in one form or another. Thus the study observed what has been reported in light of GRI guidelines.

Since issued in 1999 until the year 2010, there has been an increase in the number of companies that have become GRI reporter. The data can be seen in Table 1.

Table 1: Number of Companies that become GRI Reporter

Year	Number of Companies
1999	8
2000	45
2001	123
2002	140
2003	175
2004	290
2005	380
2006	520
2007	702
2008	1061
2009	1284
2010	1471

Sources: (GRI, 2010)

An increasing number of companies that become GRI reporter implies that more companies have the awareness to publish sustainability reports, which are generally in the form of corporate environmental social responsibility report.

This also shows that the framework of guidelines issued by the GRI is a framework that can be followed and applied by all companies throughout the world. Several countries in the world such as Sweden recommend companies to use the GRI as a guide in making sustainability reports.

Based on the description and the data above, this paper tries to reveal the characteristics of a company that become a GRI reporter.

RESEARCH OBJECTIVES

This study aims to identify more about corporations that became GRI reporter. In more details, this study will reveal the type of corporation, sector of corporation, the region and country, membership of country (OECD and DAC), and application level of corporation. This research is an exploratory research, because its objectives are to describe the actors of GRI reporter in details. This study will be useful in giving a description about the GRI reporters for the readers.

GRI REPORTING FRAMEWORK

A reporting framework has been prepared by GRI to be used as a basis for all reporting. The Reporting framework consist of: 1) Sustainability Reporting Guidelines, 2) Protocol, and 3) Sector supplement.

Sustainability Reporting Guidelines (SRG) is the basis for all reporting guidelines and content of reporting relevant to all organizations regardless of size, sector or location where the company is located. SRG contains the principles and guidelines, including disclosure framework of indicators that can be adopted by the organization as a voluntary, flexible, and as an extra. Protocol is explanation of key terminologies in the indicators, methodology, desired scope of indicators and other technical aspects.

Meanwhile, Sector Supplements is a report that complement the main guideline, because some company groups have different characteristics with the company in general. Sector supplement tries to complete by providing guidance on specific issues that may be faced by different types of enterprises such as banking, automotive, mining and others. Some sector supplements that have been being developed by the GRI are: airport, apparel and footwear, automotive, construction and real estate, electric utilities, financial services, food processing, logistics and transportation, mining and metals, NGOs, public agencies, telecommunications and media, oil and gas.

In response to reports that have been made by the company, the GRI will provide application level to assess how far the reports have met the guidelines given by the GRI. There are six levels of application, namely: A +, A, B +, B, C + and C. Each of these applications represents how broad or how many indexes have been met by the company. Basically there are only 3 levels of application namely A, B, C. Each level is given in accordance with the breadth of application index that has been met. The code «+» is given if there is «external assurance» over the sustainability reports produced by the company.

RESEARCH METHOD

This study used secondary data, the list of companies that become GRI reporter which was obtained from the GRI website. The data used are data as in 2010. There were 1471 companies that make GRI report in 2010. Analysis technique used was descriptive analysis to obtain more detailed description about the characteristics of the company, including the type of industry, firm size, region and country, membership of the OECD or not, and the application level.

FINDINGS AND DISCUSSION

GRI Reporter and Firm Size

Table 2: Distribution of GRI Reporter based on Firm Size

Size	Frequency	Percent
Large	1256	88.5
SME	163	11.5
Total	1419	100.0

From 1419 GRI reporters, a total of 1256 companies (88.5%) are companies in large company category, according to the GRI. GRI defines a company as a large one if the company does not meet the criteria for SMEs. The criteria for SMEs is a company that has 250 employees or less and have annual capital turnover less than € 50 million. Of all the companies that became GRI reporter, 11.5% or 163 companies are companies with the category of SMEs. This indicates that companies with small and medium scale also have an interest to participate in publish sustainability reports. So far, many studies correlate social responsibility by large companies. This finding indicates that sustainability reporting has been the concern of SMEs too.

Based on data from GRI in 2007, there were only 80 SMEs that became GRI reporter. The increasing number of SMEs that become GRI reporter might be caused by the cooperation project between the GRI and GTZ, an international cooperation enterprise for sustainable development worldwide. GTZ is an organization that aims to improve the conditions of human life based on sustainability. This cooperation conducts with the aim to increase competitive advantage and leadership for SMEs, to improve internal processes and the preparation of purpose, to encourage and to improve the reputation, to trust and to respect the SMEs.

SMEs are an important group and contribute to the world economy. Individually SMEs may be small in size, but the cumulative impact of SMEs is significant. According to the United Nations Industrial Development Organization (UNIDO) SMEs cover more than 90 percent of businesses around the world and on an average, contribute 50 percent of GDP throughout the country and 60 percent employees. This makes it important to raise awareness that SMEs influence not only on the economy of the world, but also on the environment and global society.

GRI Reporter and Industry Sector

Table 3 shows the distribution of GRI reporters by industry sector company. GRI classifies companies into 38 sectors. The types of sectors can be seen in Table 3. Financial services sector is the largest sector of the GRI reporters, as many as 199 companies or 14% of all GRI reporters. The second largest sector is energy, as many as 107 companies or 7.5%. The third largest sector is food and beverage sector, 85 companies or 6%. Meanwhile, only a few companies come from sectors that are usually highlighted as a sector that plays a role in environmental damage, such as the forestry (1.8%), mining (4.4%) and chemicals (2.7%).

Sources: analyzed from (GRI, 2010)

The large number of companies derived from the financial sector might be due to the reason that the first sector supplement published by the GRI was in financial services. So this may facilitate companies operating in this sector to participate in a GRI reporter. In addition, although not involved directly with issues of environmental, degradation and sustainability, financial sector is a sector that is suspected to be involved indirectly in environmental damage through the financing provided. Therefore, the high involvement of this sector maybe caused by attempts to gain legitimacy and more attention from the world.

Attention to sustainability reporting is also indicated by the non-profit organizations and universities. There are 31 non-profit organizations and 9 universities that participate in GRI reporter. These findings suggest that the responsibility for sustainability is not just the responsibility of any profit-oriented sector. The existence of nine universities in the world to become a GRI reporter indicates that the academy should provide a good example for the surrounding businesses.

GRI Reporter and Regions

Table 4 shows the regions of GRI reporters. There are 6 regions; those are, Africa, Asia, Europe, Latin America, North America, and Oceania. The GRI reporeters distribution of these regions can be seen in Table 4.

Table3: Distribution GRI Reporter based on Sector

S. No.	Sector	Frequency	Percent
1	Agriculture	15	1.1
2	Automotive	24	1.7
3	Aviation	28	2.0
4	Chemicals	39	2.7
5	Commercial Service	29	2.0
6	Computers	13	.9
7	Conglomerates	42	3.0
8	Construction	51	3.6
9	Construction Mater	27	1.9
10	Consumer Durables	33	2.3
11	Energy	107	7.5
12	Energy Utilities	83	5.8
13	Equipment	15	1.1
14	Financial Services	199	14.0
15	Food and Beverage	85	6.0
16	Forest and Paper P	26	1.8
17	Healthcare Product	31	2.2
18	Healthcare Service	15	1.1
19	Household and Personal	17	1.2
20	Logistics	35	2.5
21	Media	14	1.0
22	Metals Products	26	1.8
23	Mining	63	4.4
24	Non-Profit / Service	31	2.2
25	Other	118	8.3
26	Public Agency	22	1.6
27	Railroad	8	.6
28	Real Estate	31	2.2
29	Retailers	32	2.3
30	Technology Hardwar	39	2.7
31	Telecommunications	46	3.2
32	Textiles and Apparenl	12	.8
33	Tobacco	4	.3
34	Tourism/Leisure	20	1.4
35	Toys	2	.1
36	Universities	9	.6
37	Waste Management	10	.7
38	Water Utilities	18	1.3
	Total	1419	100.0

Table 4 shows the distribution of the company that became GRI reporters around the world. Out of 1419 companies, as many as 695 companies or 49 percent became GRI reporters from Europe. Total of 293 firms (20.6 percent) are from Asia, while from North America, there are 207 companies or 14.6 percent. Furthermore, companies from Latin America are as many as 143 companies (10 percent), while Oceania has 60 companies or 4.2 percent in total. The number of companies from Africais only 21 firms (1.5 percent). Compared with North America, Asia has more GRI reporters. The interesting thing is that North America is a group of developed countries compared with countries in Asia that are generally still in the category of developing countries. Awareness to make sustainability reporting should be higher in countries of North America compared to countries in Asia.

Tabel 4: Distribution of GRI Reporter based on Region

S. No.	Region	Frequency	Percent
1	Africa	21	1.5
2	Asia	293	20.6
3	Europe	695	49.0
4	Latin America	143	10.1
5	Northern America	207	14.6
6	Oceania	60	4.2
	Total	1419	100.0

Sources: analyzed from (GRI, 2010)

GRI REPORTER AND COUNTRY

There are 58 countries where the company is located. Table 5 shows the number of firms based on country location.

Of 1419 companies, 149 (10.5%) are from the USA, 134 (9.4%) are from Spain and 103 companies (7.3%) are from Japan. There are 73 companies (5.1%) from Sweden, 66 companies from Brazil (4.5%), 64 companies from The Netherlands (4.5%), Canada 58 companies (4.1%), Australia 57 companies(4%), United Kingdom 55 companies (3.9%),Germany 54 companies (3.8%) and China as many as 51 companies (3.6%).

The rest came from other countries in the world with the number of firms less than 50 per state. If we try to arrange the top 10 countries with companies that make sustainability reports more than 50 companies each State, then the result can be seen as shown in Table 6.

Most of the GRI reporters come from the United States of America. It is not surprising, because the USA is a developed country. The USA is often regarded as the ”birthplace“ of CSR. (cf. Matten/Moon 2004). The USA is also a country that always supports issues about sustainability. Generally, CSR in the USA has been promoted by businesses, either gaining competitive advantage using CSR as part of their business strategy or as a mean to respond to consumer and civil society pressure. Today, five US companies are

Tabel 5: Distribution GRI Reporter based on Country

S. No.	Country	Jumlah	%	No	Country	Jumlah	%
1	Andorra	1	.1	31	Luxembourg	1	.1
2	Argentina	5	.4	32	Malaysia	6	.4
3	Australia	57	4.0	33	Mexico	25	1.8
4	Austria	36	2.5	34	Netherlands	64	4.5
5	Belgium	14	1.0	35	New Zealand	3	.2
6	Bolivia	1	.1	36	Norway	15	1.1
7	Brazil	66	4.7	37	Pakistan	1	.1
8	Canada	58	4.1	38	Peru	15	1.1
9	Chile	14	1.0	39	Philippines	10	.7
10	China	51	3.6	40	Poland	5	.4
11	Colombia	10	.7	41	Portugal	31	2.2
12	Costa Rica	3	.2	42	Republic of Korea	49	3.5
13	Croatia	1	.1	43	Russian Federation	3	.2
14	Czech Republic	2	.1	44	Saudi Arabia	2	.1
15	Democratic People’	1	.1	45	Singapore	8	.6
16	Denmark	17	1.2	46	Slovenia	1	.1
17	Ecuador	3	.2	47	South Africa	20	1.4
18	Egypt	1	.1	48	Spain	134	9.4
19	Finland	28	2.0	49	Sri lanka	3	.2
20	France	27	1.9	50	Sweden	73	5.1
21	Georgia	1	.1	51	Switzerland	44	3.1
22	Germany	54	3.8	52	Taiwan	8	.6
23	Greece	29	2.0	53	Thailand	4	.3
24	Hungary	25	1.8	54	Turkey	9	.6
25	India	13	.9	55	United Arab Emirat	9	.6
26	Ireland	2	.1	56	United Kingdom	55	3.9
27	Israel	12	.8	57	United States of America	149	10.5
28	Italy	33	2.3	58	Venezuela	1	.1
29	Japan	103	7.3				
30	Jordan	3	.2				
					Total	1419	100.0

Sources: analyzed from (GRI, 2010)

Table 6: Top 10 countries with companies that make sustainability reports

S. No.	Country	Number of Companies	Precentage
1	USA	149	10.5%
2	Spain	134	9.4%
3	Japan	103	7.3
4	Sweden	73	5.1
5	Brazil	66	4.5
6	Netherland	64	4.5
7	Canada	58	4.1
8	Australia	57	4
9	UK	55	3.9
10	German	54	3.8
11	China	51	3.6

Sources: analyzed from (GRI, 2010)

among the top 50 leaders of sustainability reporting as named in the Global Reporters 2006 Survey of Corporate Sustainability Reporting (UNEP et al. 2006: 14). Moreover, 44 US organizations are business members of the Global Reporting Initiative (GRI), which was initially formed by two US nonprofits with the support of the United Nations Environment Programme (UNEP) in 1997, and whose database contains 229 reports from US organizations.

Spain is the second largest country of origins of GRI reporter. This is in consistence with what was said by Moneva (2007) that, there has been an increase in sustainability reporting by companies in Spain since 2002. Mele (2004) also stated that in Spain, as in many others European Countries there is a growing movement in favour of corporate social responsibility. In addition, the publication of «Whitepaper of The Corporate Social Responsibility» by the Spanish parliament since 2006 that requires the organization/company in Spain to publish a Sustainability Report, may be one reason why many GRI reporters come from Spain. The existence of the rule of the ICAC (Institute of Accounting and Auditing), which is the accounting regulator in Spain relating to the disclosure of green house gas emissions (resolution 2006) and adjustments to the recommendations the European Commission related to environmental issues in the annual accounts (resolution 2002), also seems to be one factor that drives the company in Spain to make sustainability reporting.

Sweden is the Europe's fourth largest origins of GRI reporter. Sweden is recognized worldwide for being a welfare state and for its concern for social issues and sustainability. According to Sjöström(2004), the first European ethical fund available to all investors was established in Sweden in 1965. Later, in 1980, the Church of Sweden established the second ethical fund available to the public in Europe.

The number of GRI reporters from Sweden may also be caused by the many initiatives undertaken by the Swedish government to promote the implementation of CSR in public policy. The Swedish government has taken initiatives to promote the implementation of CSR in public policy. One of the most concrete examples is the "Swedish Partnership for Global Responsibility". This initiative encourages companies to commit themselves to follow both the OECD Guidelines for Multinational Enterprises and the principles included in the United Nations Global Compact.

Japan and China are two Asian countries included in the list of 11 countries in Table 6. Nine other countries come from the USA, Europe and Oceania. According to Kawamura (2004) the CSR concept was introduced in Japan in the post-war era. The direct cause is attributed to a book by Howard R. Bowen called Social Responsibilities of the Businessman, published in the U.S. in 1953 (translated into Japanese in 1960), which became the basis of the resolution. The resolution, "Awareness and Practice of the Social Responsibilities of Businessmen," issued just after the post-war reconstruction period, clearly defines the CSR concept: "Companies need to move out of the simplistic private domain and become a powerful part of social systems. Management is not simply entrusted by investors who provide capital, but by all of society." In today's terminology, this amounts to corporate citizenship, and implies not only the enhancement of shareholder value, but the creation of stakeholder value through core business operations.

The existence of this awareness is likely to make quite a lot of companies in Japan interested to become GRI reporter. Meanwhile, China is the second country in Asia which is the origin of the GRI reporter. Number of companies that are interested in being a GRI reporter in China is likely caused by an awareness of the Chinese government and people of the importance of social issues and environmental sustainability.

The existence of this awareness can be seen from the China Corporate Citizenship Committee, who gives awards every year for Best Corporate Citizenship. China also has State Administration of Work Safety under the State Council Work Safety Commission which controls matters relating to occupational safety in industry, mining and other sectors. Meanwhile, there is also the Ministry of State Environmental Protection Administration who formulates the rules and policies related to the influence of technology on the environment, development planning and formulating national environmental protection planning. The existence of such institutions may indirectly affect the participation of companies to demonstrate social responsibility to the environment by participating to be GRI reporter.

The awards given by Ceres ACCA (the Association of Chartered Certified Accountants) for the best sustainability reports in North America are also likely to provide impetus for companies. In North America there are USA and Canada to participate in the GRI Reporter.

Meanwhile in Europe there is European Business Awards for the Environment (EBAE) and ESRA. The European Business Awards is an independent awards programme designed to recognise and promote excellence, best practice, and innovation in the European business community, in line with the broad aims of the European Union and business representative groups across the member states. „European Sustainability Reporting Association", whose purpose is „to inspire and improve sustainability reporting in Europe by sharing developments of European countries".

In particular, in the UK there are The ICAEW Corporate Responsibility and Sustainability Award, which goes to the organisation that can best demonstrate a company-wide commitment to Corporate Responsibility and business sustainability. In addition there is Sustainable City Awards, The Sustainable City Awards to recognise and reward UK organisations, from multinational businesses to small charities, and promote outstanding achievements and innovation across all aspects of sustainabilty. In Germany, there is Deutscher Umwelt Reporting Award (DURA). In Canada, there is Corporate Reporting Awards which recognizes leaders in the areas of financial reporting, electronic disclosure, corporate governance disclosure, and sustainable development reporting.

In Australia, there is Australasian Reporting Awards. This Special Award has been introduced to encourage excellence in annual reporting in areas of: Sustainability (formerly environmental), corporate governance, occupational health and safety, knowledge capital, and communication.

Brazil ranked fifth in Table 6. Pretty much GRI reporter who came from Brazil are in accordance with the study conducted by Peliano and Beghin (2000) which states that two-third of Brazilian companies are in social responsibility activities. Another study carried out by FIRJAN in 2006 also showed increased initiative by companies in Brazil to implement social responsibility (Assumpcao,et al, 2008).

In addition, the existence of several parties that give attention to the implementation of corporate governance, including social responsibility make many companies in Brazil make sustainability reporting and become GRI reporter. These parties include Business Council for Sustainable Development (BCSD). Brazil (CEBDS) aims to stimulate and mobilize companies towards sustainable development, working in partnership with academic institutions and NGOs. It represents member companies in government relations with the aim of fostering sustainable development.

The board members of this CSR-relevant institution are appointed by the Brazilian president Another important federal agency, the Instituto Brasileiro de Meio Ambiente e dos Recursos Naturais Renováveis (IBAMA), which consists of all state environmental agencies, has joined an international network to issue the so called Green Protocol. Under this program, national banks will deny credit to businesses that do not comply with environmental regulations. Finally, the Banco Nacionaldo Desenvolvimento Econômico e Social (BNDES), which is associated with the Ministry of Development, Industry and Foreign Trade, financially supports social investment programs and environmental projects undertaken by business. BNDES actively cooperates with national NGOs (Cappellin/Giuliani 2004: 42).

The Netherlands is one country in Europe that supports the practice of CSR. The form of this support can be seen in the presence of MVO Netherlands. MVO Nederland is an independent expertise and networks organisation on Corporate Social Responsibility founded by the Dutch Ministry of Economic Affairs. The mission of MVO Netherlands is that CSR will be common in all Dutch enterprises, that they will see CSR as a standard for doing business.

- To embed CSR in the business processes as production, procurement, HR, finance and marketing
- To ensure that topics like sustainable supply chain, clean production, reduce of CO2, diversity, working conditions and integrity are as much important as profit.
- To ensure companies are transparent and communicate on the choices they make.

The existence of Netherlands MVO is very likely to make companies in the Netherlands have the desire to perform well CSR including making corporate social responsibility report.

Membership of OECD and DAC

Table 7 provides a description of the distribution of GRI reporters, according to the status of whether that state is a member of the OECD or DAC.

Table 7: Distribution of GRI Reporter based on membership DAC and OECD

Membership	Frequency	Percent
DAC-LMICT	115	8.1
DAC-OLIC	2	.1
DAC-UMICT	102	7.2
Non-OECD / Non-DAC	31	2.2
OECD	1169	82.4
Total	1419	100.0

Sources: analyzed from (GRI, 2010)

Out of 1419 GRI reporters, as much as 82.4 percent or 1169 companies are companies that derive from OECD member countries, while the companies derived from DAC member countries are as many as 15.4 percent or 219 companies. The rest 2.2 percent or 31 companies come from countries which are not members of OECD and DAC.

OECD (Organization for Economic Co-operation and Development) is a group of countries that have committed to developing policies to enhance social and economic welfare of society throughout the world. To date there have been 34 countries that are members of OECD.

The emergence of private initiatives for corporate responsibility – including the development of codes of conduct, management systems for improving compliance with these codes and non-financial reporting standards -- has been an important trend in international business over the last 30 years. OECD work in this area is part of broader efforts to support implementation of the OECD Guidelines for Multinational Enterprises and to enhance the contribution of international investments to sustainable development.

According to Gordon (2001) the OECD Guidelines is recommendations by governments to multinational enterprises (MNEs) operating in or from the 33 countries that adhere to the guidelines. The guidelines help ensure MNEs act in harmony with the policies of countries in which they operate and with societal expectations. They are the only comprehensive, multilaterally endorsed code of conduct for MNEs. This may explain why many GRI reporters come from countries that are members of OECD.

Meanwhile, the DAC (Development Assistance Committee) is a committee that aims to provide assistance to developing countries to develop its economy and reduce poverty. This Committee was established in 1960. Countries that receive aid from the DAC are divided into several categories, namely:

- DAC- LDC (Least Developed Countries)
- DAC- OLIC (Other Low Income Countries)
- DAC-LMICT (Lower Middle Income Countries and Territories)
- DAC-UPMICT (Upper Middle Income Countries and Territories)

Application Level

Table 8 shows the level of applications received by the GRI reporter. There are seven categories, namely A, A +, B, B +, C, C + and undeclared, a company that did not report their application-level.

Tabel 8: Distribution of GRI Reporter based on Application Level

Application	Frequency	Percent
A	118	8.3
A+	318	22.4
B	226	15.9
B+	152	10.7
C	252	17.8
C+	73	5.1
Undeclared	280	19.7
Total	1419	100.0

Sources: analyzed from (GRI, 2010)

Viewed from the application level obtained by GRI reporter, the highest application level is A + (22.4%), followed by the application level C (17.8%), application level B (15.9%), B + at 10. 7%, A at 8.3% and at lowest C + 5.1%. Meanwhile, companies that do not declare the application level are as much as 19.7%.

As described earlier, level A, B and C indicate the level breadth of reporting, while the label + is given if there is guarantee of external parties (third parties or GRI) on the accuracy of reporting. Level A + indicates that the company has reported all the items required by the GRI and followed by a guaranteed external parties (third parties or GRI) on the accuracy of the contents of the report. Number of companies that get the level of A + indicates that quite a lot of companies have made a full report in accordance with GRI guidelines, and also has a guarantee of the accuracy of the contents of the report.

Undeclared means that the company did not disclose the application level A, B or C. As many as 280 (19.7%) companies chose not to declare the application level. This is probably because the level of breadth of reporting has not yet reached the lowest level of C. Although further research needs to be done about the real cause behind the company not declaring the application level. If we try to explore more detailed distribution of each level applications based on region, then the result can be seen as in Table 9.

Distribution Most of all levels of application (A, A +, B, B +, C, C +) are derived from the European region. This is possible because nearly half (49%) of the companies that become GRI reporter are companies that originated from Europe. The second largest application level A + is obtained by the companies from Asia, as many as 55 companies (17.3%). Meanwhile, even though Asia is the second largest region of origin GRI reporters, 47.5% of companies that do not declare the application level (undeclared) actually came from Asia.At level B and C, companies that come from Northern America are in second position.

CONCLUSION

Based on what has been described before, we can make some conclusions about the GRI reporter.

1. As many as 1256 (88.5%) of GRI reporter are companies with large categories according to the GRI, while 163 companies (11.5%) are SMEs. So far, many studies correlate social responsibility by large companies, this finding indicates that sustainability reporting has been the concern of SMEs too.
2. Financial services sector is the largest sector of the GRI reporter, as many as 199 companies or 14% of all GRI reporters. Only a few companies come from sectors that are usually highlighted as a sector that plays a role in environmental damage, such as the forestry (1.8%), mining (4.4%) and chemicals (2.7%).

Table 9: Distribution Level Application based on Region

Application Level	Africa	Asia	Europe	Latin America	Northern America	Oceania	Total
A	0	15	57	25	17	4	118
	.0%	12.7%	48.3%	21.2%	14.4%	3.4%	100.0%
A+	4	55	187	33	18	21	318
	1.3%	17.3%	58.8%	10.4%	5.7%	6.6%	100.0%
B	1	34	104	29	49	9	226
	.4%	15.0%	46.0%	12.8%	21.7%	4.0%	100.0%
B+	5	21	98	12	13	3	152
	3.3%	13.8%	64.5%	7.9%	8.6%	2.0%	100.0%
C	5	26	134	37	42	8	252
	2.0%	10.3%	53.2%	14.7%	16.7%	3.2%	100.0%
C+	1	9	49	2	6	6	73
	1.4%	12.3%	67.1%	2.7%	8.2%	8.2%	100.0%
Undeclared	5	133	66	5	62	9	280
	1.8%	47.5%	23.6%	1.8%	22.1%	3.2%	100.0%

(Region spans Africa through Oceania.)

Sources: analyzed from (GRI, 2010)

3. Out of 1419, the company becoming GRI reporters are as many as 695 companies (49%) from Europe. Compared with North America, more GRI reporters are from Asia. This seems to be something interesting, because North America is a group of developed countries compared with countries in Asia which are generally still in the category of developing countries.
4. Out of 1419 GRI reporters, as much as 82.4 percent or 1169 companies are companies that are derived from OECD member countries. OECD (Organization for Economic Co-operation and Development) is a group of countries that have committed to developing policies to enhance social and economic welfare of society throughout the world. The guidelines help ensure MNEs act in harmony with the policies of countries in which they operate and with societal expectations. This may explain why many GRI reporters come from countries that are members of OECD.
5. Viewed from the application level obtained by GRI reporter, the highest application level is A + (22.4%), followed by the application level C (17.8%), application level B (15.9%), B + at 10, 7%, A at 8.3% and at lowest C + 5.1%. Meanwhile, companies that do not declare the application level are as much as 19.7%. As many as 280 (19.7%) companies chose not to declare the application level. This is probably because the level of breadth of reporting have not yet reached the lowest level of C.
6. Distribution Most of all levels of application (A, A +, B, B +, C, C +) are derived from the European region. This is possible because nearly half (49%) of the companies that become GRI reporter are companies that originated from Europe. Meanwhile, even though Asia is the second largest region of origin GRI reporters, 47.5% of companies that do not declare the application level (undeclared) came from Asia.

SUGGESTIONS FOR FUTURE RESEARCH

This research is an exploratory and descriptive research. We just give the description about characteristic GRI reporter. Many research can be based on our findings. The next studies can try to uncover why SMEs are interested in becoming GRI reporters, because this phenomenon is not consistent with the theory about correlation between size of the company and corporate social responsibility.

Subsequent research can also try to reveal why many financial services companies are actually interested in becoming a GRI reporter compared with a sector which has been suspected to be causing environmental damage. In fact there are still many research ideas can emerge from the findings of this research that can enrich research in the field of CSR.

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