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Paul Monaghan writes about the Co-operative Bank in Chapter 14, describing the whys and hows of producing a leading edge sustainability report. Nevertheless, in an attempt to respond to some of the pressures set out earlier, an increasing number of companies are reporting to their stakeholders, in various ways, in order to be more accountable. His current projects include work on capital markets and the environment, the transformation of the UK energy sector, material and resource management, and local and regional economic development. ProjectlibaddeditFeb23, The rights of smokers have been gradually eroded over the years as public attitudes towards smoking in public places have shifted. With the right stimulus and leadership, any organization can start the transformative journey, although it is usually easier to go from caterpillar to butterfly than from locust to honeybee. Historically,

accountability has been concerned with the duty on a company to report to its shareholders. TheUniversityofQueensland. This is not so with sustainability-related information. The contributors' wealth of experience and insight provides a vivid picture of how much attention is now being focused by businesses on delivering more than just financial targets, and they clearly outline the necessary steps for successfully continuing along this trajectory.