

**CIMA's Head of Reputation & Communication, Katie Scott-Kurti and Paul Druckman, CEO of the IIRC, share insights on our important partnership.**



# An integrated approach

**Katie:** The International Integrated Reporting Council (IIRC) is one of CIMA's most important partnerships. We're going to be talking about our shared vision for the future and also the value that our partnership brings. So Paul, let's start by talking through the role that Charles Tilley, Chief Executive at CIMA, and Barry Melancon, President and Chief Executive Officer at the AICPA, play for the IIRC?

**Paul:** If we go right back to the beginning, with the creation of the IIRC, both were involved. Barry has recently taken on the role of Chairman of our board and is also leading important work in US where we're creating a Committee. Back when we were developing our integrated reporting framework I asked Charles to lead our Technical Taskforce.



**KATIE SCOTT-KURTI**  
Head of Reputation and Communication, CIMA

*'Working with the IIRC, we want to promote Integrated Thinking as well as Integrated Reporting.'*

He pushed it through and should take pride in the fact we got very little challenge! With Charles, and the whole of CIMA, there has been a very close partnership. We have evident synergy and Charles encapsulates that.

**Katie:** Which really showcases our shared vision.

**Paul:** Absolutely, yes.

**Katie:** I mean, talking of Charles, you recently had a joint tour of South East Asia where you took integrated reporting and integrated thinking to Malaysia and Singapore. What were your key observations?

**Paul:** I think there were two key areas. The first was enhancing the profile of integrated reporting in the area. So although we'd had some impact there we didn't have anything quite as major as the events CIMA handled. The second was driving understanding in the region that integrated reporting wasn't just for the very biggest organisations. It really brought home that broader sense that this is for all types of businesses and organisations, not just the very biggest.

**Katie:** And that leads us very nicely into the B20 work we jointly lobbied on and the B20 SME Taskforce. What was your personal highlight from that activity?

**Paul:** We have had great impact across the B20 taskforces, but the big win was really in the SME taskforce. What came out was a key recommendation for integrated reporting and integrated thinking. The main output of the Turkish presidency of the B20 was this idea of the World SME Forum, which is now being set up through the G20




**PAUL DRUCKMAN**  
Chief Executive, IIRC

*'The fact that integrated reporting is embedded in that World SME Forum is something that will be a legacy that CIMA has enabled integrated reporting to be a part of.'*

process – integrated reporting is being embedded in that World SME Forum – a legacy that CIMA has enabled integrated reporting to be a part of.

**Katie:** Which was great! Moving forwards, what would you say your future strategy is in terms of how CIMA can support the IIRC and what you're really aiming for with integrated reporting?

**Paul:** The big move, and where I see CIMA's main role going forward, is really in embedding this concept of integrated thinking. Some people tend to think of integrated reporting as just an 'output' of something physical. What CIMA is doing is to really focus on the piece before, which is frankly more important, and we look to CIMA to continue to raise that profile of embedding the good principles that drive integrated reporting.

 **View the video in full online at [cimaglobal.com](http://cimaglobal.com)**