



## Sustainability reporting by SMEs in the creative industry

By Veer, Sanne van der

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Motives, barriers and guidance to report on sustainable (business) activities | Carlijn Lindemulder Head of Corporate Social Responsibility at ID&T: "The creative industry can play an important role in the transition to a sustainable society. By using their power of speech, reach and influence, companies in the creative industries are able to address sustainability topics in a way that inspires other industries and people to engage in sustainability. Sanne gives a good insight in the challenges that SMEs are facing in sustainable entrepreneurship and the reporting and promoting of it. I agree with her statement that businesses should start acknowledging their efforts in sustainability, making this a topic of conversation to their stakeholders. I believe that when businesses in the creative industry start operating in a sustainable way, and start communicating about it, it may motivate and inspire a lot of people to join them on the path to a more sustainable world. Since one of Sanne's conclusions is that part of the reason entrepreneurs don't engage in - or communicate about - sustainability, is a lack of knowledge, I sincerely recommend creative entrepreneurs read this thesis to gain more...



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