MAS Business has been asked to provide assurance on Iberdrola’s application of the LBG community investment measurement model for the year to 31st December 2019.

The LBG model helps businesses to improve the management, measurement and reporting of their corporate community investment. It moves beyond charitable donations to include the full range of contributions (in employee time, in-kind and in cash) made to community causes, and assesses the actual results for the community and for the business.

The model was developed by a group of companies in 1994 as an internal evaluation tool and as a way to ensure greater consistency and comparability in external reporting. Today, the model is applied by leading companies internationally.

Iberdrola is a founder member of LBG España and is actively driving forward the measurement of community investment.

Our assessment

MAS Business undertook a detailed assessment of Iberdrola’s application of the LBG principles. Our work consisted in checking that initiatives had been correctly classified according to the LBG principles, as evidenced by supporting documentation when necessary, as well as ensuring the accuracy of the consolidation of the data reported by the Iberdrola Group. The work performed did not extend to an independent audit of the data.

In our opinion, Iberdrola’s community contributions data continues to reflect LBG measurement principles. In our commentary we review some of the developments in the data this year and identify some improvements that can be made as Iberdrola develops its application of the model in the future.
Commentary

This is the thirteenth year that assurance has been provided on Iberdrola’s community contributions data. Iberdrola has demonstrated that it continues to apply a systematic and comprehensive level of application of the LBG methodology for calculating its community investment.

This has been the second year that Iberdrola has used the new data collection system for its programs, thus providing greater traceability of the reported data.

A greater commitment has been observed on the part of the group to carry out new community investments and commercial initiatives in the community which provide a greater value to society. In this sense, it would be interesting that Iberdrola goes deeper when measuring the outputs and impacts of its community investment programs.

Iberdrola has continued with the meticulous classification of its programmes, in accordance with the United Nations Sustainable Development Goals (SDG), reaching 98.2% of its total community investment. Although the SDGs are not included in the LBG methodology, the LBG España group has incorporated them into its measurement tool, and so Iberdrola is able to have specific information on the results achieved regarding its contribution to them.

John Scade
MAS Business
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