



SUSTAINABILITY REPORTING FOR A GLOBAL AUDIENCE

How Lionbridge Helps Customers Share Their Sustainable Solutions to the Planet's Most Pressing Problems

INTERNATIONAL PRESENCE

7+ YEARS OF PARTNERSHIP

MULTIPLE LANGUAGES

About the Customers

Emmi is Switzerland's largest milk processor and one of Europe's leading manufacturers of dairy products, cheese, and plant-based dairy alternatives. For over a hundred years, they have supplied Europeans with memorable dairy moments through products ranging from Swiss cheese to Beleaf, a plant-based milk alternative.

Mobimo is a real estate investment and development company that specializes in buying, building, and selling high-value real estate. For over a decade, sustainability reporting has been a core part of their business as they focus on providing value to their shareholders, employees, and the planet.

Running a sustainable business is the right thing to do. But there's more to sustainability than having your heart in the right place. It's no longer a vague altruistic dream; it's one of the most important objectives a business can have.

In Europe, sustainability reporting is becoming a legally required practice. Federal institutes in Switzerland recommend including sustainability within your company's annual reports, while the European Union is considering legislation that will introduce rigorous sustainability reporting standards across the continent. By reporting on sustainability, you can get ahead of the curve and prepare your business for a sustainable global economy.

However, adopting sustainability measures isn't just about protecting your business. It's also expected by your stakeholders. Climate change, equality, and social injustice are at the forefront of consumers' minds — and they are increasingly backing companies who actively tackle these global challenges.

From your investors to your partners, everyone wants to see your commitment to sustainability clearly, accurately, and prominently displayed. If you can't give them that in their native language, you risk losing out on their support — and investment.

Reporting on sustainability is more than just a legal requirement. It's an edge: a way to earn trust in a global community that is becoming more conscious of our responsibility to the planet and to each other. If your company commits to sustainability reporting in all relevant languages and markets, that community will support you. And in turn, you'll find new partners, attract more investment, and increase your revenue.

When it comes to sustainability, actions usually speak louder than words. But for Lionbridge, words matter too. It's through words that we empower our clients to report on their sustainability goals and share the initiatives that make them a global force for good. And while sustainability reporting is a challenge, it's one that we're helping our clients to overcome.

The Challenge

Production-based industries have some of the most stringent requirements for sustainability. Emmi, one of Europe's leading premium dairies, has set aggressive targets to reduce waste and emissions. They required sustainability reports in English to communicate their progress to investors.

They approached Lionbridge for help translating their German sustainability reports to update stakeholders on their progress, while also promoting their plant-based product line Beleaf, which includes vegan drinks and yoghurts in attractive, sustainable packaging.

Emmi is not alone in their drive to report on sustainability for a global customer base. As sustainability efforts gather pace, clients from a diverse range of industries have approached us with sustainability reporting projects away from the production line.

Mobimo, the Swiss real estate investor, views sustainability as a key pillar of its communications strategy. They challenged Lionbridge to translate their sustainability documents into French, English, and Italian. This investment aimed to raise awareness of their success in reducing energy emissions and promote their goal of CO2 neutrality.

The Solution

For both clients, we designed translation solutions that would meet their specific needs, with a particular focus on protecting client confidentiality through a highly developed security system. Working closely with our clients, we prepared extensive glossaries and style guides to assist our translators. By planning and preparing these documents in advance, Lionbridge was able to ensure a high level of accuracy and use important terminology correctly, while also meeting deadlines and surpassing quality requirements for both projects.

After translating the content, each piece was reviewed for accuracy by a team of experts in each of the client's target languages. Our review, proofreading, and approval processes allowed us to ensure that each document met any legal requirements, while also remaining informative and engaging for its intended audience.

The solutions we designed for Emmi and Mobimo give us the scalability to handle not only their annual reports, but future expansion in terms of volume and languages. As sustainability reporting becomes an integral part of company documentation, we will be able to produce any amount of sustainability content in a voice that fits seamlessly with each company's branding.

“Mobimo's 2020 Sustainability Report represents the 10th time in succession that our company has reported on its sustainability performance in terms of the environmental, social, and governance (ESG) aspects of our business. Lionbridge has translated our reports into English since 2015. Lionbridge has always met all our requirements in terms of quality, service, and turnaround time. I know I can count on a dedicated team who has an in-depth knowledge of our industry as well as of sustainability matters and terminology.”

Marion Schihin, Head of Communication, Mobimo Holding AG



The Results

Emmi and Mobimo were both delighted with their translated sustainability reports. Both companies paid special tribute to the expertise of our global translation teams. Through sustained excellence, our translation work has enabled both companies to pass local Swiss requirements for sustainability reporting, while also dramatically increasing the size of their international audience for sustainability communications.

Emmi's translated messaging has been important to their expanding international business, as it shares their sustainability commitments across several new markets. As they continue to grow, these reports show the world that they are committed to providing "the best dairy moments for generations to come."

For Mobimo, translation work has been essential to reporting on their zero-carbon goals. Based on the continued success of these reports, Lionbridge has become Mobimo's trusted translation partner for online content. As they continue to report on their sustainability goals across multiple languages, Lionbridge's translations will ensure that Mobimo remains an industry leader on sustainability.

"For ten years now, we at Emmi have been reporting regularly on our commitment to sustainability and the way we care for the best dairy moments for generations to come. Lionbridge translates our sustainability report into English. We especially appreciate the work that translators do for us: they are professional, reliable, and have clear knowledge of sustainability. Since sustainability is a key pillar of our business model, it's important for us to rely on a professional partner. "

Markus Abt, Head of Corporate Communication, Emmi AG