



## PRESS RELEASE

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### Amidst Growing Global Use of SASB Standards, SASB Adds International Perspectives to Its Standards Board

SAN FRANCISCO, September 29, 2020—The SASB Foundation today announced the appointment of Susanne Stormer and Mark Vaessen to the [SASB Standards Board](#), an independent board that is accountable for the due process, outcomes, and ratification of the [SASB Standards](#). Their appointment is effective as of January 1, 2021. Members of the Standards Board are appointed by the [SASB Foundation Board of Directors](#).

Stormer and Vaessen join the SASB Standards Board amidst growing international momentum. Global investors are asking companies to disclose financially material ESG information using SASB standards. 154 institutional investors—representing \$55T AUM and 19 countries—support SASB and/or use SASB standards to inform their investment decision-making. Of the 341 companies who have reported SASB metrics this year, 42% are based outside the US.

“We continue to see increasing use of SASB Standards by companies and investors around the world,” says Robert K. Steel, Chair of the SASB Foundation Board of Directors and Chairman of Perella Weinberg Partners. “As such, it has been a high priority to add international expertise to the SASB Standards Board. We are honored to welcome Susanne Stormer and Mark Vaessen as Standards Board members.”

Susanne Stormer is Chief Sustainability Advisor and Vice President at Novo Nordisk, headquartered in Denmark. For nearly 20 years, she has led the evolution of the company’s integrated management and reporting and spearheaded investor engagements on sustainability. She is a member of the European Lab Steering Group’s newly established [Project Task Force](#) that will advise the European Commission on revision of its Non-Financial Reporting Directive. She is also a long-standing member of the International Integrated Reporting Council, and recently became a member of the [International Corporate Governance Network \(ICGN\) board](#).

“I am excited to be invited to serve on the SASB Standards Board. My intent is to share my nearly three decades of experience with the development and practical application of reporting standards and frameworks that can convey in a more holistic picture how organisations are positioned for future success,” said Susanne Stormer. “With SASB, I share the ambition to provide better guidance that can lead to decision-useful, consistent, concise, and comparable information to users of corporate reporting, and—as importantly—help inform management teams to lead their organisations towards clear, well-defined goals as sustainable businesses.”

Mark Vaessen has been a partner in KPMG’s audit practice since 1999. He has an in-depth knowledge of capital markets, global standards and EU regulatory issues. At a global level, Mark chairs KPMG’s Better Business Reporting Network. As KPMG’s former global IFRS leader, Mark led a network of IFRS specialists around the world who provided support to KPMG’s clients in implementing and applying IFRS. Mark serves on the board of two European organizations with a focus on corporate reporting and capital markets matters and served on the International Accounting Standards Board’s (IASB’s) IFRS Advisory Council from 2009 to 2013.

“We are at a pivotal time for corporate reporting globally and I am honored and excited to have been appointed to the SASB Standards Board,” said Mark Vaessen. “I fully subscribe to SASB’s commitment to meet the evolving needs of investors for sustainability information that is material for enterprise value creation. I commend the Board for its extensive market engagement and



vision on how its Standards can serve as a basis for a coherent and comprehensive corporate reporting system. I hope that my experience with global standard setting and international background can provide an additional dimension to the future work of the Board.”

SASB’s rigorous standard-setting process includes evidence-based research, broad and balanced stakeholder participation from companies and investors, and independent oversight and direction from the Standards Board. [Standard-setting meetings](#) of the Standards Board are open to members of the public via livestream. The next meeting is December 2, 2020.

Visit [SASB.org](https://sasb.org) for more information about SASB’s [standard-setting process](#) and [current projects](#).

## About SASB

The Sustainability Accounting Standards Board (SASB) connects businesses and investors on the financial impacts of sustainability. SASB Standards enable businesses around the world to identify, manage, and communicate financially material sustainability information to investors. SASB Standards are industry-specific and are designed to be decision-useful for investors and cost-effective for companies. They are developed using a process that is evidence based and market informed. To download any of the 77 industry-specific standards, or learn more about SASB, please visit [SASB.org](https://sasb.org).

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