

# WICI: Challenges and Expectations

**A Perspective on WICI's Past, Present and Future**

**February 27, 2009**

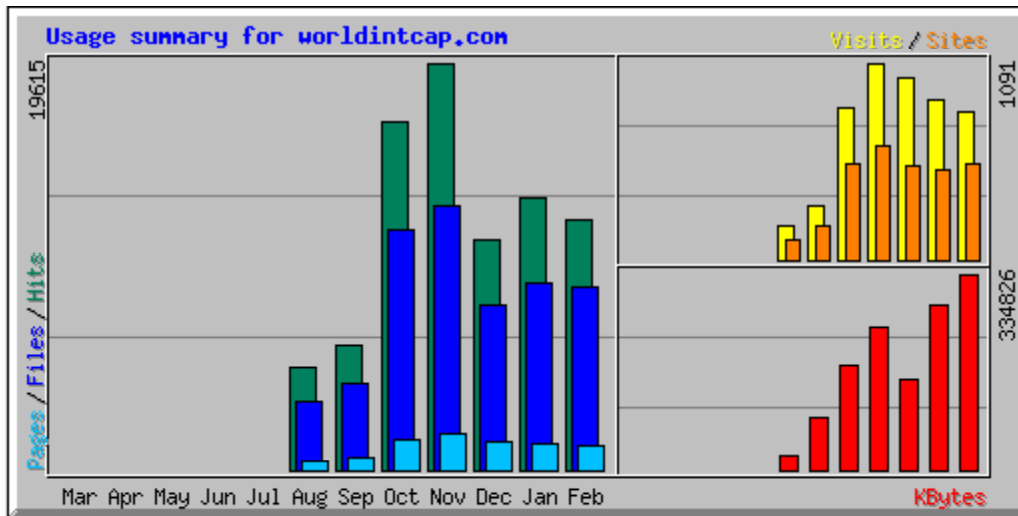
**Professor Robert G. Eccles**

**Harvard Business School**

## WICI: Progress to Date

- **Memorandum of Understanding approved on November 7, 2007**
- **Website launched in August 2008**
- **WICI-Japan Website launched in September 2008**
- **KPI working groups are starting to show results**
- **WICI-Japan jurisdiction established**
- **Plans to establish European jurisdiction this year**
- **Initial discussions taking place regarding a U.S. jurisdiction**

# Website Traffic From August 2008 to February 2009



- Over 5,000 unique visitors to the website since August 2008
- Approximately 500 documents and presentations downloaded since August 2008

- Individuals from over 40 countries have visited the website
- How can you help? Links to the WICI website has provided almost 30% of current traffic!

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Feb 2009</a>	546	400	55	37	531	334826	823	1217	8818	12018
<a href="#">Jan 2009</a>	420	292	42	28	496	282683	886	1327	9060	13046
<a href="#">Dec 2008</a>	356	256	45	32	519	155543	1012	1408	7941	11059
<a href="#">Nov 2008</a>	653	424	59	36	630	244122	1091	1783	12748	19615
<a href="#">Oct 2008</a>	542	372	48	27	531	179382	841	1497	11534	16804
<a href="#">Sep 2008</a>	202	139	19	9	186	88947	291	599	4171	6083
<a href="#">Aug 2008</a>	177	119	15	6	107	26916	179	437	3338	4965
<b>Totals</b>						<b>1312419</b>	<b>5123</b>	<b>8268</b>	<b>57610</b>	<b>83590</b>

## Selected Data from the Japanese WICI Website

- Over 200 individuals found the WICI website through [www.nikkeipr.co.jp/wici](http://www.nikkeipr.co.jp/wici) — this represents the #1 external site bringing traffic to the WICI website in the world
- Over 1,500 individuals from Japan have visited the WICI website since August 2008
- Individuals from Japan have downloaded over 100 documents and presentations from the website

## WICI: Current Opportunities

- **Global financial market meltdown and economic crisis demonstrates yet again the need for greater transparency**
  - Financial institutions need more disaggregated data for both internal and external reporting purposes
  - Companies need to better explain current performance and future prospects in a period of depressed earnings
- **Greater international cooperation being sought regarding financial market regulation**
  - Financial market regulation
  - Securities regulators
- **New Chairman of the SEC likely to be receptive to our message**
  - Being aggressively approached regarding disclosures regarding climate change
  - More balanced focus between content and format
- **“Friends of WICI” in key roles on XBRL International, Inc.’s International Steering Committee**
  - Mike Willis is the new Chairman
  - Liv Watson and Diane Mueller are the new Vice Chairmen

## WICI: Current Challenges

- **Investors are preoccupied with current crisis and are even more short-term oriented**
- **Companies and regulators are also focused on current crisis**
- **Controversial accounting issues are getting more attention**
  - **Convergence**
  - **Fair value**
- **Climate change disclosures are the major focus of attention regarding non-financial metrics**
- **The Global Reporting Initiative attempting to become more relevant to investors**
- **Companies are struggling with external reporting obligations**
  - **Increasing pressure from other stakeholders**
  - **Beginning to unify their message**
  - **Limited tolerance for competing initiatives**

## WICI: Future Opportunities

- **Establish relationship with TheMarkets.com to scale up KPI efforts**
- **Institutionalize sector groups**
- **Get support of key constituencies**
  - Company associations
  - Investor associations
  - Intermediary (e.g., accounting and analyst) associations
  - Regulators
- **Establish an annual conference**
  - Identity and brand building
  - Source of revenue for WICI, International
- **Increase the number of local jurisdictions**

## **WICI: Priorities for Discussion and Action**

- **Need to formalize structure and governance of WICI International**
  - **Governance Discussion Forum about to be launched on the website**
  - **Need to establish economic model**
- Need to start building the WICI brand**
- **Need to better engage with WICI members in Australia and explore establishing a jurisdiction there**
  - **Need to add one or two emerging market jurisdictions (e.g., China and India)**
  - **Need to leverage our relationships with XBRL International, Inc. and key local jurisdictions**