

How to use AI for CSR report analysis

Guiding pointers

Cyprian Szyszka, ETUI, 2025

1. Preparing the dataset (oldschool style, before using AI)

1

Locate and download CSR reports from your company 3 years back (to assess the trends)

2

Gather similar reports from 2 most similar competitors (to build the benchmark)

3

Check if your company latest report is under CSRD/CS3D or other regulatory frameworks / reporting standards (GRI, ESRS)

4

Talk with your EWC and the TUs to identify specific workforce-related concerns (datapoints list)

5

Have a good old-fashioned read of the social reporting part, with the special attention to own workforce and EWC presence

1st manual analysis, using 'search' through pdf file (still not AI)

- Open the annual report and try to run your keywords through search function
- Note down all the important social metrics with page nr, for further use

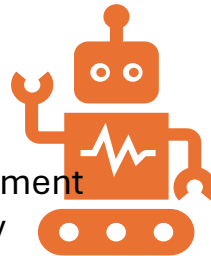
Further steps without AI

- After having some fun with the initial findings, turn the results into strategic actions (both figures and narratives, especially the statements and action plans)
- Compare with your insider knowledge, what commitments are not true and what data are lacking clarity, missing or vague?
- Do the manual trend analysis: are there any conclusions to be drawn from the figures? Eg. dropping down CB coverage, growing turnover, etc.
- Do the manual benchmarking: how does our company compare to industry standards on social indicators?



2nd analysis, with AI tools

What AI can help with:



Quickly extracting key workforce-related metrics (employment numbers, turnover rates, training hours, health and safety incidents, etc., with high validity)

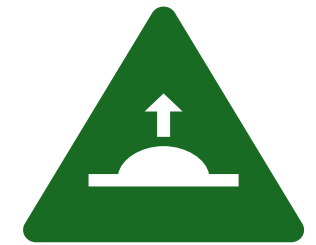
Identifying changes in language or focus between reporting years

Comparing data between reports for benchmarking

Summarizing lengthy reports into digestible key points for EWC internal discussion or turning them into questions for plenary

Produce summaries of specific sections (e.g., "Summarize all information related to employee health and safety")

Request extraction of specific data points across multiple years for a trend



Warning

For safety reasons, ask for page number and **always** check the original text! AI has strong tendency to 'please' the user with fake answers

To avoid above, upload the original report and narrow AI to work on real data from your specific report only

Critical Gap Analysis

Use AI to identify what's NOT being reported:

- Ask AI to identify any contradictions or inconsistencies within the report
- Ask: "What typical workforce metrics are missing from this report compared to standard sustainability frameworks?"
- Compare your company's report against CSRD/ESRS requirements to identify gaps
- Request AI to highlight vague language, lack of quantification, or absence of targets

Key areas to examine:

- Are temporary workers, agency workers, and supply chain workers included?
- Is data broken down by country, site, gender, and employee category?
- Are there clear targets with timelines, or only general commitments?
- Is information about restructuring, redundancies, or site closures included?

Comparative Benchmarking

Using AI for sector comparisons:

- Ask AI to compare your company's social/workforce indicators with competitors
- Request analysis of best practices in your industry sector
- Identify where your company lags behind or leads in workforce-related reporting

Example prompts:

- *"Compare the employee training investments between [your company] and [competitor] based on their CSR reports"*
- *"What are the best practices for reporting on supply chain labor standards in our sector?"*

Check priority topics in details



Just Transition:

How is the company preparing workers for green transition?

What reskilling and upskilling programs are mentioned?

Are there commitments to job security during transformation?



Supply Chain Due Diligence:

What human rights due diligence processes are described?

How are suppliers monitored for labor standards?

What remediation mechanisms exist for violations?



Diversity and Inclusion:

Are there concrete diversity targets with timelines?

What is the gender pay gap data?

How does representation vary across management levels?



Health and Safety:

What are the incident rates and how do they compare to previous years?

Are psychosocial risks addressed?

What preventive measures are described?

Use AI to formulate strategic questions

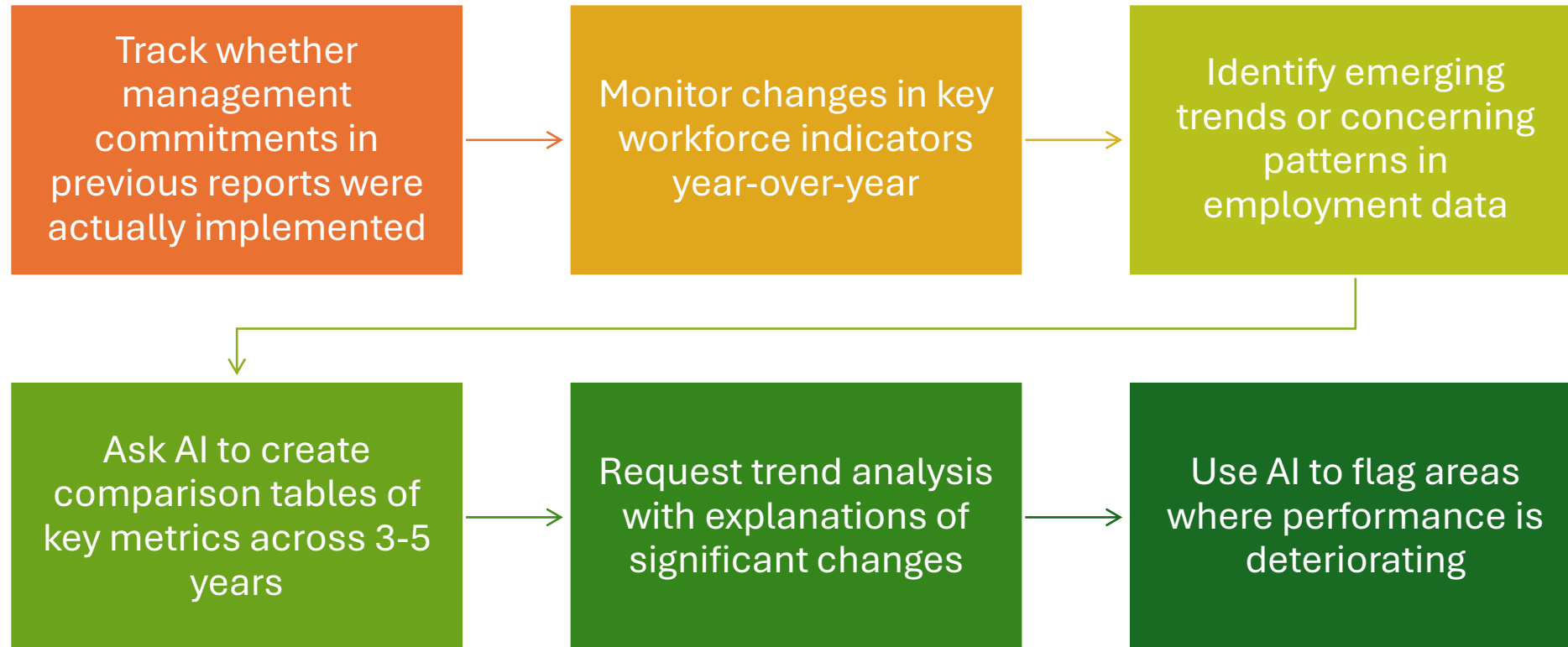
General approach

- Based on gaps identified, ask AI to help draft pointed questions for consultation or plenary meeting
- Request AI to suggest follow-up questions based on vague or incomplete information
- Have AI identify areas where management commitments lack concrete implementation plans

Examples:

- *"Based on this CSR report, what questions should employee representatives ask about workforce restructuring plans?"*
- *"The report mentions 'investment in digital skills' - what specific questions should we ask to understand the actual scope and impact?"*
- *'Which CSR report content triggers timely information and consultation obligations?'*

Trend analysis: helpful in deeper understanding between the lines



Using AI as an analytical tool: closing remarks

- Be honest with your colleagues that you've used AI
- No confidential info can be shared with public AI engines
- Verify AI-extracted data against the original documents
- Explore whether your trade union organization offers AI tools
- Use AI tools that allow document upload (ChatGPT Plus, Claude, etc.) to minimize the risk of faked results
- Use open AI to search for missing details, but always ask for sources, and click the links to verify! (AI notoriously gets www references wrong and won't tell you until you push it)

Key takeaway (written by AI itself)

AI is a powerful tool that can help EWC members quickly process large amounts of CSR/sustainability report data, identify gaps and inconsistencies, and prepare more strategic and informed questions for management. However, AI should be used as an assistant to enhance - not replace - the critical judgment, collective discussion, and worker-centered perspective that EWC members bring. The goal is to use AI to strengthen worker voice in corporate sustainability governance, ensuring that CSR commitments translate into real improvements for working people.

Tasks for the groupwork

1. Join a colleague with the laptop, speaking the same language, form groups max 5 persons each
2. Find online (or on sharepoint) the CSR report of your company and download it
3. Try pdf search for some basic datapoints (CB, unionisation, H&S, EWC presence, social dialogue, etc)
4. Open the AI chatbot of your preference (gemini, copilot, chatgpt, etc)
5. Upload the report and ask to extract basic social metrics (S1-S14)
6. Ask to compare with previous years
7. 'Ask what you've always wanted to ask', to check against important topics (e.g. subcontracting or restructuring)
8. Ask meta-level: what's been missed out or what's the biggest problem
9. Ask to compare with the other companies in the sector
10. Ask to formulate 3 strategic questions to the management and 1 to-do for EWC
11. Come back after 40 minutes to share your findings and surprises