

# TAX REPORTING AS A STRATEGIC RECOURSE: ADDING QUALITATIVE NARRATIVE TO THE QUANTITATIVE DATA

23 MARCH 2023, 14.00 – 16.00 CET



The European Business Tax Forum (EBTF) is delighted to invite you to a virtual seminar on the theme of "Tax Reporting as a strategic recourse: adding qualitative narrative to quantitative data".

Against a background that tax has always been a difficult and technical language, the necessity of accompanying qualitative narrative and context has never been more prominent than in this environment of increasing and diverse tax disclosure trends. Publishing tax-related information with comprehensible narrative can enhance the understanding of all stakeholders including employees, government, and society at large. There is an increasing recognition that tax reporting can be used as an impact reporting tool.

The EBTF is a strong supporter of underpinning the contribution of tax data to the public tax debate with an appropriate communication strategy. This is highlighted from the three different studies commissioned by the EBTF, the key findings and takeaways of which will also be presented during the seminar:

- (i) The fourth edition of the Total Tax Contribution: A study of the largest companies headquartered in Europe; (conducted in collaboration with PwC);
- (ii) The second edition of the Tax Transparency & Public Country- by-Country Reporting study (conducted in collaboration with PwC); and
- (iii) The public tax debate in Europe: a European news media perspective study (conducted in collaboration with the Amsterdam School of Communication Research of the University of Amsterdam).

**Join this virtual seminar to discuss how tax reporting can be used as a strategic recourse to promote tax transparency and build trust in society.**

## PANEL

**Robert Gardner**, Co-CEO & Co-Founder, Rebalance Earth

**Prof. Dr. Peter Hongler**, Professor of Tax Law, University of St. Gallen

**Dr. Jeroen Jonkman**, Assistant Professor of Corporate Communication, University of Amsterdam

**Michael Ludlow**, Head of Tax, Swiss Re & Chair, EBTF

**Stephen Pearce**, Finance Director, Anglo American

**Prof. dr. Rens Vliegenhart**, Professor of Strategic Communication, University of Wageningen

## MODERATOR

**Andrew Packman**, Partner, PwC

## SCHEDULE

14.00 – 14.10: Welcome and introduction

14.10 – 14.45: Presentation of the key results of the EBTF studies

14.45 – 15.55: Panel discussion & Q&A

15.55 – 16.00: Final remarks and closing

*\*All times CET*

## INFORMATION &

**REGISTRATION** (free of charge)

[info@ebtforum.org](mailto:info@ebtforum.org)

**EBTF** | European  
Business  
Tax  
Forum