

Corporate Responsibility Best Practices

Setting the Baseline

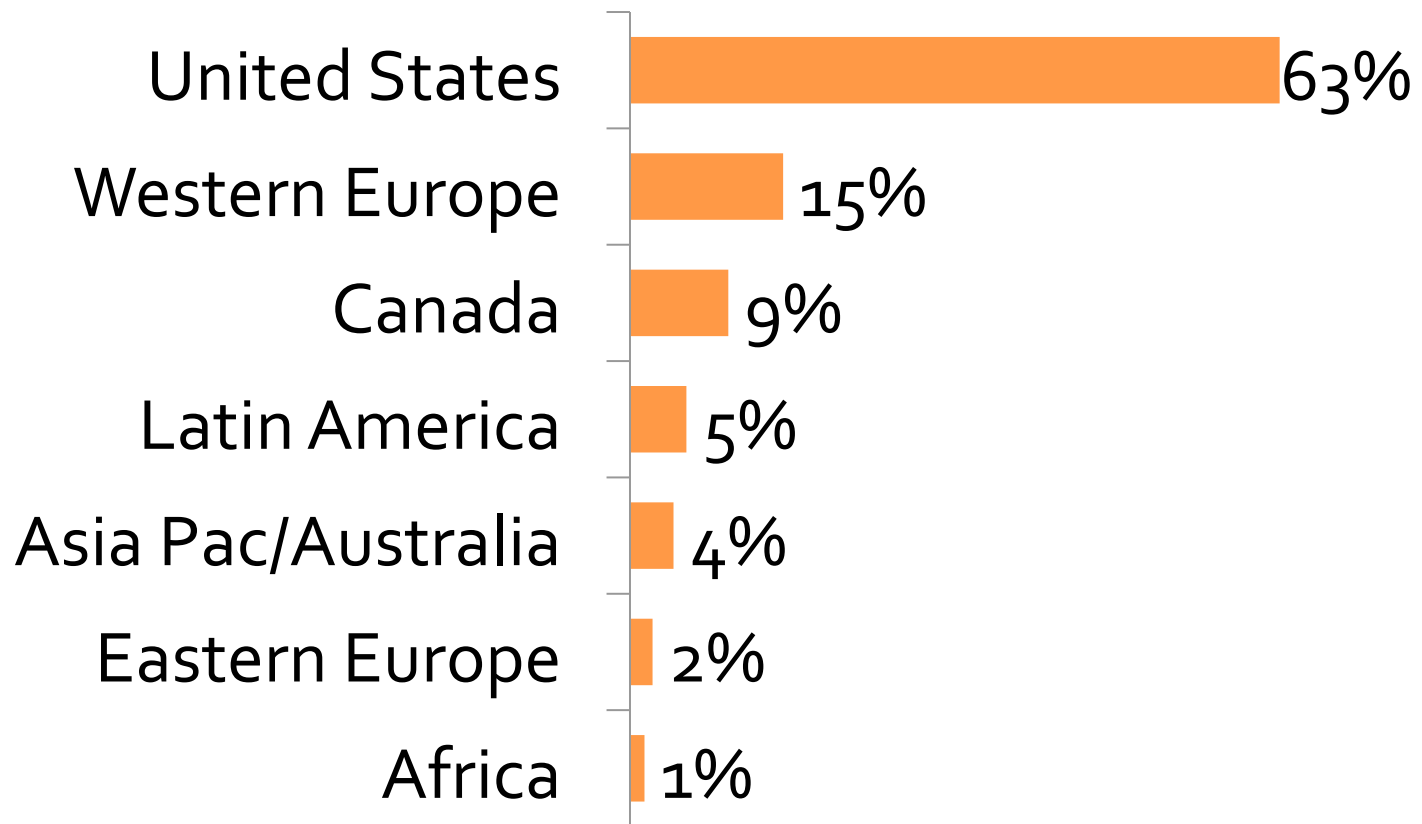
Corporate responsibility practices
among global corporations
April 2010

in association with



Demographics: Headquarters location

My company's headquarters are located in



Demographics: Functional area

My functional area is



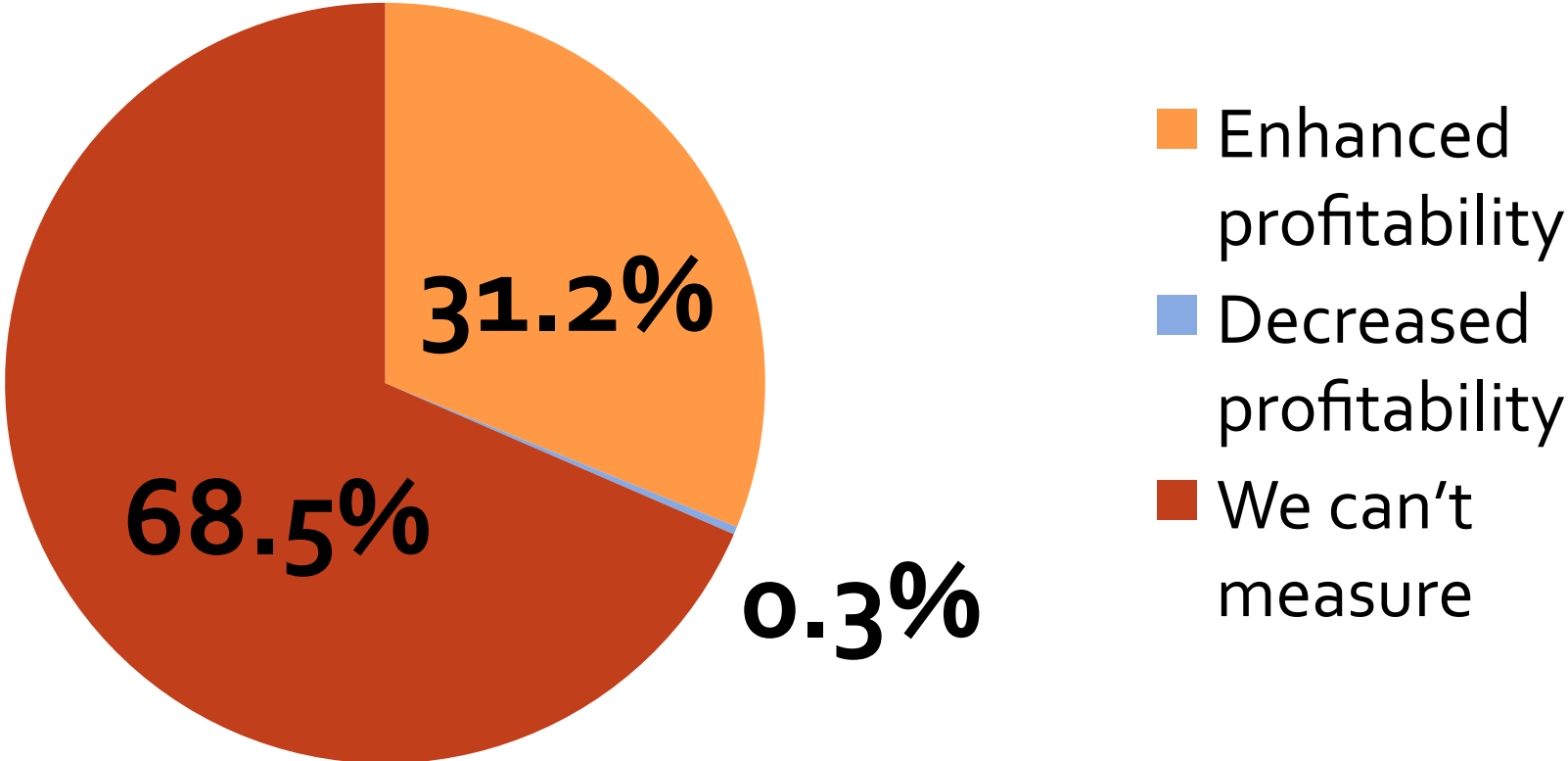
Demographics: Industry

My company's primary industry is

INDUSTRY	%	INDUSTRY	%
Manufacturing	17%	Construction/Engineering	3%
Finance, Insurance & Real Estate	13%	Health Care/Health Sciences	2%
Consulting/Professional/Legal Services	10%	Transportation, storage and delivery	2%
Utilities/Power, Oil, Energy, & Water	10%	Aerospace/Aviation	2%
IT, Technology, Software	8%	Media/Entertainment	2%
Public Sector/Nonprofit/Education	7%	Wholesale/distribution	1%
Mining & metals	4%	Agriculture, Forestry & Fishing	1%
Consumer Goods, Electronics	4%	Travel & entertainment	1%
Retail trade	4%	Environment/Waste management	1%
Communications/Telecommunications	3%	Defense & security	0.2%
Biotech/Medical Equipment/ Pharmaceuticals	3%		

You can do well by doing good

My company can demonstrate that CR has



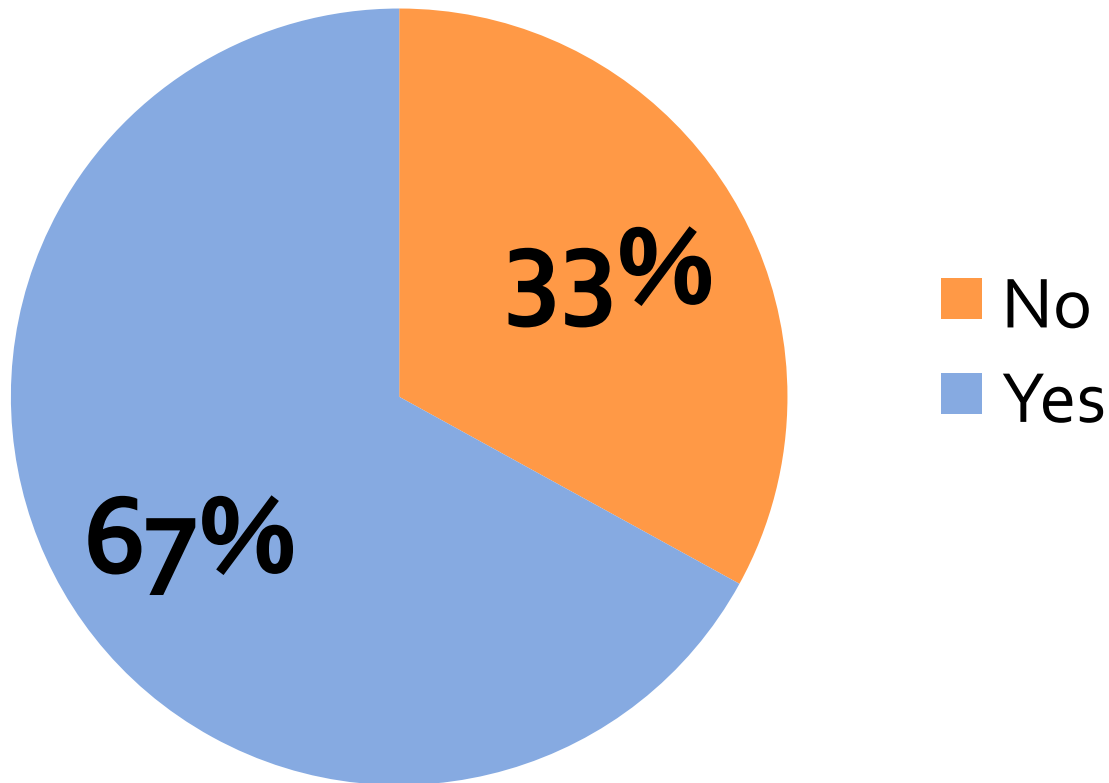
To improve CR, improve its measurement

My company has publicly declared specific and measurable goals in the following areas

GOAL AREA	% reporting
Environment, Health & Safety (EHS)	60%
Human Resources (HR), Employee Relations & Diversity	56%
Energy Use, Environmental Impact & Climate Change	54%
Corporate Social Responsibility (CSR) & Citizenship	48%
Governance, Risk & Compliance (GRC)	46%
Philanthropy & Corporate Foundation	45%
Supply Chain Management	34%
Human Rights	28%

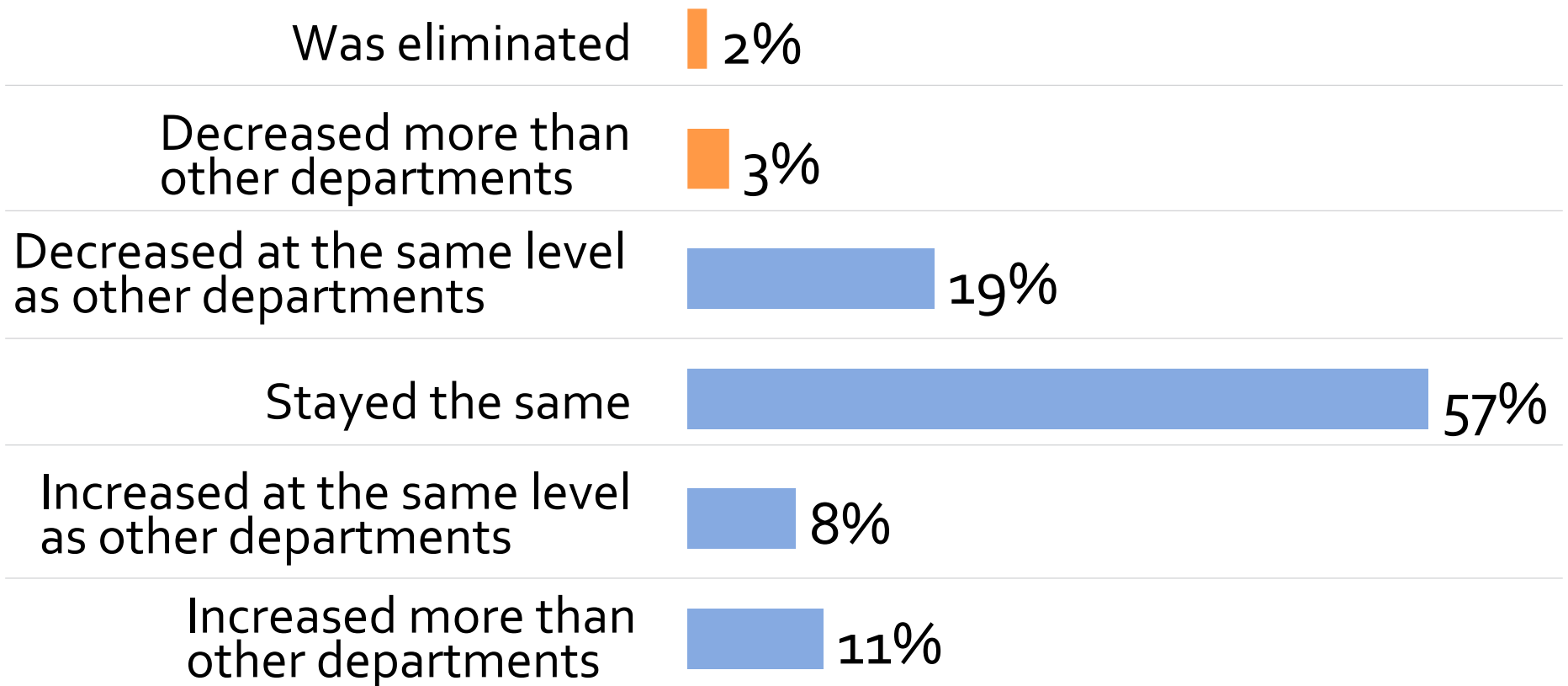
Customers care about CR

At least one of my company's product/service offerings relies on a CR-related message in its marketing



With profits on the line companies continue to invest in CR

During the recent recession, my company's CR budget



CR experiences uneven CEO and board engagement



- **43%** of CR functions report into the CEO
- **51%** of CEOs have recently driven a CR initiative
- **41%** of boards have members dedicated to CR efforts

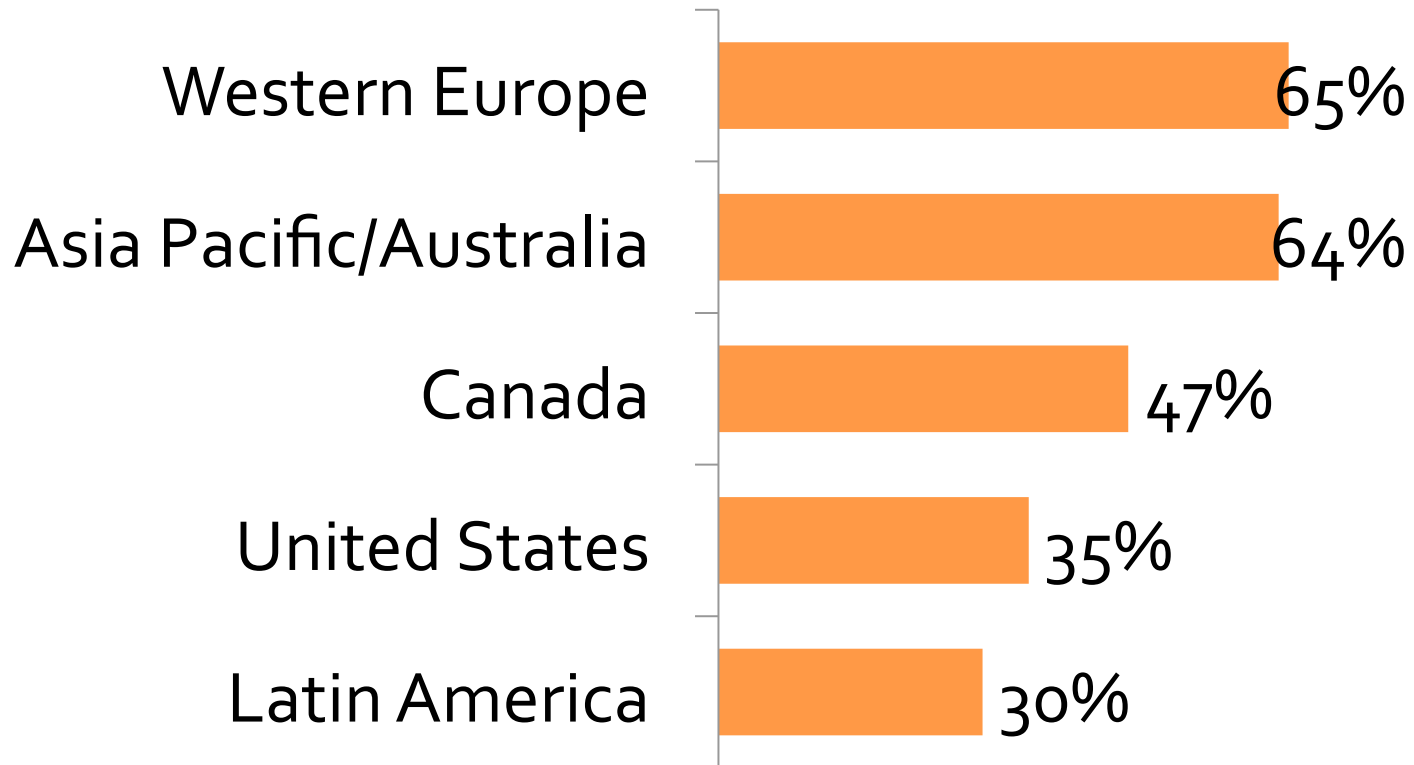
Companies lack internal consensus on what they value from CR

The TOP areas in terms of their CR importance to my CEO/me are

RANK	NON-CEO RESPONSE	CEO RESPONSE
1	Sustainability Strategy	Corporate Governance
2	Brand Management	Sustainability Strategy
3	Corporate Governance	Risk Management
4	Risk Management	Employee Relations
5	Employee Relations	Brand Management

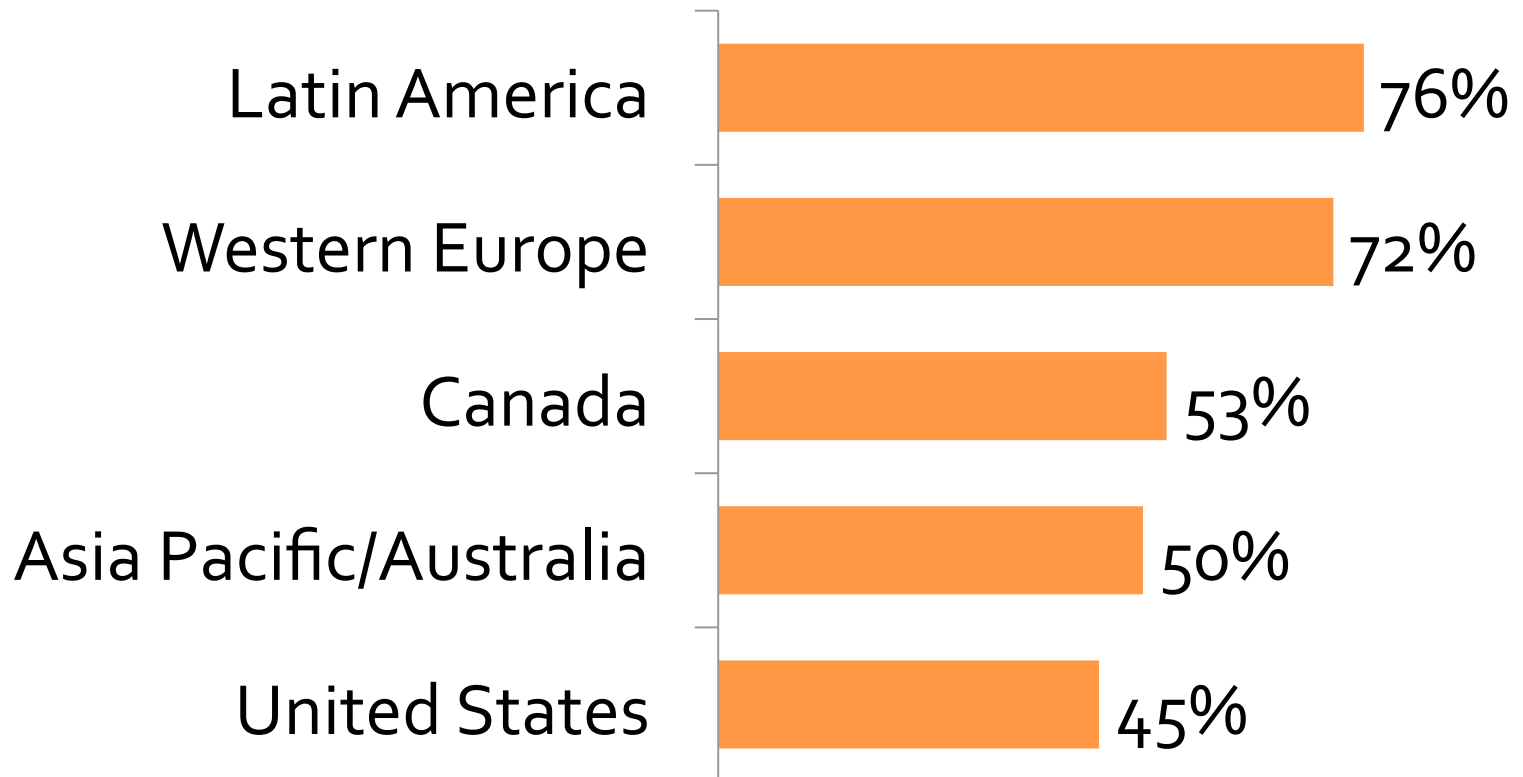
Companies from different countries place different emphasis on CR, part 1

My company has a CRO or similar role responsible for CR processes



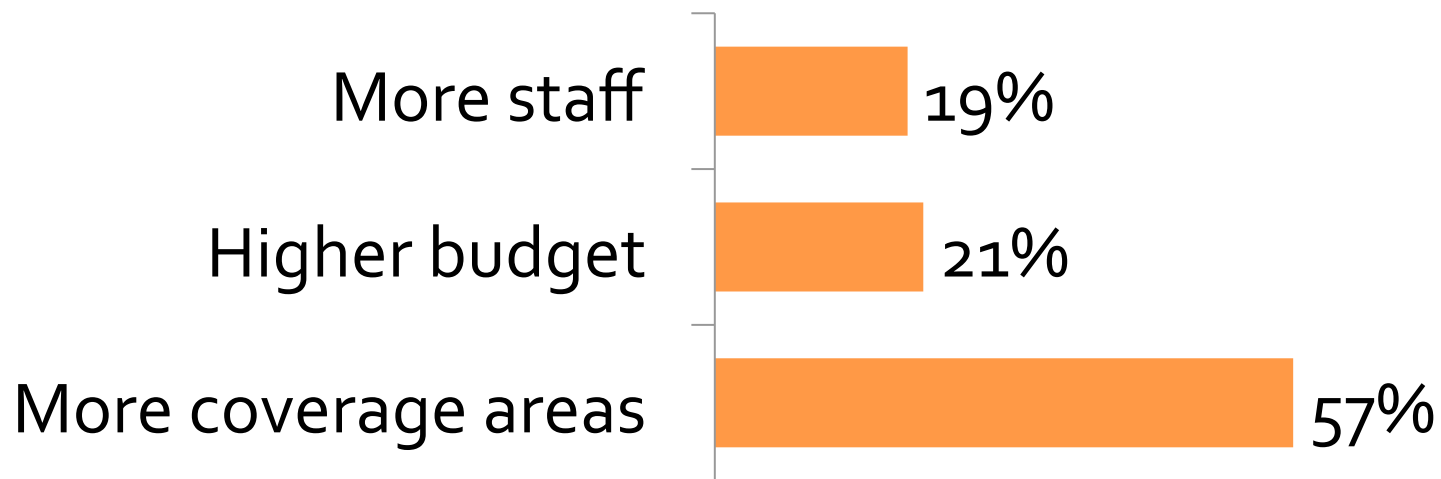
Companies from different countries place different emphasis on CR, part 2

The CR function has a dedicated department budget handled by a single budget owner



CR will struggle to deliver on high expectations

I expect my company's CR program to expand through



For more information...



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And we'll send you Module One of the Report.