



Call for Position Papers on Public Policy and Professional Development Issues

Overview

The Corporate Responsibility Officers Association (CROA) seeks to frame its public policy agenda in consultation with its members and Board of Governors. This Call for Papers is open to any current member of the Association. All submissions will be reviewed by the CROA's Public Policy and Professional Development Committees. The Committees will recommend based on the input received a set of consensus positions for consideration by the Board of Governors.

Framing the public policy agenda

The CROA's vision is for the CROA to be the professional society advancing the CRO community and its role within corporations worldwide. Its mission is to:

- Clearly define the role of the Corporate Responsibility Officer as it evolves and matures
- Strengthen the community of practice across all Corporate Responsibility disciplines
- Establish professional development and certification programs that contribute to establishing the profession of the Corporate Responsibility Officer
- Assemble, publish, promote, and maintain best practices for use by the community of members
- Establish methods for verifying and accrediting use and compliance with the established standards and practices of the Corporate Responsibility Officers Association

In keeping with the CROA vision and mission, the Public Policy and Professional Development Committees seek input from members on the following topics:

- Licensure of the role of the Corporate Responsibility Officer (CRO): the recognition by society, in law or otherwise, of the CRO as a profession. The Committees are interested in input on the nature and modes of recognition (e.g., in law, by Association fiat, etc) of the CRO as a profession. What are the key factors that allow CROs to gain influence and legitimacy inside their organizations?_How should the CROA go about obtaining broad recognition of the CRO role? Which governing bodies should it work with?
- Self-regulation: What role a CRO and/or the CROA itself should play in establishing a set of voluntary guidelines (as opposed to regulations or laws) for members encouraging responsible corporate behavior. What mechanisms should be used to promote adopting of these guidelines and avoid "free-riding" behavior and opportunistic compliance? This may include setting standards and practices for the CRO profession. It may also include educating public officials on the voluntary guidelines.
- Ethical guidelines for public policy advocacy: a definition of ethical government relations and specific practices to be followed. The Committees seek input on:
 - Whether or not its members should abide by a common set of ethical guidelines for their government relations programs.
 - The ethical guidelines it should ask its members to abide by and what scope these guidelines should cover. On a spectrum, should they cover all government relations or be restricted to public policy advocacy around corporate responsibility, e.g., corporate governance, risk, compliance, sustainability, and philanthropy?

- Which governing bodies (e.g., the American League of Lobbyists, federal, state, or local governments) it should work with to develop these guidelines.
- The role of the CRO: The Committees want to hear views on how the CROA should advocate for defining the role of the CRO with various governing bodies, including but not limited to the role of the CRO in the following areas:
 - Improving business ethics: how the CRO should advocate for ethical behavior within his own business and her own community.
 - Creating more sustainable organizations: how the CRO should work within his own organization to ensure adoption of sustainable business practices, including those that promote human and environmental sustainability.
 - Encouraging effective corporate philanthropy: approaches and measures for use by CROs in aligning corporate giving with defined objectives.
- Legislation/regulation: Adoption and/or incorporation into legislation, regulation, and other governmental directives best practices in the following areas:
 - Corporate Governance
 - Risk
 - Compliance
 - Organizational Sustainability
 - Corporate Citizenship
 - Corporate Philanthropy

Guidelines for submission

Submissions should focus on items that are:

- Timely given the legislative and policy calendar
- Relevant to the CROA's overall objectives
- Focused on items that are unique to the CROA based on its vision and mission

In their review, the Committees will identify the legislative, executive, and/or judicial bodies and individuals relevant to the issues and will give consideration to how to reach these bodies and individuals. At the same time, submitters are encouraged to note which bodies and/or individuals they would recommend the Committees consider reaching.

Submissions should include the following (for convenience, submitters can use the attached form):

- Name of the submitting individual, including organizational affiliation, and contact information (email, phone, physical address)
- Topic area selected from the above
- Abstract. 250 words or less
- Full submission. 2,500 words or less.

Deadline & Next Steps

Please make submissions to richard.crespin@sharedxpertise.org by September 21st 2009 at 12 midnight ET. Once submissions are received, the Committees will:

- Review and reconcile input. The Committees will review the submissions and reconcile the different positions to identify a set of consensus inputs.
- Make recommendations to the Board of Governors. Based on the consensus positions identified and its judgment, the Committees will recommend specific positions to the Board for adoption.

Please send submissions to richard.crespin@sharedxpertise.org

- Write final position papers. After taking feedback from the Board, the Committees will write final position papers reflecting the Board's decisions. These may be posted to the CROA site.
- Identify "champions". The Committees will identify specific members who can speak on and/or write about these topics.

Educating public officials & promoting active dialog

The Committees will review the final position papers and match them to the most relevant public officials and responsible authorities. It will develop an outreach program that may include:

- Direct outreach. Sending the position papers and/or additional supplemental materials directly to the identified individuals and offices.
- Briefings. Conducting one-on-one or small group briefings for senior staff (e.g., chiefs of staff, legislative directors, etc) and/or the responsible individuals (e.g., members of the legislature, agency heads, etc).
- Luncheon Series and CRO Summits. Inviting responsible individuals and/or their staffs to attend meetings and conferences featuring speakers on the identified topics and to participate in an active discussion.
- Presenting at unaffiliated forums. Submitting topics and speaking proposals to other conferences and events for members to speak at representing the CROA.
- Testifying at hearings. Working with Congressional offices and government agencies to have members called upon to give expert testimony representing the CROA.
- Becoming sources for relevant media. Registering specific CROA leaders with Profnet and other references so media call upon them quotable sources.

**Call for Public Policy & Professional Development Position Papers
Submission Form**

Name: _____ Organization: _____

Phone Number: _____ Email: _____

Physical Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Topic: Select one or more of the following (refer to the guidelines for explanations of each topic)

- Licensure of the role of the Corporate Responsibility Officer (CRO)
- The role of the CRO in:
- Improving business ethics
 - Self-regulation
 - Creating more sustainable organizations
 - Encouraging effective corporate philanthropy
- Adoption and/or incorporation into legislation, regulation, and other governmental directives best practices in the following areas:
- Corporate Governance
 - Risk
 - Compliance
 - Organizational Sustainability
 - Corporate Citizenship
 - Corporate Philanthropy
- Other

Abstract: Summarize the position in 250 words or less

Full submission: Attach a position paper of 2,500 words or less.

Please read the following and indicate your acceptance by signing below.

I acknowledge that articles, position papers, abstracts, audio tapes, photographs, videos and other media may be produced from the various abstracts, submissions, lectures, speaker sessions, panel discussions, keynotes, and hand out materials I submit, including this abstract and position paper and related presentations given by me and panel/committee discussions in which I participate. I further acknowledge that compilations of these materials may be sold or provided free of charge by the CROA and its representatives, and its successors, to registered members, and other individuals.

I hereby give my permission to the CROA, its management, and their successors, their agents and representatives, to replicate, record, and distribute articles, position papers, abstracts, audio tapes, photographs, videos and any other media that contain all or a portion of any presentations I give, papers I present or submit, hand out materials I distribute, and panel/committee discussions in which I participate in support of this effort, without any obligation on CROA's part to pay me fees or royalty.

Having given the above permission, I retain the right to terminate said permission but must do so in writing in a timely fashion prior to production.

I hereby agree to the above Submission Release and to abide by the deadlines as outlined in the Call for Papers Invitation.

Signature: _____ Print name: _____ Date: _____

Please send submissions to richard.crespin@sharedxpertise.org