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CSR TRENDS 2008 Provides CSR Reporters with Trends, Benchmarks and Best Practices

Toronto, ON, September 22, 2008 – Canadian Business for Social Responsibility (CBSR) and Craib Design & Communications have just released **CSR TRENDS 2008**, an overview of trends and best practices in the ever-expanding field of corporate social responsibility reporting.

A practical and in-depth tool for organizations and practitioners, CSR TRENDS 2008 surveyed 75 Canadian and international reports and reviewed a larger group of 250 reports for best practices.

New reporters and those with years of experience will benefit from current case studies, statistics and useful visual examples in a number of areas of reporting. Best practice reports:

- Address tough questions posed by stakeholder groups—91% of reporters described specific stakeholder engagement methods and 64% provided results or responses from engagement initiatives.
- Place their information in global context by using external guidelines—71% of reporters used the Global Reporting Initiative (GRI) guidelines, while 20% used the UN Global Compact principles.
- Use the web effectively, including interactive timelines, maps, games, “create your own report” capabilities, and more.

“Non-financial reporting is more than a key component of being a responsible company. It has become an integral part of every company’s relationship with its stakeholders. Our goal for CSR TRENDS was to provide companies with current information about reporting, to help them move their practices forward and to ensure their messages reach their audiences effectively,” said Barb Steele, Director, Membership at CBSR.

“The web is increasingly becoming an important tool in the reporter’s arsenal. With its interactive format and ability to house greater quantities of information, we are seeing many reporters producing a summary printed report and guiding readers to the web for more detailed information. We expect this trend to continue over time,” said Elaine Wyatt, President, Craib Strategic Directions.

To view the full report online, visit www.cbsr.ca or www.craib.com. Or a hard copy can be obtained through the contacts below.

About Craib Design & Communications: Craib, creators of the AR and CSR TRENDS surveys, is a team of professional designers and communications consultants with decades of experience in corporate and investor communications. As seasoned communications experts, their approach involves developing a deep understanding their clients' businesses and strategies for building stakeholder value.

About CBSR: Founded in 1995, CBSR is a business-led, non-profit corporate social responsibility (CSR) consultancy and peer-to-peer learning organization that provides its members with candid counsel and customized advisory services as they formulate powerful business decisions that contribute to a better world.

- 30 -

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