



CSR Through the Great Recession

Insight from Latest Public Opinion Research

PRESENTED TO:
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PRESENTED BY:
Doug Miller, Chairman

doug.miller@GlobeScan.com

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Methodology and Participating Countries

- Representative samples of 1,000 adults per country in 32 countries (n=33,996)
- Some urban-only surveying in certain developing countries – surveys follow generally accepted research standards in each country
- Face-to-face / telephone interviewing between Nov. 2008 - Jan. 2009



Global Public Opinion - Setting the Scene

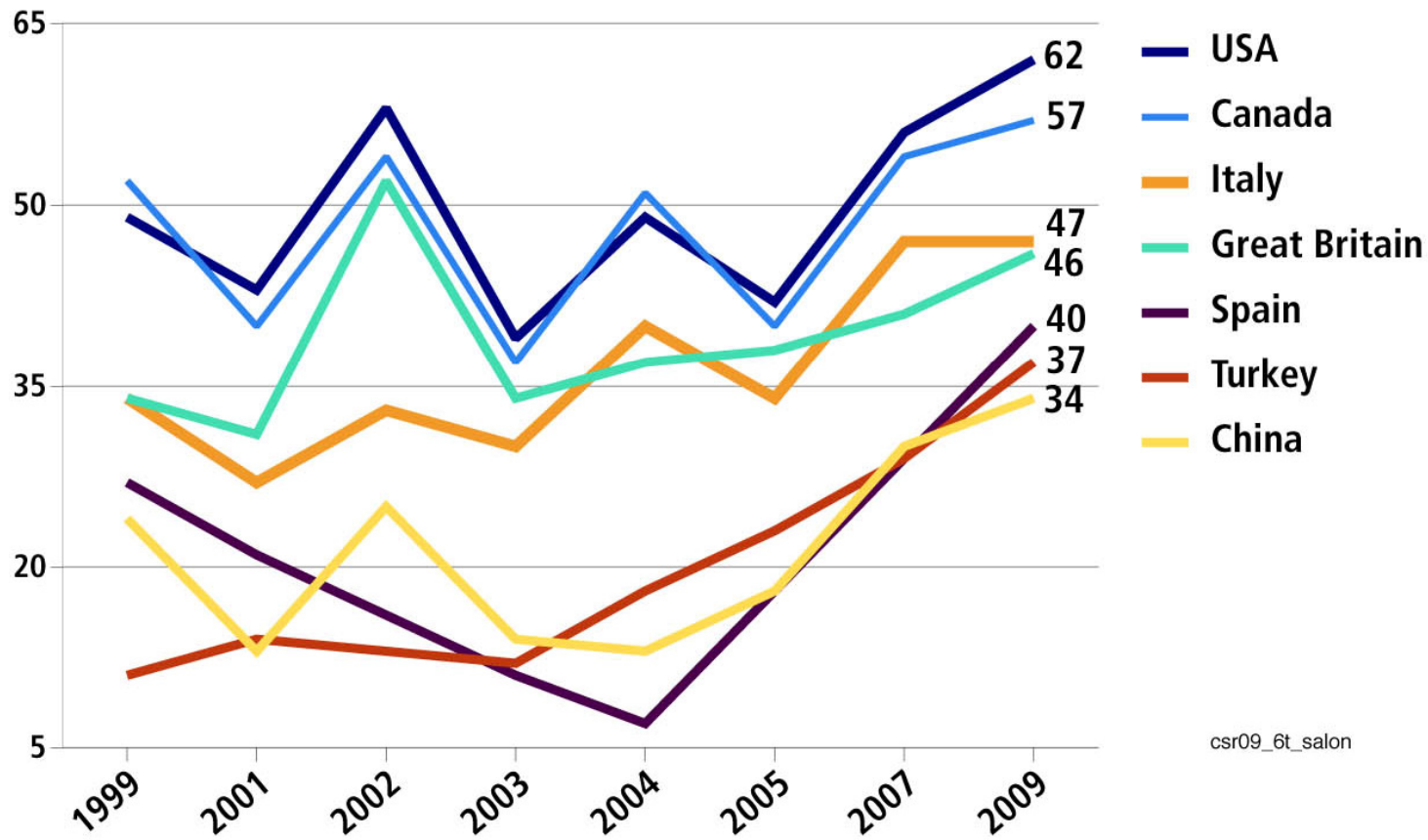
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- An institutional trust deficit of historic proportions in most countries
- Declining regard for capitalism and globalization
- Current economic meltdown seen as a systemic failure
- NGOs have issues constituencies like never before
- Be it called CSR or SD or XYZ, pressure will continue on the private sector to maximize its delivery of societal/planetary benefits
- The rise of the Active Consumer focused on ethics, responsibility and sustainability
- Thirst and reward for leadership

**So What Impact Does the
Worst Economic Crisis In 80 Years have
on Societal Expectations for CSR ?**

Punished Companies Seen as Socially Irresponsible

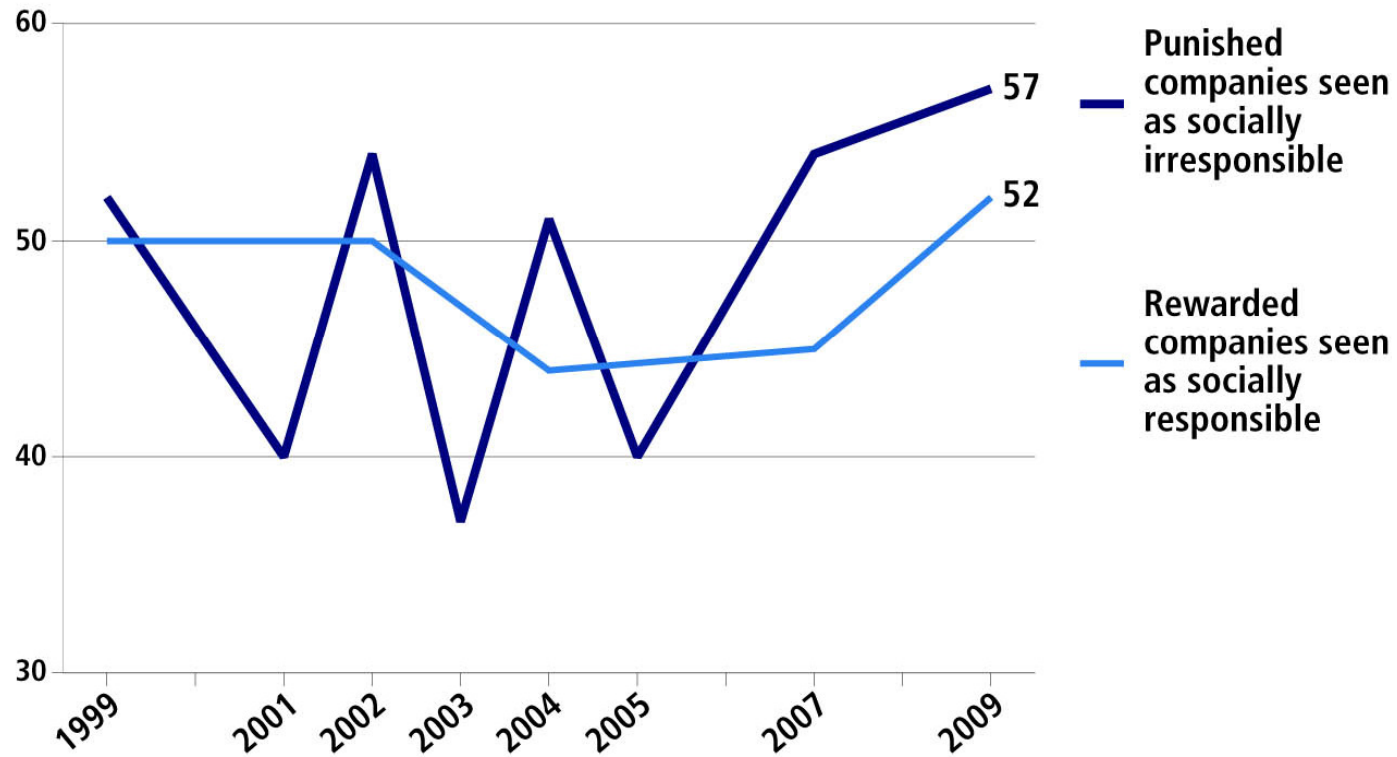
“Have Done,” Increases: 1999–2009



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Rewarded/Punished Companies Seen as Socially Irresponsible

“Have Done,” Canada, 1999–2009



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CSR: The Downturn Business Case

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- Essential to bolster the social contract of business
- Stay ahead of the regulatory curve now that government is back
- To reduce likelihood of becoming an NGO campaign target
- Climate/energy imperatives undiminished by economic crisis
- CSR is a driver of corporate reputation and future market share
- Brand differentiation and loyalty; growth with Active Consumers
- CSR benefits employee motivation and investor confidence

CSR Downturn Strategy

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- Right-size your CSR initiatives based on evaluation
- Move to CSR Version 2.0 - core corporate strategy, sustainable development
- Identify your low-hanging fruit (e.g., energy efficiency)
- Where possible, express your commitments through your products/services - you are what you deliver to customers
- Continue to grow/leverage partnerships - critical to be viewed as a credible actor
- Understand how much of your corporate reputation is driven by CSR/SD/climate factors and track it over time



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