

Corporate Social Responsibility

Tracking the world's expectations of companies since 1999

*What does corporate responsibility mean to people
around the world?*

*What is the level of awareness of corporate CSR efforts
and how are CSR communications perceived?*

*Which companies are viewed as leaders
and laggards in CSR?*

*How do various CSR initiatives and partnerships
affect corporate reputation?*

Where do people stand on Socially Responsible Investing?

monitor

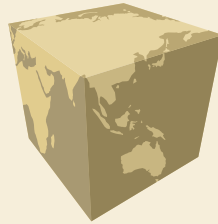
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The Corporate Social Responsibility (CSR) Monitor has been tracking the changing expectations of consumers, shareholders, employees, and Opinion Leaders annually since 1999. This year's survey encompasses over 32,000 interviews across 32 countries.



This research-based management tool monitors the external stakeholder views that affect CSR strategy development, and allows companies to make informed decisions on initiatives, strategies, and communications for their corporate citizenship programs.

Benefits

- Develop a business case for corporate responsibility
- Build and manage successful CSR programs based on sound research and expert analysis
- Reduce risk and seize opportunities by understanding emerging and ongoing societal trends within the current global context
- Improve communications with external stakeholders
- Benchmark and track CSR reputation

Methodology

GlobeScan® ensures the highest research standards for data management and quality control practices and protocols. We adhere to the professional market research standards of ESOMAR, and our Head Office management system is certified to ISO 9001:2000.

The CSR Monitor is fielded in 25+ countries each year. A random sample of 1,000 average citizens is interviewed in each country. Samples reflect the distribution of age, gender, level of education and socioeconomic status, according to the latest census information for the areas sampled. The surveys are carried out either through telephone or face-to-face interviews, depending on the country.

Respondents are segmented into consumers and Opinion Leaders.

Participating Countries: CSR

monitor

GlobeScan's® 2008 CSR Monitor encompasses over 32,000 interviews across 32 countries.

Argentina

Australia Brazil Canada

Chile China Costa Rica

El Salvador France Germany Ghana

Great Britain Greece Guatemala

Honduras India Indonesia Italy

Kenya Mexico Nicaragua Nigeria

Panama Peru Philippines Portugal

Russia South Korea Spain

Switzerland Turkey

USA

2008

Corporate Social Responsibility **monitor**

Survey Topics

Defining Corporate Responsibility

- Qualitative description of what corporate responsibility means to people around the world
- Role companies should play in society
- Views on government regulation of CSR

Corporate Leaders and Laggards

- Perceived percentage of companies currently acting responsibly
- Most socially responsible company
- Least socially responsible company
- Perceived social responsibility of companies that produce unhealthy products

Communicating Responsibility

- Awareness of corporate CSR efforts
- Interest in learning more about CSR
- How people learn about socially responsible companies
- How people learn about socially irresponsible companies
- Credibility of CSR Communications
- Views on CSR as PR
- Corporate responsiveness to public concerns

Enhancing Corporate Reputation Through CSR

- Impact of various CSR initiatives on corporate reputation (including: philanthropy, charitable foundations, CSR reporting, CSR advertising, CEO engagement, employee volunteerism, 'green' products, NGO partnerships)
- Impact of corporate-NGO partnerships on reputation of companies
- Impact of corporate-NGO partnerships on reputation of NGOs
- Impact of corporate-United Nations partnerships on reputation of companies

Socially Responsible Investing

- Impact of CSR on investment decisions
- Impact of CSR reporting
- Profitability of socially responsible vs irresponsible companies
- Credible indicators of social responsibility from an investor point of view
- Importance of executive accountability re: CSR

Demographics Identifying

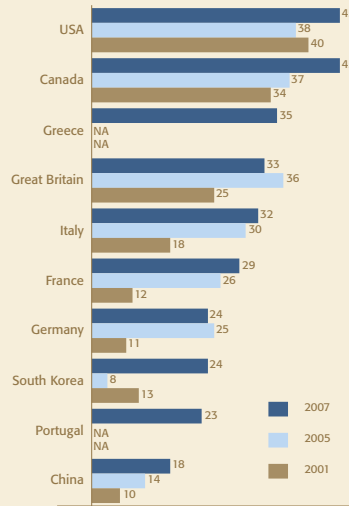
- Opinion Leaders
- Shareholders
- Corporate Employees

Findings from the 2007 CSR Monitor

Over the past five years, GlobeScan's CSR Monitor has been documenting significant shifts in consumer attitudes and behaviors in response to corporate responsibility around the world.

The latest wave of research supports the notion that the active, ethical consumer is increasingly prevalent in today's developed markets. Certainly in North America, Western Europe, and Australia, consumer expectations are already at a level where ethically oriented product initiatives and communications are well received and have a beneficial impact on reputation and business performance. The data also suggest the beginnings of ethical consumerism developing in the more prosperous parts of East Asia.

Segment Dynamics: Mainstream Activists
Shifts in Segment Size in Europe, North America, and Parts of Asia, 2001–2007



Customize the Survey

Take advantage of this international research platform by fielding custom proprietary questions in participating countries. This is a cost-effective way to obtain high-value, timely metrics on issues directly relevant to your business.

Benefits:



- Benchmark your company's CSR reputation
- Understand the impact of specific issues on your business
- Develop targeted initiatives and communications by exploring what drives your corporate reputation
- Quantify the effectiveness of your message by testing a current advertising or communications campaign

The cost is €1,600 / \$2,300 / £1,200 per closed-ended question per country. Space is limited – question placement is available on a “first come, first served” basis.



Deliverables and Cost

Basic subscription: €16,000 / \$23,500 / £12,000

- Customized, in-person presentation
- Web presentation of topline findings
- High-level, insightful Executive Report
- PowerPoint file with over 75 charts
- Detailed statistical tables
- Five CDs containing all deliverables
- Intranet license for internal distribution
- Email briefings allowing clients to rapidly disseminate key stories from the report to colleagues
- Strategic consultation for the year

Premier subscription: €32,000 / \$46,500 / £24,000

- 10 customized, proprietary questions in countries of your choice (e.g. two questions in 5 countries, one question in 10 countries), with interpretive PowerPoint report
- Subscription to the CSR Monitor (deliverables as listed above)

Contact Information

For more information on the CSR Monitor or our custom research services, please contact:

Ms. Femke de Man, Director CSR Research, +1 416 969 3080 femke.deman@globescan.com

Mr. Chris Coulter, Vice President, +44 207 253 1441 chris.coulter@globescan.com

www.GlobeScan.com

About GlobeScan®

GlobeScan Incorporated has been providing reliable public opinion and stakeholder research, and strategic counsel, to clients since 1987. Our clients include over 50 global companies, governments, multi-lateral institutions, and NGOs. We have license agreements with leading research companies in over 60 countries.

Our core practice areas include: Reputation • Strategic Issues Management • CSR • Stakeholder Engagement • Corporate Communications • Community Affairs • Sustainable Development and Green Marketing.

GlobeScan is a Canadian company with offices in Toronto, London, and Washington.

Since 1997, GlobeScan has conducted over 800,000 interviews across 60 countries, resulting in data-driven strategic insights for our clients.

We are proud members of the United Nations Global Compact.