

BSR/Fleishman-Hillard Corporate Responsibility Survey Fact Sheet 2007 BSR Conference

On behalf of BSR, Fleishman-Hillard International Communications conducted a random, face-to-face survey of 331 leaders from the corporate responsibility field during the BSR Conference, from October 23-24, 2007. Responses include an international mix of business executives, policymakers and civil society leaders who are among the more than 1,350 attendees at this year's Conference – the largest ever for BSR.

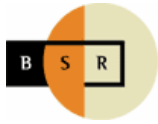
Among the findings:

- 82% said they are optimistic that companies around the world will embrace corporate responsibility as a core business and operations strategy in the next five years.
- 31% are turning to energy efficiency to reduce climate impact, while just 6% say that buying carbon offsets is their top corporate climate strategy.
- 69% believe China is the emerging economy that will have the greatest impact on global sustainability in the next five years.

The survey also highlights the outlook for corporate responsibility practices in emerging economies such as Brazil, Russia, India and China.

Key Findings

- 60% of respondents said they are somewhat optimistic that **global businesses will embrace corporate responsibility** as part of their core strategies and business operations over the next five years. Another 22% said they are very optimistic.
- 69% of respondents cited China as the **emerging economy that will most influence the evolution of CSR during the next five years**; other countries include India (15%), Brazil (5%) and South Africa (3%).
- When asked **which strategy represents the most significant thrust of the organization's corporate climate strategy**, 31% responded energy efficiency/renewable energy; 13% said working with suppliers; and 11% said educating customers or the public.
- 30% of respondents chose "reputation" as the **biggest influence in their organizations' approach to corporate social responsibility (CSR)**; 18% of respondents said customers or consumers are the most important factor influencing their organizations' approaches to CSR.



BSR/Fleishman-Hillard Corporate Responsibility Survey Fact Sheet (cont'd.)

- Half of respondents (50%) said that the consumer products industry is the **industry that has acted most responsibly in terms of CSR effort the past few years**, followed by the extractives/energy industry (20%); information communications technology/media (18%); and food and agriculture (15%).
- When asked **which industry has the greatest gap to close between what they must do to act responsibly and what they have done during the past few years**, 41% of respondents selected the extractives/energy industry, as well as the following industries: food and agriculture (21%); transportation (19%); construction/real estate (18%); and consumer products (14%).
- In identifying the **areas in which their organizations integrate CSR into their business functions**, 43% of respondents said that CSR is part of their strategic business development considerations. Other responses include logistics/supply chain management (21%), R&D of products or services (18%), and procurement (8%); 12% said CSR is not a business consideration.
- Of those surveyed, 47% said they are unaware of what **percentage of their corporate climate footprint is reduced by purchasing carbon offsets**; 34% of respondents replied that 20% or less of their footprints are reduced by carbon offset purchases.

For more information about the survey, contact Barbara-Anne Mansfield with BSR (+1.415.558.1550, bamansfield@bsr.org), or Channing Barringer with Fleishman-Hillard (+1.917.806.5094, channing.barringer@fleishman.com). For more information about the BSR Conference visit www.bsr.org.

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