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## BSR's Social Investment Analysis Tool

Strategic social investment is a critical aspect of building sustainable local economies in communities where companies operate. To make the greatest impact, companies should invest in programs that are determined through participatory local engagement and focus on long-term capacity building.

A BSR Offering

Building on our field- and corporate-level expertise in community development, we created this tool to help companies prioritize their social investment opportunities. Using a materiality analysis approach, companies can use the tool to identify the issues that are most important to their stakeholders as well as to their own business success.

### Our Tool Will Help You

- » **Evaluate social investments** using a consistent framework.
- » **Define criteria** to assess social investment opportunities such as levels of risk, anticipated impact, and number of people affected.
- » **Prioritize and rank social investments** based on materiality analysis results.

### Sample Materiality Analysis



### Business Benefits

Strategic social investments can help your company:

- » **Allocate resources** for greatest impact.
- » **Increase the long-term sustainability** of your investments.
- » **Develop productive and mutually beneficial relationships** with local stakeholders.
- » **Mitigate operational disruptions** by strengthening your social license to operate.

# 50million

U.S. dollars: the median total giving amount made by energy companies in 2010

(Source: CECP "Giving in Numbers" 2010 Edition)

### Member Companies

AREVA Group  
 Barrick Gold  
 BG Group Inc.  
 BP p.l.c  
 Chevron Corporation  
 Coeur D'Alene Mines  
 Dong Energy  
 Duke Energy  
 Eni S.p.A.  
 Exxon Mobil Corporation  
 Freeport-McMoRan Copper & Gold Inc.  
 Hess Corporation  
 IAMGOLD Corporation  
 Kinross Gold Corporation  
 Marathon Oil Company  
 Occidental Petroleum  
 Rio Tinto plc  
 Shell International B.V.  
 South American Silver Corp.  
 Teck  
 Total S.A.  
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