

# From theory to practice: Emerging trends in CSR

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# What trends do stakeholders see emerging over the next ten years?

1. Climate change
2. Corporate governance
3. Labour and human resources
4. Environmental issues (other than climate change)
5. Partnerships with stakeholders
6. Regulation and leadership from governments
7. Community investment and pro-poor development
8. Product responsibility
9. The professionalisation of CSR
10. Bribery and corruption

# Who matters?

The institutions influencing CSR are, in order:

	2008	2009
1	NGOs and civil society organisations	Governments and politicians
2	Companies themselves	NGOs and civil society organisations
3	Governments and politicians	Companies themselves
4	Investors and financial institutions	Investors and financial institutions
5	Consumers	Consumers
6	Employees and trade unions	International and inter-governmental institutions
7	International and inter-governmental institutions	Media
8	Religious leaders	Educational institutions
9	Media	Employees and trade unions
10	Educational institutions	Internet, online community

# What did we learn from recession?

- Trust
- Governance
- Transparency
- Accountability
- Disclosure

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## Indicator categories

Total of 51 indicators in these categories:

1. Governance and Policy
2. Strategy and Communication
3. Marketplace and Supply Chain
4. Workplace and People
5. Environment
6. Community and Development

# Top 20

- Eight out of the top 10 companies come from Australia
- Leading companies: recognized brands
- One company from Hong Kong and two Indian companies make it to top 10
- Thailand, Japan and Malaysia have each secured one spot in top 20

Rank	Company	Stock Exchange	2009 (%)
1	ANZ Banking Group Ltd	Australia	98.0
2	BHP Billiton Limited	Australia	95.1
3	Tata Consultancy Services Ltd.	India	90.2
4	Westpac Banking Corporation	Australia	89.2
4	Telstra Corporation Limited	Australia	89.2
6	National Australia Bank Limited	Australia	87.3
7	ITC Ltd.	India	85.3
8	Rio Tinto Limited	Australia	84.3
9	Woolworths Limited	Australia	83.3
10	Wesfarmers	Australia	82.4
10	Origin Energy Limited	Australia	82.4
10	HSBC Holdings	Hong Kong	82.4
13	Alcoa Inc.	Australia	81.4
14	Newcrest Mining Ltd.	Australia	80.4
14	Infosys Technologies Ltd.	India	80.4
14	The Siam Cement Public Company Limited	Thailand	80.4
17	Larsen and Toubro Ltd.	India	79.4
17	Mitsui & Co., Ltd.	Japan	79.4
19	Commonwealth Bank of Australia	Australia	78.4
20	British American Tobacco (Malaysia)	Malaysia	77.5

# Overview of Indicator Scores

	Total Country Score (%)	Governance, Codes, and Policies (%)	CSR Strategy and Communication (%)	Marketplace and Supply Chain (%)	Workplace and People (%)	Environment (%)	Community and Development (%)
Australia	68.3	83.3	68.2	59.0	61.8	70.3	51.5
India	53.2	74.0	44.5	34.0	52.0	47.8	53.0
Japan	50.7	49.8	60.7	41.5	47.0	70.6	15.5
China	43.5	66.5	41.6	22.0	33.8	34.4	48.0
Hong Kong	42.0	67.3	37.3	32.5	27.0	37.5	38.5
Malaysia	36.0	59.6	23.4	34.0	27.3	28.4	39.0
Philippines	31.7	47.5	36.6	14.5	15.3	26.9	41.0
Thailand	29.5	63.3	23.2	12.0	17.5	15.9	25.0
Singapore	25.5	50.8	14.1	14.5	20.8	20.9	18.0
Pakistan	18.0	35.2	10.2	16.5	7.3	19.1	15.5
Average across countries	39.8	59.7	36.0	28.1	31.0	37.2	34.5
BEST		Australia	Australia	Australia	Australia	Japan	India



# Six emerging themes

1. Climate change and environmental issues
2. A new emphasis on governance issues
3. Transparency, accountability, disclosure
4. Moving from general policies to specific actions
5. Pressure from governments (and stock exchanges)
6. Investor interest in ESG issues (and our ASR)



Thank you!

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