

Integrating Corporate Social Responsibility and Public Affairs

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Director

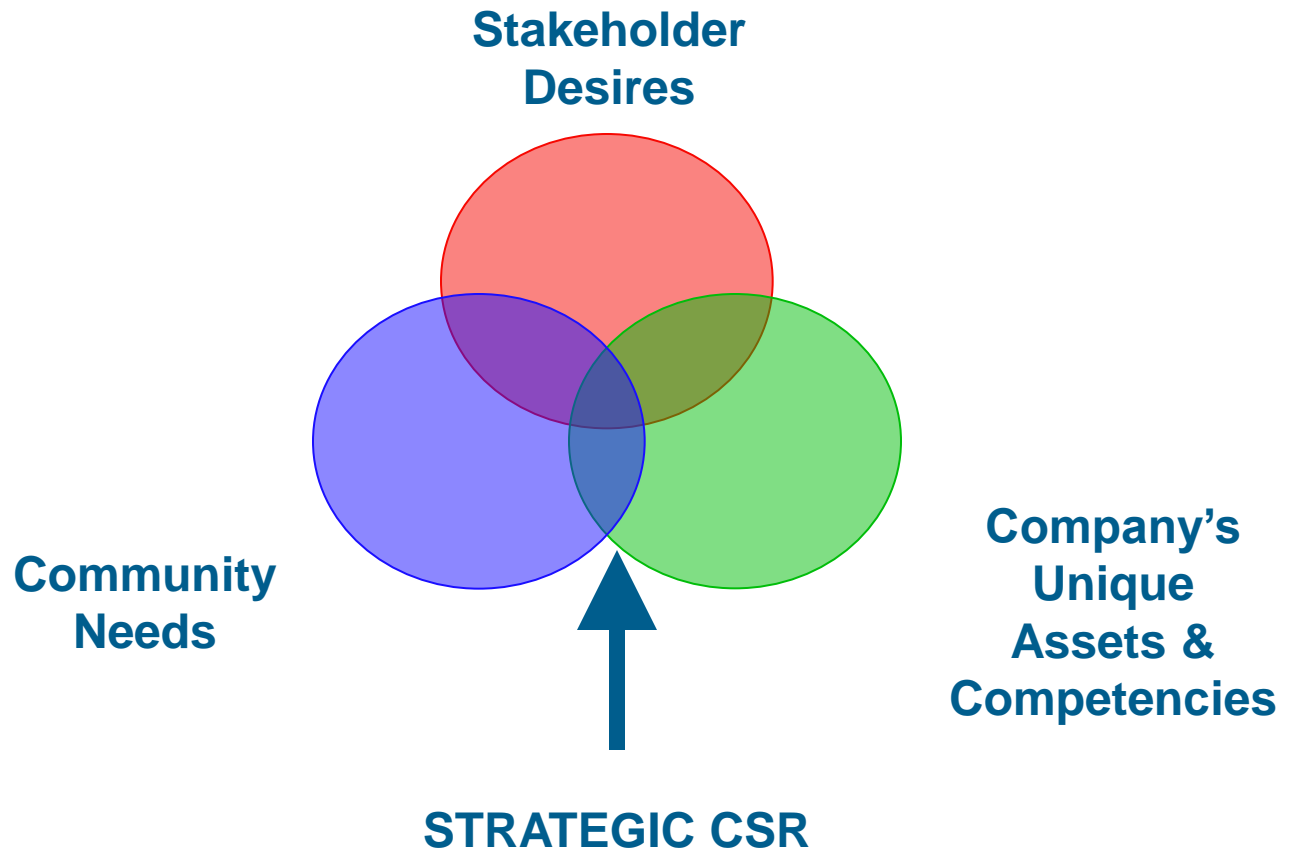
U.S. Public Affairs Practice

Public Affairs Council

What is it?

- Corporate citizenship
 - Philanthropy
 - Volunteerism
 - Community relations and partnerships
- Sustainability
- Corporate accountability & ethics
- Workplace policies and practices

Building Shared Value



Show Me the Money

- 1% of pre-tax net income has been a rule of thumb in recent years
- Benchmarking Criteria
 - Peer companies
 - Competitors
 - Best-in-class

Managing in the New Matrix

- Business strategy
- Budget considerations
- CEO/Board
- What do employees want?
- What's the reputational risk/reward?
- What does community need?

Working Together with Purpose

- Government Relations
 - Engaging lawmakers outside of legislation
- Public Relations/Communications
 - Tell a good story about your org (finally)
- Human Resources
 - Employee expectations and retention
- Marketing
 - Revenue streams and customer comms
- International

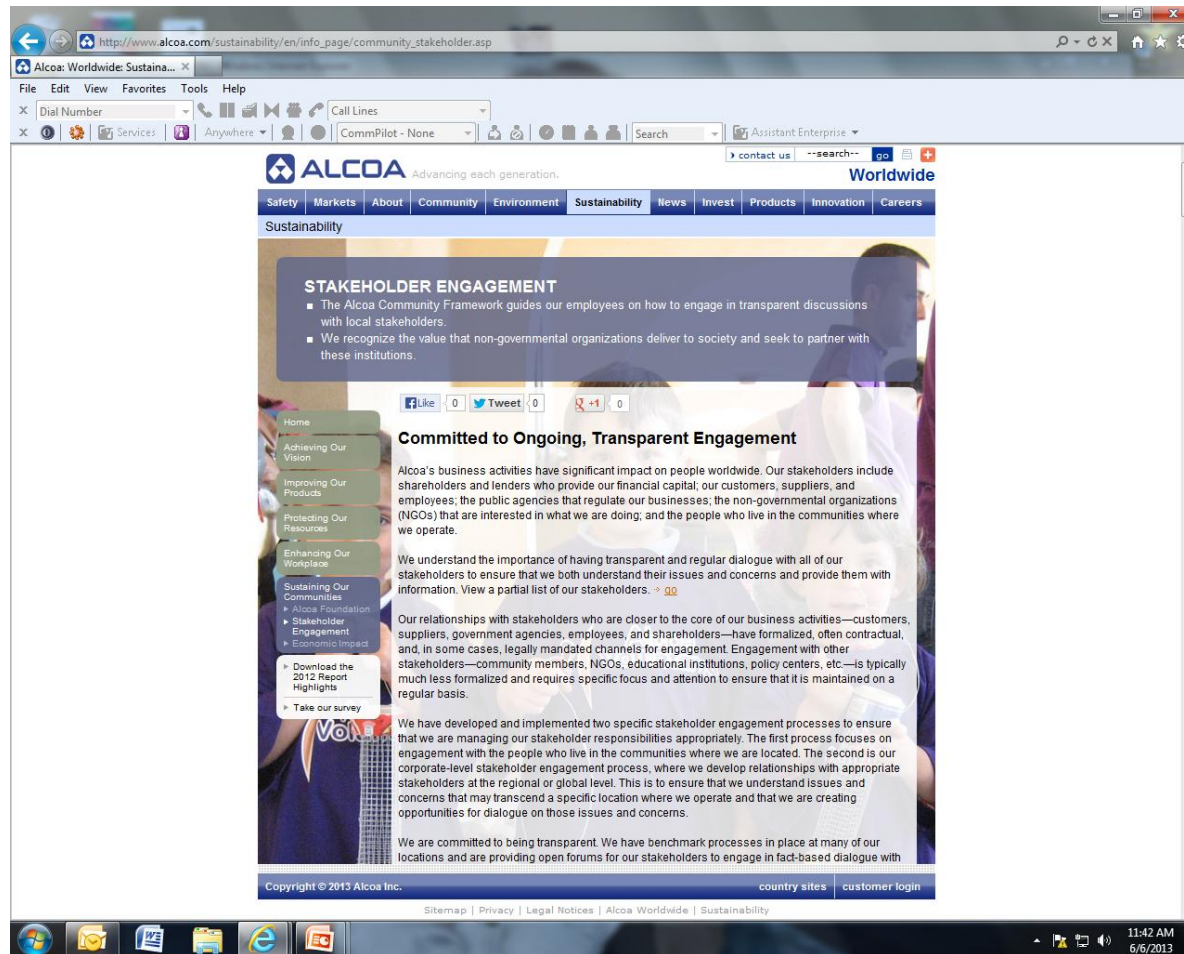
Mary Kay – Lobbying for Good



With a Whisper or a Bang?

- Communicating about your CSR
- Aspire don't decree
- Transparency
 - You'll have to talk about it sooner or later
 - Secrets are a dime a dozen any more
- Engaging stakeholders (all of them)
 - Employees
 - NGOs
 - Consumers

Alcoa Community Advisory Boards



AT&T Employee Engagement



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