

Giving Around the Globe

2016 EDITION



Guidance for corporate
community engagement
professionals to steer
their international
strategies and navigate
differences across
regions.



ABOUT CECP:

THE CEO FORCE FOR GOOD

CECP is a coalition of CEOs united in the belief that societal improvement is an essential measure of business performance. Founded in 1999, CECP has grown to a movement of 150 CEOs of the world's largest companies across all industries. Revenues of engaged companies sum to USD 7 trillion annually. A nonprofit organization, CECP works to support companies' individual societal investment priorities through hundreds of interactions a quarter, while also advancing the field as a whole. For more information, visit cecp.co.

Download additional copies of this report at cecp.co/global.

When referencing findings from this report, please list the source as: CECP, *Giving Around the Globe: 2016 Edition*.

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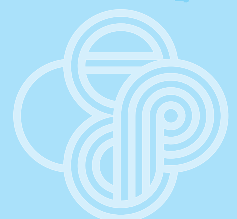
Giving Around the Globe complements *Giving in Numbers*, CECP's seminal report on corporate societal engagement produced in association with The Conference Board. *Giving in Numbers* has always reported on international giving, however nearly all of the companies it examines (88%) are based in the U.S. This fourth annual edition of *Giving Around the Globe* expands CECP's research to include large companies headquartered around the world and to provide rich regional analysis of foreign markets. This expansion parallels the expansion of our companies' global growth and yields new understanding of trends unfolding worldwide.

Both *Giving in Numbers* and *Giving Around the Globe* are available at cecp.co.

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CECP

Preface

In an increasingly globalized world where companies continue to expand their operations and global footprint, they have also expanded their corporate giving programs and social investments. The role that corporations continue to play in giving back to benefit communities across the globe remains extremely important and diverse. At the same time, navigating the complex and nuanced differences among countries can be challenging; no two countries are the same. Each requires a unique approach to corporate giving and societal engagement that we at CECP along with our partners aim to provide through our data insights and research. This year's *Giving Around the Globe* report highlights contributions made by corporations and their giving programs, while also providing key insights and knowledge of new and recurring themes that illustrate the differences between the countries and regions that our readership has come to value.

In 2016, for the first time, all United Nations member countries have begun implementing strategies to meet the 17 globally applicable Sustainable Development Goals (SDGs). As the collective SDG movement works to achieve the goals within the next 15 years, CECP recognizes the pivotal role that corporations can play by making important steps to align their corporate giving and societal engagement around the SDGs. In this year's *Giving Around the Globe* report, we highlight key progress made around the SDGs in Africa, Asia, Europe, and Latin America. For more information, we encourage you to visit: sustainabledevelopment.un.org/sdgs.

The UN Global Compact, which is the world's largest corporate sustainability initiative, has played a pivotal role in supporting companies in understanding and becoming more involved in aligning their corporate giving and societal engagement around the SDGs. For more information, we encourage you to visit: unglobalcompact.org/.

This year is particularly exciting for CECP, because we have officially launched our Global Exchange (GX) initiative, a formal network of affiliate organizations in countries worldwide that will help large companies starting with C-suite leadership and on down in advancing their corporate societal and employee engagement strategies. The GX will also aim to fill the gap in research and knowledge on global corporate benchmarking and country-specific insights. In 2017, CECP will be ramping up data collection efforts to provide a broader representation of companies located around the world for inclusion in future *Giving Around the Globe* reports. We invite interested companies to reach out to us to learn more.

CECP thanks our growing cadre of partners including Comunitas in Brazil, Korea Productivity Center in South Korea, Trialogue in South Africa, and Dynamo Academy in Italy for their continued contributions. We look forward to future efforts to sharing even more robust insights regarding companies and their work to become an ever-stronger force for good.

Looking forward to an exciting year ahead,



David Carrey
Global Exchange Manager
CECP



Key Takeaways Unlock Strategy

Giving Around the Globe presents regional profiles of giving by companies based in Africa, Asia, Europe, and Latin America. It then shows where North American companies are engaging internationally, by region and by country.

Key Takeaway

Strategy Connection

■ COMPANIES HEADQUARTERED IN AFRICA

South African companies do not commonly offer pro bono programs.

Communicate with local employees to understand if there are any current volunteering or service activities, using Employee Resource Groups (ERGs). Propose leap-frogging straight to skills-based volunteering, like pro bono programs, when building new efforts.

South African companies allocate a higher proportion of total giving to education-related causes.

If one of your company's focus areas is education, explore ways to ensure it is locally relevant. If education is not a current focus area, consider if any of your current focus areas has the potential to support education in some way.

■ COMPANIES HEADQUARTERED IN ASIA

Pro Bono Services is the most commonly offered domestic volunteer program.

Continue promoting skills-based volunteering among your employees to develop their leadership skills and create a stronger sense of purpose, among other benefits.

Several organizations promote skills-based volunteering opportunities throughout the Asia region.

Team up with specialized regional nonprofits that have deep knowledge of how to engage skills-based employee volunteers effectively. Check Taproot Foundation's Global Pro Bono Network and identify regional and country partners with whom your employees could collaborate.

■ COMPANIES HEADQUARTERED IN EUROPE

Eighty-one percent of surveyed European companies give internationally.

Evaluate whether there is any other market/country of strategic interest where your company's footprint, particularly where employees are located, can have a tangibly positive influence on the local community.

The United Kingdom (UK) European Union membership referendum (also known as Brexit) may affect companies' contributions within Europe and the UK as well as labor mobility.

Meet internally and with nonprofits that your company wants to support in the UK to identify potential implications related to corporate societal engagement work.

■ COMPANIES HEADQUARTERED IN LATIN AMERICA

Thirty-eight percent of Latin American companies offered matching-gift programs.

Explore ways of matching your employees' personal donations to the causes they are most deeply engaged with in order to engender a deeper sense of giving back.

■ NORTH AMERICAN GIVING PORTFOLIOS

The median number of countries included in a North America-based company's portfolio is twelve.

If you are active in fewer than 12 countries but your company's footprint of employees reaches 12 or more, use this median figure to make the case for expanding your international giving geographically.



Regional Profile: **Africa**

PROMOTING EMPLOYEE ENGAGEMENT

This year's *Giving Around the Globe* Survey shows that two traditional domestic employee volunteer programs were the most offered in 2015 by South African companies: eight out of ten companies offered domestic Paid-Release Time and Company-Wide Day of Service.

Charities Aid Foundation (CAF) Southern Africa: This South African nonprofit is a member of the International Global Alliance of the Charities Foundation, which is headquartered in the United Kingdom. CAF Southern Africa has been helping to promote effective giving, volunteering, and social investments in South Africa since 1997.¹ According to Colleen du Toit, CEO of CAF Southern Africa, "The majority of the large listed companies now support some form of employee volunteering and this activity is often planned in a manner which complements corporate social investment initiatives."² A conference called Beyond Painting Classrooms—established in 2012 by FirstRand Bank, a financial services firm in South Africa, with the

support of CAF Southern Africa—started as a way to build a developmental employee volunteering practice that benefits both business and society.³

FOCUS ON EDUCATION

The 2015 *Giving Around the Globe* data shows that South African companies allocated a higher percentage of total giving to education-related causes than any other region (44% of total giving). This is in line with Trialogue's 2015 *CSI Handbook*, which also identified Education as the top program area in terms of corporate expenditure. Although statistics from the South African Department of Basic Education show that 93% of South African schools are public (this includes primary and secondary schools), the education system faces multiple challenges such as grade repetition, teacher absenteeism, low higher education graduation rates, and inadequate school infrastructure, among others. The Handbook also identifies Math and Science as the most popular subject areas for education investment, a result that aligns with overall trends in support of STEM education.

POVERTY-FOCUSED SDGs

In 2015 the United Nations (UN) launched the Sustainable Development Goals (SDGs) to continue the work on the 2015 Millennium Development Goals (MDGs).

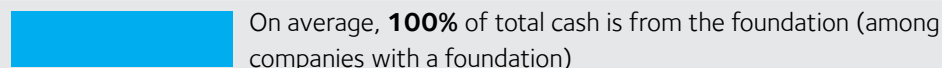
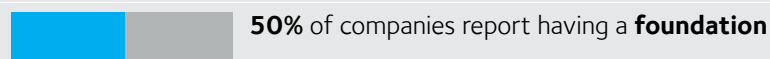
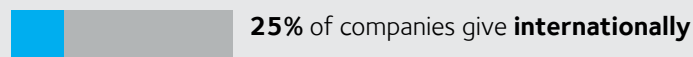
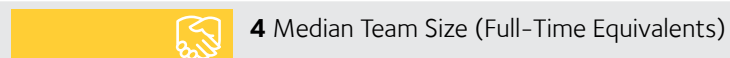
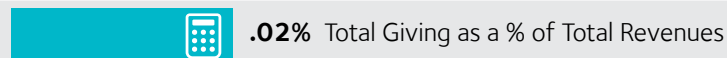
In Africa, notably, the private sector's engagement (measured by the number of participating businesses) with the UN Global Compact (the largest corporate sustainability initiative) slowed down between 2010 and 2013. Since 2013, however, participation is again increasing, thanks to the Compact's efforts to attract small and medium-sized enterprises (SMEs).⁴

The UN Global Compact's Africa Strategy recognizes the importance of the private sector in fostering economic growth in the region and placing a special emphasis on reducing poverty (SDG No.1) through improving current infrastructure (SDG No. 9) in collaboration with networks like the New Partnership for Africa's Development (NEPAD).⁵

TOTAL GIVING BREAKDOWN: African Companies, 2015, n=8



49% Direct Cash | 50% Foundation Cash | 1% Non-Cash



EMPLOYEE ENGAGEMENT

50% of companies offer a corporate match to employees' personal donations

80% of companies offer company time to volunteer (Paid-Release Time) domestically. No international-volunteering program data was available

20% of companies offer a pro bono program domestically. No international-volunteering program data was available

All respondents for this profile are from South Africa, where a majority of the largest African companies are headquartered. As this study grows, we hope to include more countries in this profile.

Regional Profile: Africa continued

Pathways to Entrepreneurship in Africa

Entrepreneurship in Africa has seen an uptick over the past few years, a trend that can be attributed to a number of reasons. First, many African professionals working outside of Africa, mainly in the U.S. and Europe, returned to their countries after the economic recession hit. These entrepreneurs represent a range of industries, but the African technology sector specifically has seen tremendous growth and innovation, including the rise of Silicon Savannah and its tech hubs in East Africa. Furthermore, in countries like Ghana and Nigeria, financial and insurance companies and manufacturing firms are now looking to local technology solutions as a way to save money, in turn creating opportunities for African financial technology companies like the Lagos-based AppZone and Nairobi-based Craft Silicon.

Another upward trend across the continent is youth entrepreneurship. There are close to 200 million Africans between the ages of 15 and 24, making Africa the youngest continent on the globe. This represents a huge pool of entrepreneurial talent. Despite high rates of entrepreneurial activity in certain individual countries, South Africa overall has a much lower rate of youth involved in entrepreneurial activity: less than 25%.

Despite progress made in many African countries, challenges certainly persist. In its 2015 report on “Africa’s Young Entrepreneurs,” the International Development Research Centre provides four overall recommendations for supporting this group: 1) improving the quality of and access to education and training, 2) more robust business support and mentorship services, 3) easier access to business capital and

financial support, and 4) more access to information and communications technology (ICT) resources, including Internet access.⁶

Corporate Social Responsibility (CSR) can certainly play a role in addressing some of these shortfalls. One partnership initiative between Barclays and UNICEF, “Building Young Futures,” has already helped young people in communities with high unemployment to develop crucial skills and knowledge to set up their own small businesses in Uganda and Zambia.⁷ Another noteworthy CSR initiative is the Tony Elumelu Foundation Entrepreneurship Programme, based in Nigeria. The goal of this fellowship is to create 10,000 businesses that can generate 1 million new jobs and contribute \$10 billion in revenue to Africa’s economy.⁸

Market to Watch: NIGERIA



With around 177 million people, Nigeria is the most populous African country and the largest economy with an estimated GDP of around \$490 billion. It is also the continent’s largest oil producer and the fifth-largest oil producer in the world, making it a top destination for foreign investment.⁹

Four Nigerian companies were listed among the Fortune Global 2000 in 2016,¹⁰ and Nigeria has experienced a significant rise in its number of millionaires: from 5,000 recorded in 2000 to 15,400 in 2015, according to a recent wealth report.¹¹ This is not entirely good news, however, as it also points to rising inequality.

The organized philanthropy and CSR initiatives of Nigeria’s four largest companies—Dangote Cement, Zenith

Bank, FBN Holdings, and Guaranty Trust Bank—are clear examples of businesses attempting to take these issues seriously. In 2012, Zenith Bank was recognized as one of the 30 outstanding global brands performing highly on CSR scales, including Airbus, Credit Suisse, Unilever, Kia Motors, and others.¹²

Zenith is not the only bank showing commitment to the community. Guaranty Trust Bank has partnered with She Leads Africa (SLA), Oxfam, and VC4Africa to launch the She Leads Africa Accelerator, a three-month program for Nigeria’s brightest female entrepreneurs.¹³

Supporting entrepreneurship earlier on in the education process is another key to building better economies. With this in mind, FBN Holdings recently partnered with the Lagos Empowerment & Resource Network (LEARN) and Junior Achievement Nigeria (JAN) to provide career counseling and financial literacy to adolescents in Nigeria.¹⁴

Overall, Nigeria is showing progress in terms of the commitment it’s received from different civil society players to improving the economy and labor market. Increasingly, corporations are viewing CSR and community development as imperatives, and a variety of Nigerian firms are setting good examples by leading the way.



Regional Profile: Asia

INCREASING PRO BONO SERVICES IN ASIA

Pro Bono Service was the most offered domestic volunteer program in Asia (71% of Asian companies offered it).

The Asian region has several examples of organizations that help corporations expand Pro Bono Services among their employees. In this sense, organizations like Huizeren in China, Service Grant Japan, and iVolunteer in India, all members of Taproot's Global Pro Bono Network, can be crucial in managing these employee engagement opportunities.

In Asia, the pool of companies with potential employees who want to devote their skills to societal causes is large. In 2016, the Forbes Global 2000 Companies ranking had 200 Chinese companies, 219 from Japan, 67 from South Korea, and 56 from India—accounting for more than one-fourth of the Forbes Global 2000 ranking in those four Asian countries alone.¹⁵

ENVIRONMENT AND SUSTAINABILITY

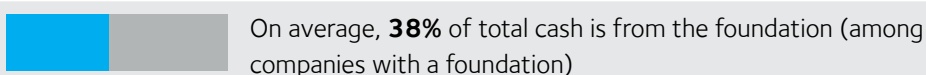
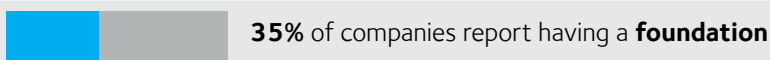
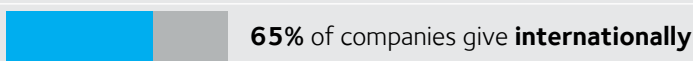
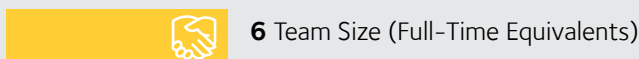
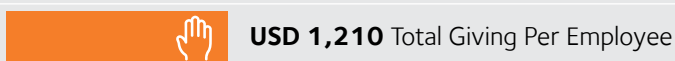
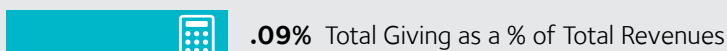
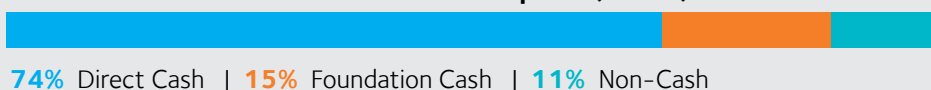
When asked about listing the top four philanthropic focus areas in the *Giving Around the Globe* Survey, Asian companies mentioned “Environment” and/or “Sustainability” more than respondents did in any other region. Environment- and sustainability-related topics have become of increasing interest among Asian corporations. Proof of this is the growing attention Asian companies are paying to the Sustainable Development Goals (SDGs) at the annual CSR Asia Summit. CSR Asia is a network of organizations engaged in promoting corporate sustainability.¹⁶ One of the main topics addressed at the 2015 CSR Asia Summit focused on the environment and sustainability in terms of tackling issues associated with disasters and protecting the environment while contributing to development. Channel NewsAsia (an English-language Asian television news channel), Sustainalytics, and CSR Asia developed the Channel NewsAsia Sustainability Ranking. This ranking identifies firms leading

in corporate sustainability based on environmental, social, and governance (ESG) indicators across 11 Asian economies. It is the first ranking of its kind in the region.

SDGS: CREATING LOCAL PARTNERSHIPS IN ASIA

The UN Global Compact in Asia recognizes the importance of SDG No. 17 (Partnerships for the Goals). It has the largest percentage of company participants in the UN Global Compact and more than 15 Local Networks.¹⁷ Participants in the UN Global Compact include 290 companies from China, 237 from Japan, and 294 from South Korea. The need to convene Local Networks from China, Japan, and South Korea through the China-Japan-Korea (CJK) Roundtable demonstrated the growing importance of promoting the UN Global Compact's ten principles and achievement of the SDGs. Discussions at the 2016 CJK Roundtable centered on the achievement of the SDGs and how companies can help advance the goals in the Asian region.¹⁸

TOTAL GIVING BREAKDOWN: Asian Companies, 2015, n=26



EMPLOYEE ENGAGEMENT

69% of companies offer a corporate match to employees' personal donations

59% of companies offer company time to volunteer (Paid-Release Time) domestically; 29% also offer it internationally

71% of companies offer a pro bono program domestically; 24% also offer it internationally

Regional Profile: Asia continued

India: 2% CSR Law Two Years Later

In August 2013, the Indian government passed the Indian Companies Act, which was the first update to its corporate law in more than 50 years. Among the new requirements: at least one board member has to be a woman. The most noteworthy change was the 2% requirement, which went into effect in April 2014 and requires companies to establish a CSR board committee consisting of three directors who must ensure that 2% of the company's average net profits from the past three financial years are spent on CSR activities. Now, two years later, debate continues on both sides. On one hand, CSR spending has increased substantially since the passage of the act: average CSR spending among public sector firms rose from 25.72 million rupees in 2012 to 147 million rupees in 2013.¹⁹ The number of companies that disclosed their CSR activities also has increased since the law went into effect: from 504 in 2011–12 to 1,470 in 2012–13, even though disclosure was not mandatory until the law went into effect in April 2014.²⁰

On the other hand, some argue that the new funds might not reach those who need them the most and that the mandate could exacerbate regional inequalities. The reason is that large firms tend to spend their CSR funds in the same areas in which they conduct the bulk of their operations, often in relatively more prosperous states in India.²¹ Another argument is that the law's relatively vague compliance standards may allow some firms to exploit the system by either siphoning CSR funding for themselves or creating kickbacks to reacquire that money.²²

More time is necessary to assess the full impact of this law, but certainly it

is important to ask how it affects other countries and their engagement with Indian corporations.

Market to Watch: THE PHILIPPINES



The Philippines is a middle-income country with a population of 101 million and comprises more than 7,000 islands dividing the Pacific Ocean from the South China Sea. It

is also one of the fastest growing economies in Southeast Asia,²³ third only to China and Vietnam according to a recent World Bank report.²⁴

The Philippines's GDP per capita has consistently grown annually from the early 2000s when it averaged \$1,500 (in USD) to 2015, when it reached \$2,600 (USD).²⁵ The Philippines had nine Philippine companies listed among the Fortune Global 2000 in 2016.²⁶

CSR in the Philippines has undergone an evolution that started with ad-hoc giving to charitable institutions in the 1960s (a period of slow growth) and developed into the more systematic framework of corporate citizenship and involvement observed today.

The Philippines has a number of support organizations both for corporate philanthropy and for the NGO sector. The Philippine Business for Social Progress, the largest coalition of committed and credible civil society organizations in the Philippines, shapes development and influences public policies, regularly pooling funds to support the nonprofit sector, which comprises an estimated 30,000 NGOs. Other support organizations in the Philippines include the League of Corporate Foundations, a network of more than 80 corporations and corresponding corporate

foundations established to help those participating in the network to advance their CSR strategies.²⁷

Philippine companies in general, particularly large ones, tend to be involved in projects to support education, the environment, health, and disaster aid. Most CSR activities are still mainly philanthropy-based, but employee volunteerism has become more prominent in companies' CSR strategies.

UPDATE FROM GIVING AROUND THE GLOBE: 2015 EDITION. CHINA'S IMPLEMENTATION OF OVERSEAS NON- GOVERNMENTAL ORGANIZATION (NGO) MANAGEMENT LAW

On April 28, 2016, China passed the Law on the Management of Overseas NGOs' activities in Mainland China, formerly known as the Overseas NGO Law, which is set to go into effect on January 1, 2017. Not only are foreign NGOs subject to this law, but also NGOs established in territories that the Chinese government considers part of China, including Hong Kong, Macau, and Taiwan. Prior to this law's passing, there was no specific law in China setting out how NGOs can work and operate. The implications of the law are as-yet unknown, but some fear it could lead to many foreign NGOs withdrawing their offices from China and cancelling their grants and programs there, which could adversely affect many domestic NGOs' budgets.²⁸



Regional Profile: Europe

EXPANDING THE GLOBAL EXCHANGE

The *Giving Around the Globe* Survey shows that European companies were also ahead of other regions in terms of matching employees' personal donations. Three out of four European companies offered a corporate match to their employees' donations.

The newest European partner in CECP's Global Exchange (CECP's global network of affiliates that advances the corporate sector as a force for good through corporate societal engagement efforts) is the Italian Local Authority Dynamo Academy. Founded in 2010, Dynamo Academy is a social enterprise that works with corporate partners on social entrepreneurship and corporate citizenship.²⁹

Another important organization that helps connect corporations, employees, and nonprofits to address social causes is Business in the Community (BITC). BITC is a British business-led charity founded in 1982, engages businesses in alleviating issues regarding sustainability, employee and skills-based volunteering programs, and education.³⁰

EFFECTS OF BREXIT ON CHARITIES

Career Volunteer, a nonprofit organization that promotes employee volunteerism in the United Kingdom (UK) and overseas, in 2016 released a study that interviewed charity leaders in the UK on the effects of Brexit (the United Kingdom European Union membership referendum) on the charity sector. The majority of respondents thought they would be worse off if the UK left the European Union (EU). Respondents believed that charities would lose EU funding to nonprofits, and that funding would not be replaced pound-for-pound with British government funding. Respondents mentioned that Brexit might also affect British charities' ability to hire staff and find skilled volunteers from other European countries.³¹

According to the 2012 *Global Guide to What Counts*, released by CECP and Deloitte as the first-of-its-kind standard to define global giving recipients, the UK stipulates that contributions can be made only within jurisdictions where a bilateral or multilateral treaty is in place. Brexit

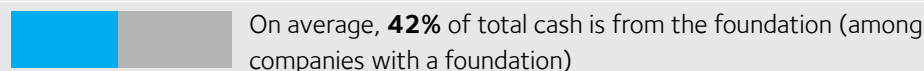
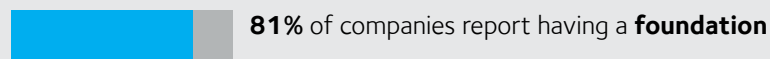
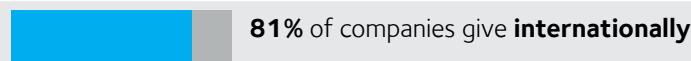
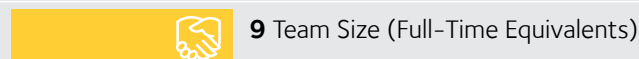
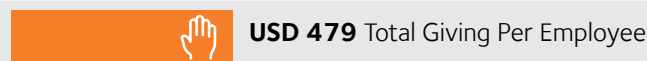
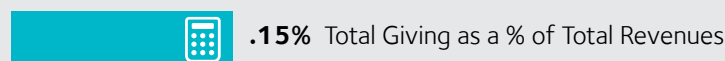
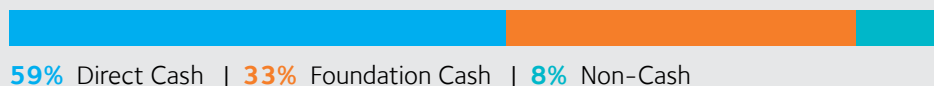
implications for corporate deductions of cross-border giving remain unknown.³²

SDGS: EU DEFINING THE 2030 AGENDA

The EU has played a vital role in defining the 2030 agenda (Transforming our World: the 2030 Agenda for Sustainable Development).

According to the European Council of the EU, some key EU contributions will be related to SDG No. 1 (No Poverty) and SDG No. 17 (Strengthen the means of implementation and revitalize the global partnership for sustainable development). An example of these partnerships and collaboration between the private sector and the UN Global Compact is the "Engaging the Food and Drink Sector in the United Nations Global Compact" roundtable celebrated in June 2016. The UN Global Compact Network UK and the Food and Drink Federation (FDF), which represents the UK food and drink industry, the largest manufacturing sector in the country, met to reach a better understanding of the SDGs and challenges pertaining to corporate sustainability and human rights.³³

TOTAL GIVING BREAKDOWN: European Companies, 2015, n=16



EMPLOYEE ENGAGEMENT

75% of companies offer a corporate match to employees' personal donations

82% of companies offer company time to volunteer (Paid-Release Time) domestically; **64%** also offer it internationally

64% of companies offer a pro bono program domestically; **27%** also offer it internationally

Regional Profile: Europe continued

Corporate Response to the Refugee Crisis in Europe

There are nearly 5 million Syrian people in the world today who have been displaced by an ongoing six-year-long conflict. This has triggered an unprecedented level of migration—the largest since World War II. Largely, humanitarian affairs have fallen into the governmental realm, but increasingly corporations are stepping in. The extent to which and how companies can take action depends on the relationship between industry and government, but given that business has become part of many countries' "soft diplomacy," much progress has been made regarding migrant-related job creation, skills development, integration, donations, volunteering, and more.³⁴

One country in Europe that has made notable efforts to host and support the influx of newcomers is Germany. Officials put the total number of new arrivals in Germany at over a million. Matching the donations made by Google, the German company Audi and the German football team Bayern Munich have both pledged \$1.1 million to support local emergency aid programs, with the latter also setting up a training camp and providing free meals and German classes. In addition, Daimler and Continental have launched training programs; the German branch of KPMG offers its staff paid leave to volunteer at aid organizations working with refugees; and both Deutsche Telekom and Siemens have been advertising paid internships for refugees.^{35 36}

Another compelling example is an initiative called "We-together" (Wir-Zusammen—Integrations-Initiative der deutschen Wirtschaft), in which 36 German companies have joined forces to promote the integration

of refugees into society.³⁷ Over the next two years, this cohort of companies aims to create an additional 150 apprenticeship places as well as 230 internships and to place qualified refugees in skilled jobs. The initiative's wide-ranging integration projects can be seen at the official website here: www.wir-zusammen.de/.

Market to Watch: ITALY



Italy, a country with a population of 60.8 million,³⁸ is the eighth-largest economy in the world—an economy that relies primarily on the

service sectors of wholesale, retail sales, and transportation.

Italy has experienced substantial growth in recent decades, with an exponential increase of its GDP per capita of \$804 (in USD) in 1960 to \$29,847 in 2015.³⁹ Italy's GDP is expected to grow by 1% in 2016 and 1.4% in 2017, driven mainly by private consumption.⁴⁰

Italy's history of corporate citizenship and philanthropic initiatives began around the time of the Industrial Revolution. During the last two decades, the scope and role of foundations have expanded significantly. The growth of corporate foundations, in particular, has been due partly to budget constraints in public finances and a growing trend of public/private partnerships as a means to leverage other sources of funding.⁴¹ As of 2015, nearly 80% of Italian medium- and large-sized companies have been involved in CSR programs and activities—the highest percentage recorded within the last 15 years. The total amount of funding given reached a total of €1.122 billion in 2015.

The Italian government recently became more involved in CSR with the implementation of the National Action Plan from 2012–2014. This plan assumed that CSR involves myriad aspects of business activities and players representing all levels of government, business, trade unions, and civil society organizations.⁴² Italy also signed, and encourages Italian companies to adopt the principles of, the UN Global Compact, encouraging companies to align strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, and to take action to advance societal goals.

CSR in Italy has recently again attracted attention among the international CSR community. In June 2016, Dynamo Academy, the newest Global Exchange partner, hosted a kickoff event aimed at providing support for Italian companies looking to engage or ramp up their commitment to corporate societal engagement in their country. Thirty-four CEOs and 41 companies were in attendance to discuss topics including the importance of data in reporting, sustainability in capitalism, and other matters relating to the importance of business as a force for good.



Regional Profile: Latin America

CORPORATE SOCIETAL INVESTMENT TRENDS

The *Giving Around the Globe* Survey shows that Company-Wide Day of Service was the domestic volunteer program most offered by Latin American Companies (71% of surveyed companies offered it).

According to Realized Worth, an international nonprofit that works with the private sector to engage employees in volunteering and giving programs, the model for corporate volunteer programs in Latin America traditionally concentrates on supporting community causes aligned with children, poverty, and/or education. Other efforts in terms of developing skills-based volunteering are taking place in the Latin American region, such as the organization of the first Iberoamerican Congress on Corporate Volunteering in 2014. This conference was a collective effort of nonprofit organizations such as Forum Empresa and Voluntare, focused on corporate volunteering in Latin America.⁴³

THE ECONOMIC AND CSR SITUATION IN BRAZIL

CSR has played a significant role in Brazil's economic and social development efforts since the 1960s, with a particular boom in the 1990s of the nonprofit sector and CSR initiatives.⁴⁴ Furthermore, there are a number of organizations that support the Brazilian corporate sector's CSR efforts, including Comunitas, the Global Exchange local authority in Brazil. Comunitas is based in São Paulo and has been a long-time partner of CECP in promoting reporting standards—a mission that culminated in Comunitas's annual report: *Benchmarking do Investimento Social Corporativo (BISC)*.

According to the 2015 BISC report, social investments from surveyed Brazilian companies recovered in 2014 despite a stagnant economy. In 2014, Brazil had a real GDP growth rate of only 0.2%. However, societal investments grew by 11%, from approximately \$900 million in 2013 to \$1 billion in 2014. This shows the strong commitment to corporate societal engagement from participating companies despite unfavorable economic conditions.⁴⁵

SDGs: ACCOUNTABILITY AMONG AUTHORITIES

According to the Economic Commission for Latin America and the Caribbean (ECLAC), SDG No. 1 (No Poverty) and SDG No. 10 (Reduced Inequalities) are central and key priorities in the 2030 Agenda for Latin America and the Caribbean.

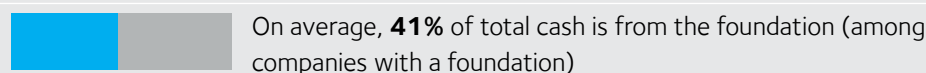
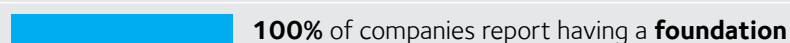
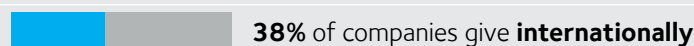
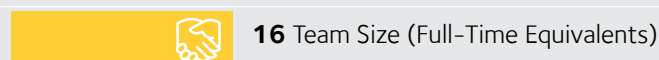
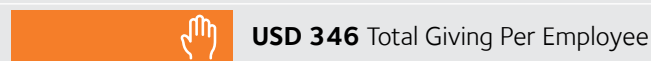
In May 2016, representatives of governments gathered at ECLAC to establish the Forum of the Countries of Latin America and the Caribbean on Sustainable Development as a regional mechanism with which to follow up implementation of the 2030 Agenda for Sustainable Development. This effort includes reviewing the SDGs, their targets, their means of implementation, and the Addis Ababa Action Agenda on development financing.⁴⁶

The Secretariat of ECLAC will issue an annual report on the progress of the SDGs towards the achievement of the 2030 Agenda. Participating authorities also agreed on the preparation of quadrennial progress reports.⁴⁷

TOTAL GIVING BREAKDOWN: Latin American Companies, 2015, n=8



54% Direct Cash | 29% Foundation Cash | 17% Non-Cash



EMPLOYEE ENGAGEMENT

38% of companies offer a corporate match to employees' personal donations

29% of companies offer company time to volunteer (Paid-Release Time) domestically; 29% also offer it internationally

57% of companies offer a pro bono program domestically; 29% also offer it internationally

Regional Profile: Latin America continued

Changes in Brazil

Brazil is a country of 208 million people and has enjoyed tremendous business and social progress between 2003 and 2014, leading to the lifting of more than 29 million people out of poverty. Between 2003 and 2014, the income level of the poorest 40% of the population rose by 7.1% on average, compared to 4.4% for the population as a whole.⁴⁸

Despite this positive trend, as of 2015, poverty and inequality reduction appear to have plateaued,⁴⁹ illustrated by a steady rate between 2009 and 2014 of 21.4% of the population living below the poverty line.⁵⁰

According to the World Bank, Brazil's growth rate has steadily decelerated since the beginning of this decade, from an average annual rate of 4.5% between 2006 and 2010 to 2.1% between 2011 and 2014. Furthermore, implementation of reform efforts has remained stagnant due to a lack of congressional consensus.

One key area in which companies in Brazil can help is in developing civic engagement by helping to train and educate community members and developing the institutional capacity of community development organizations. For example, Embraer, a Brazilian executive jet-manufacturing company, established the Embraer Institute, which encourages educational support for top schools in São Paulo. As of 2012, more than 1,600 students had graduated, with 100% passing college entrance exams and more than 80% going to public universities.⁵¹ Better training and empowering leaders within civil society organizations tend to lead to greater credibility within local society. Civil society leaders can aim to create more efficient organizational capacity, in turn better serving the community and ensuring trust among their corporate supporters.⁵²

Market to Watch: CHILE



Chile, a country of 18 million people in 2015, has been one of the fastest growing economies in South America. Its GDP per capita reached an all-time high of \$22,145 (USD) in 2015 and its GDP is expected to grow by 2.3% in 2016.⁵³ Furthermore, eight Chilean companies were listed among the Fortune Global 2000 in 2016.⁵⁴

CSR was a relatively new concept only ten years ago in Chile. It has since developed significantly there, and—contrary to other countries, where CSR stems from consumer demand and government regulation—in Chile the momentum exists with multinational companies (MNCs) and non-governmental organizations (NGOs).⁵⁵ Although CSR in Chile was originally linked more to social organizations and community initiatives, today there is a broader approach to addressing societal concerns with regard to the sustainability of company operations and overall impact on the environment and communities' wellbeing. Because of Chile's large export commodity market, environmental issues have become more important to corporate management and thus to CSR in general.

CSR development in Chile is driven by voluntary action on the part of corporations, particularly with respect to corporate governance and environmental awareness. There seems to be a generational shift, as members of the under-35 workforce appear more in tune with CSR objectives and seek opportunities that foster this concept.⁵⁶ Banco de Crédito e Inversiones (Bci) is a local Chilean bank that has played an important role in promoting CSR and exhibiting its benefits. The bank was selected as the most responsible company with the best corporate

governance in Chile and attained first place in the PROhumana Foundation's national ranking. In addition to their community work, including a program called Bci Sin Límites, designed to employ the disabled, Bci has seen net income increase from \$350 million (USD) in 2010 to \$550 million (USD in 2014).⁵⁷ A number of CSR-promoting entities currently operate in Chile, including Acción RSE, established ten years ago by ten companies with the aim of promoting CSR in the country.⁵⁸ Acción RSE now has close to 150 member companies who work together to advance a more equitable, inclusive, and conscientious society.

The Chilean government has also taken an active role in promoting CSR. In 2004, Chile signed onto the UN Global Compact to encourage Chile's commitment to implement the UN Global Compact's ten principles and four areas of focus: human rights, the environment, better labor standards, and the fight against corruption.



North American International Engagement, Region-By-Region

North American companies determine where to give internationally based on various internal and external factors, including employee footprint, engagement and satisfaction, competitive business advantage, and where growth opportunities are located. Companies look at where social needs are greatest and consider this, too, in determining how they can make a significant social impact with their programs. Other considerations in establishing a giving strategy include the recipient country's national stability, the government's role in providing social services, and whether a company's core capabilities match up with a giving opportunity. Figures 1-4 show the top five countries to which the highest number of companies gave any amount. The charts also indicate the amounts of aggregate giving to recipients in each country, and are not adjusted for purchasing power parity (PPP).

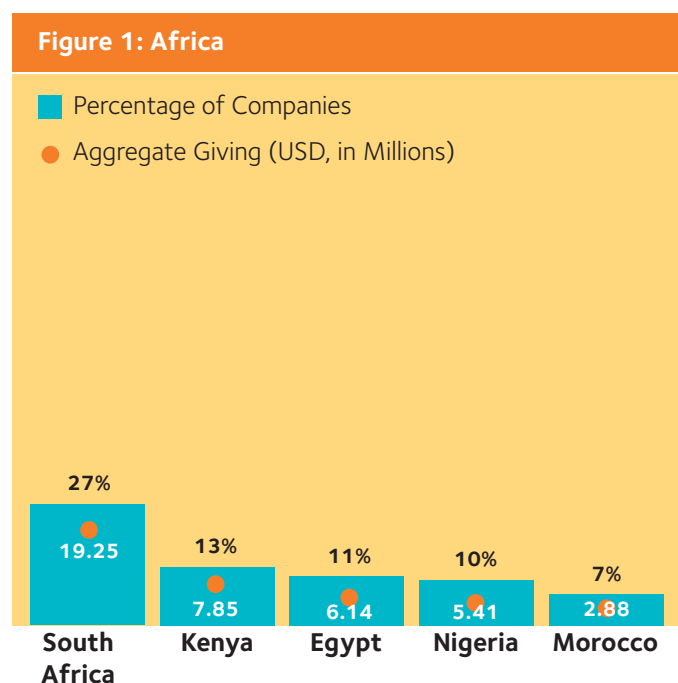


FIGURE 1: NORTH AMERICAN ENGAGEMENT IN AFRICAN COUNTRIES, 2015, N=65

Figure 1 shows the top five African countries to which the highest percentage of North American companies gave in 2015. This list includes the three largest African economies in terms of their 2015 nominal GDP according to the International Monetary Fund (IMF): Nigeria (\$490 billion), Egypt (\$330 billion), and South Africa (\$312 billion). Among these countries, South Africa has the most favorable Corruption Perceptions Index rankings, according to Transparency International. Kenya has fostered foreign direct investment through an export-processing zone and had the highest GDP growth rate in this list in 2015. Egypt had the highest Human Development Index in this list according to 2015 UN estimates.

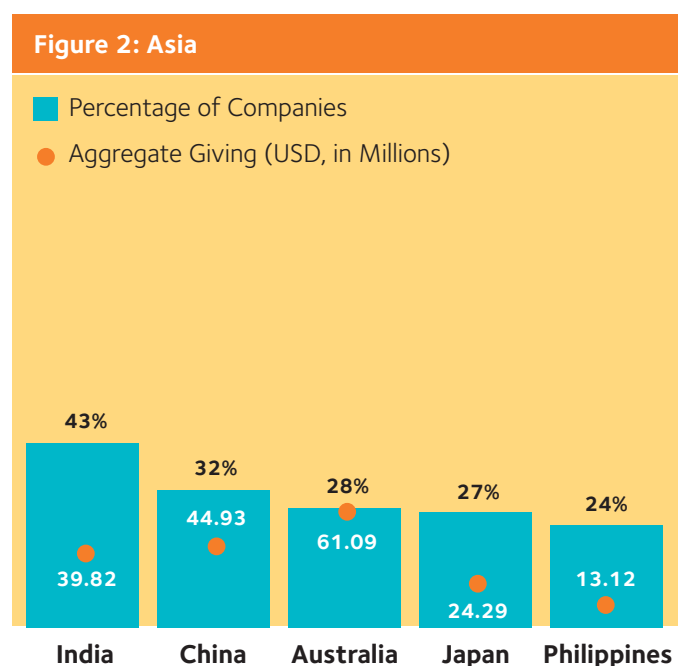


FIGURE 2: NORTH AMERICAN ENGAGEMENT IN ASIAN COUNTRIES, 2015, N=65

Figure 2 shows that China and India—the largest Asian countries in terms of nominal GDP according to the IMF in 2015—are also the top two countries to which North American companies contributed in the same year in terms of percentage of companies making societal investments. Interestingly, in 2015 the percentage of North American companies making societal investments in China was smaller than in India; this has not been the trend in previous years, when the countries benefited from almost the same percentage of North American companies making societal investments. This percentage of companies investing in China could have been affected by the implementation of China's Overseas NGO Law, as discussed on page 7. The Philippines continues to place in this list not only due to its recent natural disasters but also probably for being one of Asia's fastest growing economies: in 2015, its economy grew by 5.8% in terms of annual percentage change of real GDP.⁵⁹

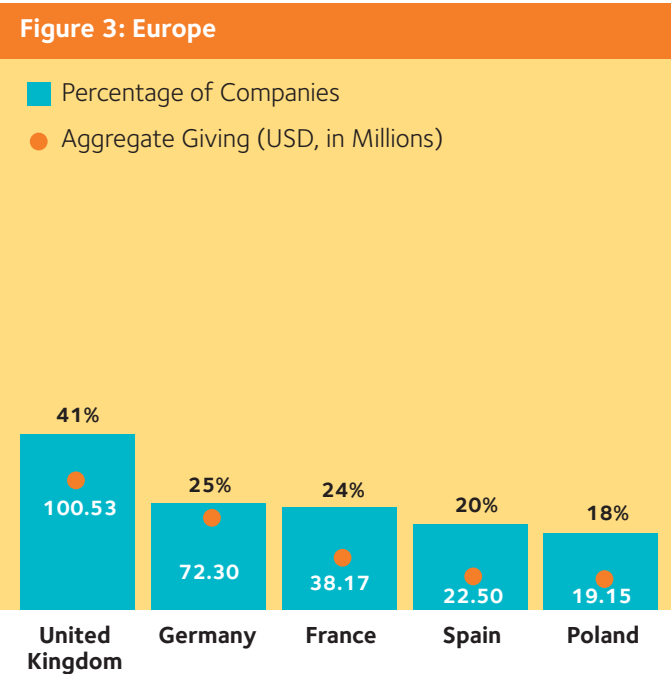


FIGURE 3: NORTH AMERICAN ENGAGEMENT IN EUROPEAN COUNTRIES, 2015, N=65

Figure 3 shows that North American companies continue making societal investments in four of the five largest economies in Europe (the United Kingdom, Germany, France, and Spain). Interestingly, Poland ranks fifth in terms of the percentage of North American companies giving in Europe and in terms of aggregate giving in 2015. Poland has continuously been improving its Ease of Doing Business ranking over recent years through improving institutional and taxation reforms. In 2016, Poland was ranked 25th in terms of Ease of Doing Business, representing an improvement from its 28th position in 2015.⁶⁰ Poland was also the only European economy to experience economic growth during the Great Recession.

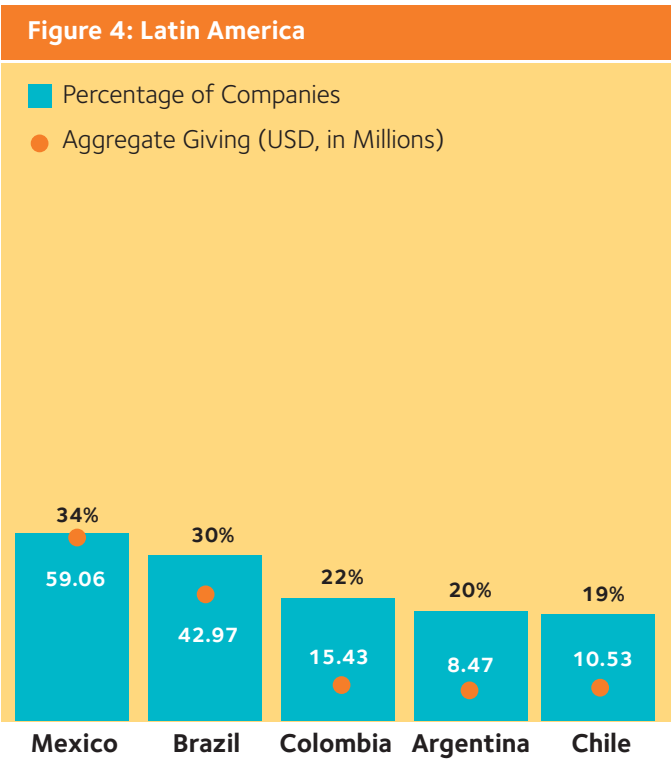
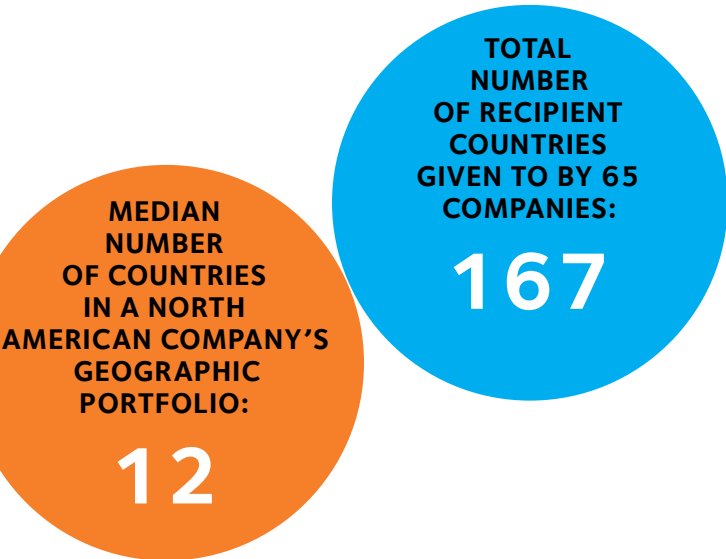


FIGURE 4: NORTH AMERICAN ENGAGEMENT IN LATIN AMERICAN COUNTRIES, 2015, N=65

Figure 4 shows the list of countries with the highest percentage of North American companies investing in Latin America. The list coincides with the four largest Latin American economies: Mexico, Brazil, Argentina, and Colombia, which accounted for almost two-thirds of the region's total GDP in 2015, according to the IMF. The level of societal investment in Mexico may be related to its geographic proximity to North America and to its North America Free Trade Agreement (NAFTA) with the U.S. and Canada. The list also includes Chile, which possesses a strong and stable economy. Chile had the highest GDP per capita in 2015 and the highest Index of Economic Freedom in the region (and seventh worldwide).⁶¹

All North American companies that provided country data to the *Giving in Numbers* Survey are included in the country analysis above. N=65. The *Giving in Numbers* participant list is available at cecp.co/measurement/cgs/who-participates.html



Calculations

Aggregate Value is the straight sum of all of the values in a calculation.

Average Percentage is used in place of an aggregate percentage to preserve the relative proportions of giving for each company. To calculate average percentage, each individual company's giving is first calculated in percentages. Then, percentages across all companies are averaged.

Median Value is the number in the middle of a list sorted from highest to lowest. If the list has an even number of entries, the median is the average of the middle two figures. Medians are used because they are less sensitive to extreme values than averages, which can be skewed by very high or very low values.

Sample Size: Throughout the report, the convention "N=" or "n=" indicates the number of companies used in each calculation. "N" refers to the total sample size for that analysis, whereas "n" denotes a segment of the total sample size.

What's In, What's Out

Total Giving is the sum of three types of giving:



3) Non-Cash: Product or Pro Bono Services assessed at Fair Market Value.

Total giving does not include contributions from employees, vendors, or customers. For multi-year grants, only the portion of the grant actually paid in the fiscal year examined in the survey is included—not its total, multi-year value. Total giving does not include any contributions made with expectation of full or partial repayment to the company.

The *Global Guide* standard defines total giving's included recipients using three criteria. The recipient must 1) be formally organized, 2) have a charitable purpose, and 3) never distribute profits. After extensive research and practitioner input, CECP released the standard in 2012. Since then, companies' support and use of the standard have encouraged us to transition in full to this standard for all of CECP's research. See the full list of criteria at cecp.co/global.

Definitions

Domestic: Taking place in or having to do with the corporate headquarters country.

International: Taking place in or having to do with any country outside of the headquarters country.

Paid-Release Time: Paid-Release-Time volunteerism is also referred to as "on-company-time" or "volunteer-time-off" volunteerism. This includes time donated by employees during a normal paid work schedule to nonprofit organizations or the international equivalent, within corporate policies. With such a policy, the employee does not make up hours missed and, consequently, the company incurs salary costs for the missed hours. For example: a Company-Wide Day of Service is a subset of paid time off; paid

time off, however, may also include other time off granted to employees during a normal paid work schedule.

Pro Bono Service is a type of employee engagement that falls within skills-based service. However, unlike any other type of employee engagement, Pro Bono Service is recorded as a non-cash or in-kind contribution. Pro bono is distinguished by three criteria: 1) Commitment: The company must make a formal commitment to the recipient nonprofit organization for the final work product. 2) Professional Services: Pro bono donations are professional services for which the recipient nonprofit would otherwise have to pay. Employees staffed on the project must use the same skills that constitute the core of their official job descriptions. 3) Pro Bono Services must be indirect, meaning that the corporation must provide the service through a *Global Guide*-qualified recipient.

USD: United States Dollars.

Data Collection

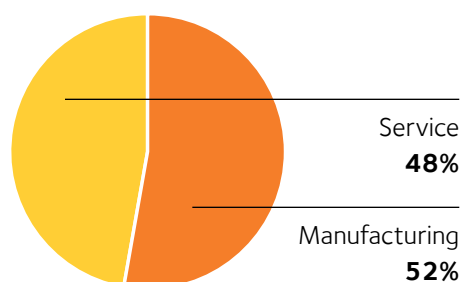
Companies report data on their giving programs annually to CECP. None of the giving figures in CECP's dataset is obtained from secondary sources. CECP provides question-by-question Valuation Guidance so that survey-completers have the definitions and details they need to answer the questions consistently. This guidance is available online: cecp.co/cgs/Resources/surveyguide.pdf.

Financial data (on, e.g., revenues and pre-tax profit) are systematically pulled from the Bloomberg database. Companies are asked to report figures in United States Dollars (USD). Wherever this was not possible, CECP converted figures using oanda.com's "Historical Exchange Rates" for 2015.

Respondent Companies

Respondent Companies

Fifty-eight companies headquartered in Afghanistan, Australia, Brazil, China, France, Germany, India, Ireland, Italy, Japan, Mexico, Russia, Singapore, South Africa, South Korea, Spain, Switzerland, the Netherlands, and the United Kingdom provided data and information on their 2015 programs, using the *Global Guide* standard to determine qualified recipients.



Industry	Number of Companies
Communications	5
Consumer Discretionary	5
Consumer Staples	6
Energy	2
Financials	15
Health Care	5
Industrials	6
Materials	9
Technology	5

Total Revenue	Number of Companies
Over USD 30 Billion	14
USD 10 to 30 Billion	19
Less than USD 10 Billion	17
Not reported	8

Total Giving	Number of Companies
Over USD 50 Million	11
USD 15 to USD 50 Million	9
Less than USD 15 Million	38

Total Pre-Tax Profit	Number of Companies
Over USD 5 Billion	7
USD 1 to USD 5 Billion	13
Less than USD 1 Billion	29
Not reported	9

Total Employees	Number of Companies
Over 100,000	7
25,000 to 100,000	14
Less than 25,000	23
Not reported	14

Participants

AFRICA (N=8) (pages 4-5)

Ackerman Pick n Pay Foundation, DataTec Ltd., Eskom Holdings SOC Ltd., Gold Fields, Illovo Sugar, The Petroleum Oil and Gas Corporation of South Africa (SOC) Ltd., Santam, and Telkom.

ASIA (N=26) (pages 6-7)

BNK Financial Group, CJ Cheil Jedang, Dongbu Insurance, Doosan Corporation, Doosan Heavy Industries & Construction, Godrej & Boyce Mfg. Co. Ltd., Godrej Industries Limited, Hyosung, Hyundai Mobis, Hyundai Steel, KT Corporation, Lenovo Group Ltd., LG Chem, LG Display, LG Household & Health Care Ltd., Lotte Engineering & Construction, Macquarie Group Foundation, ORIX USA Corporation, POSCO E&C, Samsung Life Insurance Co. Ltd., Shinhan Financial Group, SK Holdings, StarHub Ltd., Telecom Development Company Afghanistan, Thermax Limited, and Toyota Motor Corporation.

EUROPE (N=16) (pages 8-9)

Banca Mediolanum SpA, Barclays Plc, Bayer AG, BBVA, Deutsche Bank, GlaxoSmithKline, ING, Medtronic Foundation, Pearson, Perrigo Company plc, RENOVA, RTE Foundation, SAP SE, TE Connectivity Ltd., UBS, and Zurich Insurance Company Ltd.

LATIN AMERICA (N=8) (pages 10-11)

Banorte Foundation, Cinépolis, FEMSA, Gerda, Grupo CCR, Sabin Laboratory, Vale, and Votorantim Group.

NORTH AMERICA (N=65) (pages 12-13)

(North American companies not included in the tables at left on this page.) 3M, Abbott Laboratories, AEG Worldwide, The Allstate Corporation, Altria Group, American International Group, Applied Materials, AT&T Inc., Autodesk, Inc., Bank of America, BMC Software, Bristol-Myers Squibb, Broadridge, Capital One Financial Corporation, Carlson, Cisco Systems, Citigroup, Coach, Inc., Coca-Cola Companies, ConocoPhillips, Corning Incorporated, Dell Inc., The Dow Chemical Company, Ecolab Inc., Fluor, Ford Motor Company, General Mills, Inc., General Motors Company, The Hartford, Hess Corporation, Honeywell International Inc., IHS Inc., JPMorganChase, Lockheed Martin Corporation, Mastercard, MetLife, Microsoft Corporation, Moody's Corporation, Mosaic Company, Motorola Solutions, Inc., Neuberger Berman, New York Life Insurance Company, Newell Brands, Newman's Own, Ogilvy & Mather Worldwide, Owens Corning, PepsiCo, Inc., PPL Corporation, Praxair, Inc., Principal Financial Group, Prudential Financial, Inc., S&P Global Inc. (formerly McGraw Hill Financial), salesforce.com, inc., Sempra Energy, Siemens Corporation, Southwire, Starwood Hotels & Resorts Worldwide, Synopsys Inc., The Travelers Companies, Inc., The Vanguard Group, Verizon Communications, Visa, Voya Financial, Wells Fargo & Company, and Western Union.

- ¹ <http://www.cafsouthernafrica.org/index.php/template/2012-08-03-09-17-38>
- ² http://africanphilanthropy.issuelab.org/resource/helping_hand_employee_volunteering_has_become_an_important_element_of_corporate_social_investment_with_numerous_benefits_for_all_involved
- ³ <http://www.firststrand.co.za/csi/volunteers/Pages/beyond-painting-classrooms.aspx>
- ⁴ https://www.unglobalcompact.org/docs/networks_around_world_doc/Africa_Strategy2014.pdf
- ⁵ <https://www.unglobalcompact.org/engage-locally/africa/africa-strategy>
- ⁶ <https://www.idrc.ca/sites/default/files/sp/Documents%20EN/Africas-Young-Entrepreneurs-Unlocking-the-Potential-for-a-Brighter-Future.pdf>
- ⁷ <https://www.home.barclays/citizenship/citizenship-in-action/building-young-futures.html>
- ⁸ <http://tonyelumelufoundation.org/teep/about-us/>
- ⁹ <http://visafrican.com/gdp-rankings-in-africa/>
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- ¹² <http://thenationonline.net/zenith-bank-the-making-of-a-transnational-brand/>
- ¹³ <http://www.financialwatchngr.com/2016/04/17/gtbank-empowers-female-entrepreneurs-in-africa>
- ¹⁴ <http://www.vanguardngr.com/2016/04/sustainability-instrument-change-fbn-holding>
- ¹⁵ <http://www.forbes.com/sites/steveschaefer/2016/05/25/the-worlds-largest-companies-2016/#283cb14437eb>
- ¹⁶ <http://www.csr-asia.com/about-us.php>
- ¹⁷ <https://www.unglobalcompact.org/engage-locally/asia>
- ¹⁸ <https://www.unglobalcompact.org/news/3651-08-22-2016>
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- ²⁰ <https://www.linkedin.com/pulse/corporate-social-responsibility-analysis-india-sujeet-katiyar-1>
- ²¹ <https://www.theguardian.com/sustainable-business/2016/apr/05/india-csr-law-requires-companies-profits-to-charity-is-it-working>
- ²² <http://foreignpolicy.com/2015/07/28/modi-csr-corporations-bjp-welfare/>
- ²³ <http://data.worldbank.org/country/philippines>
- ²⁴ <http://www.worldbank.org/en/country/philippines/publication/philippine-economic-update---april-2016>
- ²⁵ <http://www.tradingeconomics.com/philippines/gdp-per-capita>
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- ²⁸ <http://www.icnl.org/research/monitor/china.html>
- ²⁹ <http://www.dynamoacademy.org/business-for-the-common-good/#about>
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- ³¹ <http://www.careervolunteer.co.uk/blog-how-would-brexite-affect-uk-charities>
- ³² http://cecp.co/pdfs/global/Developing_the_Global_Guide_to_What_Counts_webpdf.pdf
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- ³⁴ <http://cclg.rutgers.edu/blog/global-corporate-social-responsibility-a-corporate-response-to-the-syrian-refugee-crisis/>
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- ⁴¹ <http://www.csreurope.org/>
- ⁴² <http://www.amb-norvegia.it/Norsk/Naringsliv/CSR-Country-Report-2014-Italy/#.V7olNSgri2w>
- ⁴³ <http://www.realizedworth.com/tag/international-volunteering>
- ⁴⁴ <https://councilcommunity.com/2016/04/28/corporate-social-responsibility-and-the-strengthening-of-civil-society-in-brazil/>
- ⁴⁵ <https://drive.google.com/file/d/0B-4JOUZzbue20MUxnQkNNZWd3SHM/view>
- ⁴⁶ <http://periododesesiones.cepal.org/36/en/news/authorities-establish-forum-countries-latin-america-and-caribbean-sustainable-development47>
- ⁴⁷ See footnote #46
- ⁴⁸ <http://www.worldbank.org/en/country/brazil>
- ⁴⁹ See footnote #48
- ⁵⁰ <http://www.indexmundi.com/g/g.aspx?c=br&v=69>
- ⁵¹ <http://www.embraerexecutivejets.com/en-us/about-embraer/pages/social-responsibility.aspx>
- ⁵² <http://www.forbes.com/sites/susanmcperson/2014/12/31/five-csr-trends-to-watch-out-for-in-2015/#77e6fda44d37>
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- ⁵⁵ <http://link.springer.com/article/10.1007/s10551-009-0190-1>
- ⁵⁶ <http://www.csr360gpn.org/news/story/how-does-csr-look-like-in-chile>
- ⁵⁷ <http://www.worldfinance.com/banking/banco-de-credito-e-inversiones-strengthens-chiles-economy>
- ⁵⁸ <http://www.csr360gpn.org/magazine/feature/how-csr-is-seen-in-chile/>
- ⁵⁹ <http://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG>
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- ⁶¹ <http://www.heritage.org/index/>

Acknowledgments

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CECP welcomes your feedback and comments on this report.

Corporate giving professionals who are interested in being in next year's report do not have to join CECP or pay a fee to participate in our research.

Large companies are welcome to inquire about joining CECP and learning about the value we provide. Your CEO does not have to join in order for your company to participate.

CECP companies seeking customized benchmarking based on these findings should reach out to our team. An exclusive, tailor-made analysis of the data herein is included in your annual services. Please contact us if you would like free hard copies of this report.

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