



# Ipsos Reid



CANADIAN BUSINESS FOR SOCIAL RESPONSIBILITY

## New Dimensions in CSR

### What's Corporate Canada Doing? Do Consumers Care?



Whether in the interest of competitive advantage or simple due diligence, it's prudent for your company to be on top of contemporary trends in corporate social responsibility (CSR).

Ipsos Reid, Canada's leading market research firm, and Canadian Business for Social Responsibility (CBSR), Canada's leading source for CSR expertise, have joined forces in a first of its kind research initiative exploring new trends in CSR in Canada. Two things make it unique.

#### Comparing Business & Consumer Opinion on the Same CSR Issues

We bring together business and consumer opinions on the same key CSR issues affecting corporate Canada, governments, and the Canadian public. This has never been done before.

#### Asking the Tough Questions About CSR

We "push the research envelope" beyond the normal fare in CSR research, asking questions about consumer and business attitudes and *actual* business behaviour, establishing *real* indicators of CSR's penetration in the Canadian mindset.

#### The CSR Research Series ...

The research comprises a series of carefully selected and researched articles/reports highlighting themes and subjects on CSR that matter to business, governments, organizations, and the general public.

Throughout 2006, Ipsos Reid and CBSR will seek Canadian business and consumer opinions on five (5) key issues.

- CSR in Canadian Business – Vital Signs
- Corporate Stakeholder Engagement – Who Counts Most and Why?
- Beyond Philanthropy – Is CSR Aligned with Corporate Strategies, and Does it Matter?
- CSR & the Markets – Is Bay Street Listening?
- TBD – Our subscribers will choose the last theme in the series.

Over the next few weeks, Ipsos Reid and CBSR will provide subscribers with a detailed outline of each issue. In 2007 and beyond, additional issues will be introduced into the series, and current issues will be re-examined.

#### Methodology

Ipsos Reid is collecting information through two different methodologies.

#### CSR Business Leader Interactive Forum

We've created the *CSR Business Leader Forum*, an online community of CSR business leaders, designed to obtain opinions and perspectives on CSR issues through ongoing dialogue via interactive online surveys. There are currently 125 members in the Forum. They come from top Canadian companies across a full spectrum of industry sectors. We intend to increase our Forum to 250 members by the end of 2006.

#### National Consumer Survey

We'll poll a random sample of 1,000 Canadian consumers using Ipsos Reid's Canadian Online Panel.

#### What subscribers receive ...

For each report, Ipsos Reid and CBSR will provide subscribers:

- Executive Summary
- In-depth Analysis and Implications from Ipsos Reid and CBSR experts
- In-person presentation of the findings



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## Subscription Costs

Subscribers to the CSR Series can purchase individual reports or a package of all five. Discounts are available for Forum participants, and for CBSR members.

**Individual Reports for 2006: \$5,000 each**

**Package of 5 reports for 2006: \$17,500**

CBSR members receive a 25% discount.

Forum members receive a 10% discount.

## Who to contact?

For further information, contact:

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## New Dimensions in CSR

To subscribe, please fax this completed form to **Daniel Savas** at 604.688.9568 or **Myrna Khan** at 604.323.2715.

Or call Daniel or Myrna at their respective numbers.

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

- I would like to purchase the following individual reports:
  - CSR in Canadian Business – Vital Signs?*
  - Corporate Stakeholder Engagement – Who Counts Most and Why?*
  - Beyond Philanthropy – Is CSR Aligned with Corporate Strategies, and Does it Matter?*
  - CSR & the Markets – Is Bay Street Listening and Does it Matter?*
  - TBD*
- I would like to purchase the full 2006 CSR Series (5 reports)
  - I am a CBSR member*
  - I am a CSR Business Leader Forum member*
  - I would like to join Canadian Business for Social Responsibility (CBSR)*
  - I would like to join the CSR Business Leader Forum*

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APPROVAL SIGNATURE: (Acknowledgement and approval signature please)

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