



Corporate Social Responsibility

CSR

Learn what organizations like yours
are doing to contribute positively
to our communities and the environment

Study Sponsors



Join our conversation
with opinion leaders, market influencers
and decision makers.

Our Objectives:

- Assess a corporation's level of **involvement and understanding** of CSR
- Learn about corporate perceptions regarding sometimes controversial CSR issues and the **impact of specific programs**
- Explore the CSR initiatives that corporations are leading and how they are **communicating their activities to stakeholders**

HNCL Search (Hodge / Niederer / Cariani / Lindsay), in partnership with The Wharton School of the University of Pennsylvania and Accenture, is sponsoring a study on Corporate Social Responsibility (CSR).

We are inviting you to **participate in this important study** that examines corporate citizenship, sustainability, and socially responsible initiatives that organizations are undertaking.

The following industries are represented:

- CleanTech
- Consumer
- Financial Services
- Healthcare
- Higher Education/Not for Profit
- Industrial
- Legal/Professional Services
- Life Sciences
- Technology



Corporate Social Responsibility (CSR) Research Study and White Paper

We are focusing exclusively on the **general management team and directors** seated with high-profile, market leading organizations, including Fortune 500 and private emerging companies.

All information collected will be aggregated, with no information linked to any one participant or individual reply, and your input held in the strictest confidence. We will share our top-line findings before any information is released to the media.

- Participant testimonial
- Case studies
- White paper
- Press release
- Speaking opportunities
- Marketing communications materials

Contact Hodge / Niederer / Cariani / Lindsay

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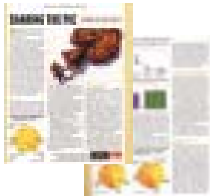
Leverage Study for Powerful Results

- 1 Research**
Cross-industry participation



- 2 Custom Content**
Study results published in white paper

- 3 Thought Leadership**
Content excerpted and quoted in newspapers, magazine stories and industry journals



- 4 Distribution**
Use at networking events, industry forums, conferences and speaking engagements

- 5 Public Relations**
Press release announces study results to market and news media



- 6 Stakeholder Communications**
Share content with multiple audiences: shareholders, clients/customers, prospects, other stakeholders

