

Corporate Social Responsibility



Corporate globalization presents companies with unanticipated risks and challenges.

Businesses are held to higher standards of accountability with respect to social, environmental and ethical practices. Companies unresponsive to these demands risk damage to their reputations, brand image and competitiveness. **We help savvy business leaders limit their companies' risk** by incorporating internationally recognized standards into their strategic planning, crisis response strategies and relationships with stakeholders.

BENEFITS OF OUR COUNSEL INCLUDE:

- Reduction of threat to corporate reputation
- Reduction of legal risks associated with the uncertainties of globalization
- Enhanced brand image
- Increased customer and employee loyalty and retention
- Improved relationships with external stakeholders and public opinion leaders



OUR SERVICES

We develop and manage strategic, cost-effective policies and programs designed to safeguard our clients' reputations, limit their legal risk, and turn the challenges of globalization into a competitive advantage.

Our services are premised upon universal standards and best practices worldwide, and are tailored to the specific needs and objectives of each client.

Counsel regarding risk management is offered at three stages:

- Reputational risk assessment
- Standard setting
- Program implementation

In addition, to help our clients address current and prospective issues that could impact on commercial success, we offer services regarding:

- Government, community, and media relations
- Crisis response and strategic planning



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Reputational Risk Assessment

We provide our clients with comprehensive country and regionally-based analyses of the key risks and issues associated with:

- Human rights
- Community relations
- Labor standards
- Asset security
- Environmental stewardship
- Indigenous rights
- Business ethics
- Political stability/civil strife
- Economic changes
- Rule of law

Our conclusions include assessments of the political, competitive, and public policy dangers to which clients are susceptible and proposed measures to address these challenges.

Government, Community and Media Relations

Successful risk management requires effective channels of communication and positive relationships with key external stakeholders. We have extensive experience in government, community and media relations. We assist clients in interfacing and problem-solving with the U.S. Congress and Administration, foreign governments, the media, local communities, and other external stakeholders, including unions, non-governmental organizations, and minority shareholder groups. We also help clients build relationships with indigenous communities and develop programs addressing the needs of local workers. We provide clients the opportunity to leverage their efforts by establishing partnerships with international organizations that foster social and marketplace stability in developing countries.

Standard Setting

We provide corporate responsibility benchmarking for clients and develop codes of conduct tailored to company needs, highlighting respect for fundamental human/worker rights, environmental and business ethics, and other standards as established by the United Nations, multilateral organizations, and best practices worldwide. We create workplace codes governing these issues and help companies develop social, environmental, and strategic policies to address key risk factors. Where industry standards are already established, we work with clients to determine the degree to which their policies and corporate culture reflect the industry standard. We also help multinationals work with local governments and companies to set standards for security arrangements that are consistent with internationally established principles governing law enforcement and the use of force and firearms.

Crisis Response and Strategic Planning

We provide clients with short and long-term strategies by which to respond to crisis situations worldwide. Such efforts include addressing allegations of complicity in workers, human rights and environmental abuses; boycotts, divestment campaigns, and other hostile initiatives by external stakeholders; civil disruptions; attacks on property abroad; and conflicts with local governments and indigenous peoples. To minimize the likelihood of encountering such problems, we help clients devise strategic growth, trade, and investment plans that address local and global challenges in a manner that best protects their interests.

Program Implementation

To maximize corporate credibility, we help clients create top-to-bottom implementation procedures to align their management systems and practices with their codes and to establish internal and external monitoring systems. To further this effort, we help clients develop transparent decision-making processes that incorporate the mutual values of companies, local governments, multilateral institutions, and relevant non-governmental organizations.

