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# Corporate Responsibility On the right track



# What is Corporate Responsibility?

Corporate Giving/Alliances

Diversity

**Corporate Wellness** 

Fair Labor Practices

Philanthropy

Community Relations

Compliance

**Energy/Alternative** 

**Footprint Measurement** 

Carbon Management

**Environmental Health & Safety** 

Life Cycle Assessment/ Product Development

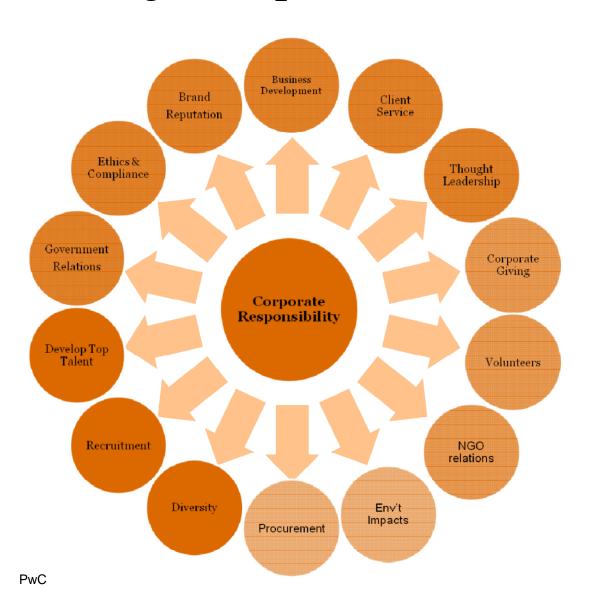
Engineering/R&D

**Analytics** 

**Annual Reporting** 

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# Creating a Comprehensive CR Story



"Its about looking into the DNA of your business and understanding what is material to your people, your business and your community"

# Corporate Responsibility at PwC

CR represents the way we integrate social, environmental and economic concerns into our values, culture, decision-making and operations



## PricewaterhouseCoopers Canada Foundation

Our mission is to help build and empower community leadership by sharing our time, expertise and resources

# Our approach to strengthening communities

What do we mean by capacity and capacity building?

Why are we interested in this issue?

How do we tackle such a complex conversation?



## Sustainability: Looking Ahead

Current Business Approach

What's Next

Risk and cost reduction

Strategic growth opportunity

Middle management focus



CEO agenda

One or two dimensional



Integrated, holistic approach

Internally driven decisions



Strategic partnerships

Incremental change



Breakthrough innovation

#### **Contact**

### James Temple

Director, Corporate Responsibility & PricewaterhouseCoopers Canada Foundation james.temple@ca.pwc.com

Twitter - @CSRjames

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