

Mission: To provide people of faith with tools for implementing their values as consumers, investors, employees, employers, and citizens.

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[CSR]² Review's Approach

Most people associate corporate social responsibility (CSR) with "doing good" while making some money on an investment. Increasingly, CSR is viewed within companies as a way to manage the risks associated with doing business.

In some areas, CSR allows management to identify emerging issues, engage with stakeholders, and proactively manage potential crises before they occur.

Some companies believe that the goodwill established with the community (and with investors and consumers) will tide them over if something does go wrong.

CSR is a multi-faceted discipline that means slightly different things to different people. Their perceptions of CSR will be influenced by their values and their world-view. In your own congregation, you may encounter people with a business approach to CSR, a moral/ethical approach, a political approach, or many others. Each approach has something to offer and can enhance our understanding of the role of corporations in our society.

This issue of the *Review* offers some insight into a risk perspective on these issues.

Express Your Values through Action

1. **Review your purchasing decisions.** Read the articles on the apparel industry (p. 5), green power (p. 7), and gold mining (p. 8). In these issue areas, consider how your purchasing decisions influence the actions of companies. Could you make different decisions that will encourage companies to behave in a more "responsible" way? Could your purchases encourage development of more capacity in a fledgling industry like green power?
2. **Review your portfolio.** Read the articles on investors seeking corporate disclosure on climate change (p. 2), and corporate philanthropy (p. 9), as well as the articles mentioned above. Consider the investment risk your portfolio contains based on issues such as climate change and gold mining. Consider whether the philanthropic activities of companies in which you invest mitigate or outweigh any of their risks.