

## CR Magazine & NYSE Euronext Launch 3rd Annual Corporate Responsibility Best Practices Survey

EDISON, N.J., Jul. 11 /CSRwire/ - *Corporate Responsibility (CR) Magazine*, in cooperation with NYSE Euronext, has launched the third annual CR Best Practices Survey and invites response by August 15th. The results of this survey will provide the CR community with details on the state of corporate citizenship, highlighting some of the field's best practices.

The survey covers the following areas in order to develop a comprehensive view of industry practices:

1. **Executive/board involvement in CR** –the extent of CEO and board engagement in CR initiatives, what kinds of initiatives they drive, and their top areas of CR focus.
2. **Current and future CR practice** – key CR audiences, how companies measure the impacts and benefits of CR, how they budget for CR, CR's impact on profitability, and how firms establish specific measurable goals.
3. **The CR function** – a snapshot of the CR function within companies, including how it's organized, staffed, and budgeted.
4. **CR roles** – whether or not the company has a formal CR role, to whom it reports, what areas it's responsible for.
5. **CR communications** – how the company communicates about CR and which initiatives the company participates in (e.g., GRI).

This year the survey includes additional inputs on perceived success and achievement to provide even greater detail on what is working well and what is not working in current CR operations. Survey participants will receive an executive summary of the research findings.

The survey can be accessed online through August 15th at: <http://crbp2012.questionpro.com/>

The 2012 survey will build upon the 2011 and 2010 survey results, where responses from over 650 companies set a baseline by providing the broadest sampling of how companies plan, structure, and budget for corporate responsibility programs.

The results of this year's survey will be published in *CR Magazine* as well as presented in a variety of events through the remainder of the year, including the 2012 COMMIT!Forum taking place October 2-3 at the Cipriani Wall Street in New York City.

**About CR Magazine [www.thecro.com](http://www.thecro.com)** *CR Magazine* is the voice of the corporate responsibility profession covering case studies, best practices, and trends in the 5 primary segments of the CR profession: a) Governance, Risk, Compliance, b) environmental sustainability c) Corporate Social Responsibility, d) philanthropy, and e) workforce/diversity.

**About the COMMIT!Forum ([www.commitforum.com](http://www.commitforum.com))**  
The COMMIT!Forum, calls people to commit to changing the world. How? By inspiring, educating, and engaging them in ways that prepare them to make the commitments necessary to change themselves and their organizations. The path to COMMIT, which began on April 17<sup>th</sup> at the New York Stock Exchange with the announcement of *CR Magazine's* 13th

Annual 100 Best Corporate Citizens, culminates October 2-3 in New York City at the Forum and continues well beyond through commitments people make there.

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