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# CSR, NGOs and the international extractive sector

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## A few points

1. The signposts
2. CSR: What's it good for?
3. Why Canada? The opportunity for leadership
4. Partnerships if necessary but....

# Signposts

- Developing Countries actively seeking resource investment
- Resources will be exploited
- Improvement in basic living standards
- Increasing industry interest



*CSR.....*

*What's it good for?*

## *“What role for business in society?”*

- “corporations should explicitly make contributions ‘to the public good’” **84%**
- “shareholders and shareholder returns should be sole focus of companies” **16%**

# An integrated approach

- Governance/Capacity building
  - CIDA
  - EITI
  - Resource Charter, September 2009, Collier et al
  - Intergovernmental Forum on Mining and Sustainable Development
- Communities, citizens, empowerment
  - “rights based” work
  - Aboriginal tool kit
  - NGO “process”
- Corporate behaviour and practice “CSR” – in all its facets
  - Project financing - IMF, Equator Principles, EDC
  - Socially responsible investors (Jantzi, Ethical Funds...)
  - CCSR

## Mining is a global business for Canada...

- 100+ countries
- \$60+ billion in overseas investment in developing countries
- Billions in new investment in next 5 years – on par with CIDA or greater
- 75% of the world's exploration and mining companies headquartered in Canada

# The Global War for Talent

Intangible assets

*know how/skilled workforce/patents*

as % of market cap of companies in the S&P 500...

1980:            20% of value

Today:           70% of value

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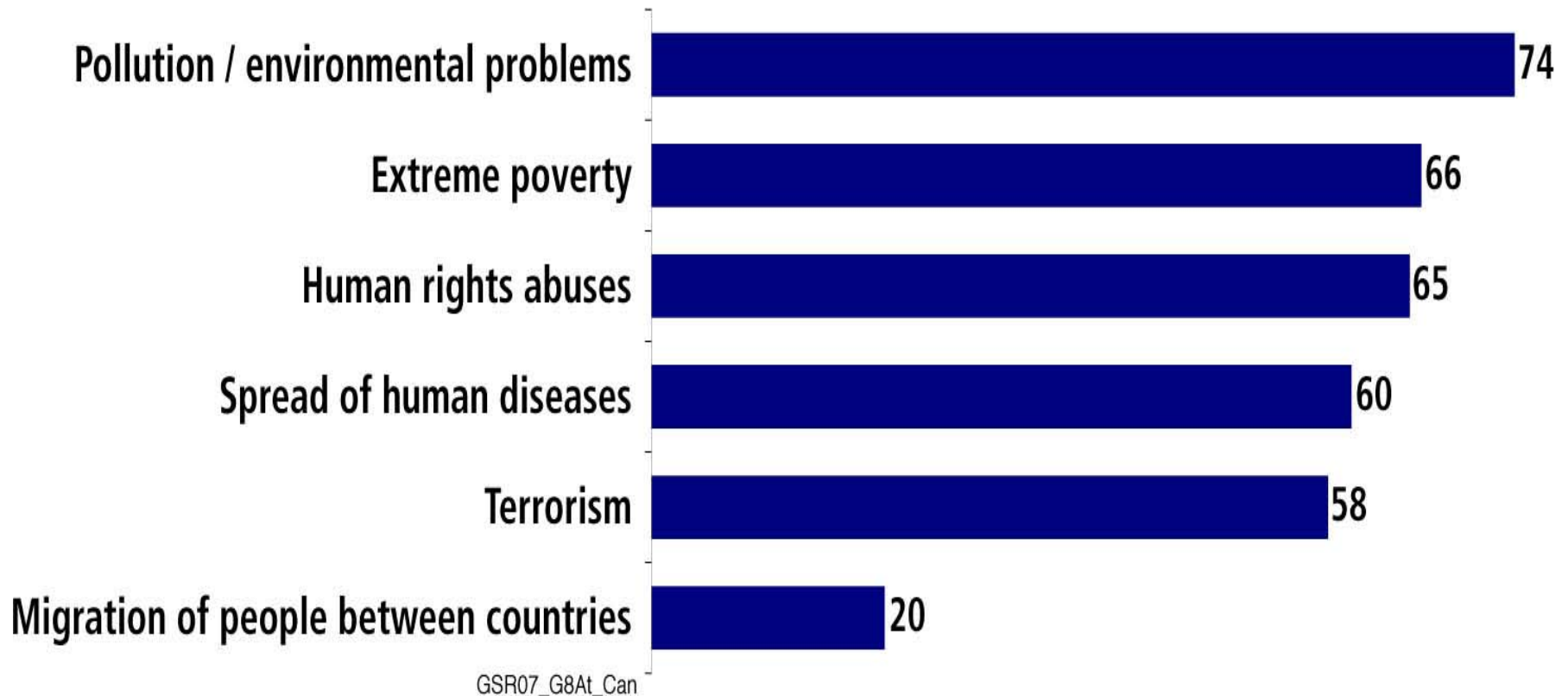
*“What do you think is the most important problem facing the world today?”*

- War on terror - 10%
- Environmental protection - 14%
- Eliminating poverty, closing gap between rich and poor - 26%

# Seriousness of *Global* Problems

Source: GlobeScan

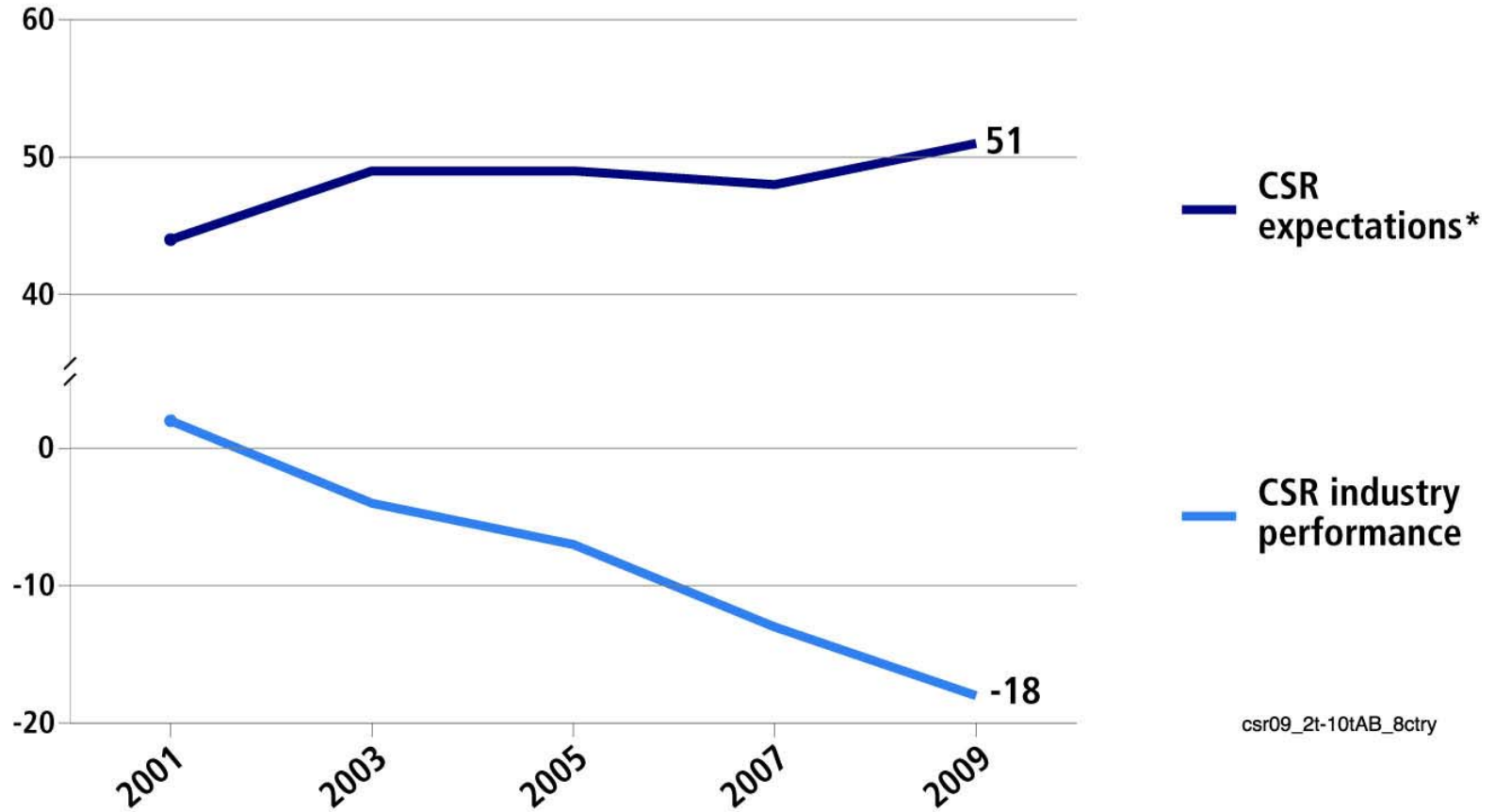
**“Very Serious,” Canada, 2007**



Asked of half of sample

# Expectations on CSR vs Industry CSR Performance

GlobeScan Survey,  
Average of 8 Countries, 2001–2009



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## Partnership....a few caveats

Lots of value creation possible for both parties but...

- can be too deep
- can be too narrow