

# Corporate Partnership Screening - Assessing Risks



**CANADA CONFERENCE**  
OCTOBER 17-19, 2018

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SESSION DATE: 9:45

SESSION TIME: October 18, 2018

# Outline of Presentation

1. What is a corporate screening?
2. How to develop a corporate screening process?
3. Challenges in accessing risks in corporate partnerships?



# What is a corporate screening?

- It is research and reporting done on a company to assess the risk of a corporate partnership.
- There is no standard for corporate screening.



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# Why do corporate screenings?

- Protect the Brand of the charity.
- A partnership with a corporate partner that is not aligned with the organization's values could anger existing donors.
- A screening shows internal stakeholders that there is a vetting process.
- A screening can help determine the level of visibility a corporate partner should have.



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# Industries to screen

- Weapons, Tobacco and Porn are usually no goes
- Certain industries pose more risks to some sectors.
  - Alcohol – Children’s Charities
  - Polluters for Environmental Charities
  - Indigenous programming – Oil and Gas companies



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# Why a screening process is needed

- Clarifies the organization's values
- Accessing the risk of a partnership can be subjective and emotional
- It should be more than a news scan you should look at the steps companies are taking to be more sustainable
- Saves time



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# Evergreen's Corporate Screening Process

There are 36 worth two or three points each. The questions focused on the following areas:

1. CSR, Governance and Sustainability Questions
2. Environmental Impact Questions
3. Human Rights and Equity Questions
4. Risk Assessment Questions



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# Evergreen's Corporate Screening Scoring

## SCORING SYSTEM

65% - 100% GREEN (accept)

55% - 64% high YELLOW (proceed - consider creating a partnership charter)

45% - 54% low YELLOW (goes to committee for discussion)

1% - 44% RED (decline)



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## Screening Tool – Evergreen Corporate Donations & Sponsorship

COMPANY NAME:

NAME OF BRAND (if any):

DATE:

EVERGREEN TEAM MEMBER:

### CSR, Governance and Sustainability Screening Questions

Indicators	N/A	Laggard	Middle/Average (1 point)	Leader (2 points)	Notes
1 Is there a member of the Canadian executive team assigned to manage the CSR or Sustainability portfolio? (e.g. Director of Sustainability)					



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# CSR, Governance and Sustainability Screening Questions

This section includes questions like:

1. Is there a member of the Canadian executive team assigned to manage the CSR or Sustainability portfolio? (e.g. Director of Sustainability)?
2. Does the company have a voluntary membership, alliances, certifications or 3rd party awards focused on sustainability and/or the environment?



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# CSR, Governance and Sustainability Screening Questions - continued

3. Has the company set long-term sustainability goals?
4. How does the company compare to others in its peer group?
5. Has the company given back to communities in which they operate, either financially or by engaging its employees in volunteerism?
6. Does their Annual Report adhere to Global Reporting Initiative (GRI) or Science Base standards?



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# Environmental Screening Questions

This section of the corporate screening looks at their sustainability goals.

- Questions should ask what companies are doing wrong and what they are doing right.
- As yourself do you want the screening to automatically exclude an industry?



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# Environmental Screening Questions Examples

1. Positive - Has the company introduced environmentally-friendly or sustainable products, or made improvements to existing products to increase sustainability? ie. 100% recycled, organic, reusable, etc?
2. Negative - Does the company contribute to global resource consumption/depletion?



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# Human Rights and Equity Questions

Human Rights and Equity Screening Questions						
	Indicators	Yes - Flag	Laggard	Middle/Average (1 point)	Leader (2 points)	Notes
25	Has the company been involved in significant controversies over their conduct over Human Rights (Aboriginal rights, child labour, etc.)?					



# Human Rights and Equity Questions

This section has employment practice questions and questions about human rights.

- Employment practice questions look at how the company treats its employees.
- Human Rights question look at how the company treats others.



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# Employment Practice Questions

1. Does the company have Employment Equity/Diversity programs in place? Has there been any controversies over discrimination or exclusion?
2. Does the company participate in Pride or other celebrations/events that support marginalized groups?
3. Has the company's advertising/marketing been identified as perpetuating stereotypes or degrading people in any way?



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# Human Rights Questions

1. Does the company's advertising/ marketing perpetuate stereotypes or degrade people in anyway?
2. Compared to other companies in the company's industry is the company a leader in Human Rights?
3. Has the company had a history of conflict with indigenous communities?



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# Risk Assessment Questions

Risk Assessment Screening Questions					
Has the company been involved in significant controversies over corporate conduct related to any of the following areas:					
PLEASE NOTE FORMAT CHANGE					
Indicators	N/A	Yes - Flag for Management Team	Moderate (1 points)	No (2 points)	Notes
31 Are there concerns about Business Conduct/corruption? Have they been fined by an industry's governing body?					



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# Risk Assessment Questions

1. Are there concerns about Business Conduct/corruption? Have they been fined by an industry's governing body?
2. Has the company received negative media coverage in the last 12 months?
3. Are there any issues with this company supporting particular programs at Evergreen (children's programming or indigenous programming)?



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# Risk Assessment Appendices

It is impossible to build a corporate screening that will work for all industries. When there is pertinent information that is not captured I include additional document. Examples of times additional reporting would be needed are:

- Food Companies – Animal welfare
- Toy Companies – recalls on products



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# What happens when a company receives a yellow ranking?

1. I summarize why they didn't receive a green rating.
2. I provide links to supporting documentation.
3. I do additional research if needed.
4. I note when the next CSR report will come out so that the screening can be updated if needed.



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# Challenges for Corporate Screenings

1. Multinationals
2. Diversified Companies or Holding Companies
3. Private Companies



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# Who to include in this process

1. Senior Management
2. Development Team
3. Marketing and Branding Team
4. Programming



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Questions?