



A Checklist Planning Guide: *Identifying the Need for Corporate Social Responsibility*

Does your industry or business operating environment present a public issues challenge or even a perception of one?

If one or more of the items in this checklist planning guide applies to your industry or business, you may have a public issues challenge now or in the future. (*Hint: Every business has public issues challenges*).

- My industry and/or company recently transitioned into new, more effective business practices and operating procedures.
- My business harvests natural resources.
- There is a "green" aspect to my business.
- "Fair trade" plays a role in the supply chain of my product or service.
- There are past or present negative public perceptions of my industry or company that overshadow the operating environment.
- The media does not fairly represent current information about my business or industry.
- The media has historically followed a negative storyline on my industry or products and services.
- My industry struggles with the way elected officials and regulators perceive our market offerings.
- The logistics train (parts, supplies, labor, transportation, etc.) of my product or service involves regulated products.
- The federal government regulates my product or service.
- State government(s) regulates my product or service.
- My industry, product or service is new, but regulation is sure to come.

At OTM Partners, we specialize in the development and management of nationally branded communications programs with a focus on corporate social responsibility campaigns.

Blending creativity with craft, we transform challenges into opportunities and objectives into outcomes.

Corporate Social Responsibility (CSR) is our business. Our award-winning team of CSR strategists has more than two decades of experience in the communications arena, and we understand that effective CSR programs are an essential element for succeeding in the business world today.

Whether you are looking to assess your current CSR efforts or to create a national program from the ground up, OTM Partners is the right team to help you achieve your goals.

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- My product is taxpayer subsidized.
 - My product (or the consumer use of my product) is punitively taxed in order to discourage use or reduce legal demand.
 - There is organized opposition to my industry, company, products or services.
 - The organized opposition is altruistically motivated.
 - The organized opposition is politically charged.
 - Consumer protection laws are applicable to my business.
 - My product or service – if misused or overused – can result in negative consequences for the user and/or society.
 - There are occasional or frequent recalls of my product.
 - My product and/or services are age-restricted.

Is there a collection of organizations, companies, individuals and other vested interests that agrees these public issues challenges need to be addressed?

- Yes No

If you answered "Yes" to the question above, has a coalition been formed?

- Yes
- The coalition is motivated and prepared to unite under a single banner, provide separate resources and offer varied thinking on effective approaches to solve the issue.
 - The coalition has identified a lead entity or manager to develop a comprehensive program that includes the plans and solutions to address the public issues challenge as well as the metrics to measure the program's effectiveness.
- No, a coalition needs to be formed, a lead entity needs to be chosen and a plan needs to be developed.
- No, but my company is a market leader and will lead on this issue.

OTM Partners has over 20 years of experience in the development and management of nationally branded communications programs with a specialization in social responsibility campaigns. We create and implement innovative long-term solutions to help our clients overcome their issues management challenges, and we can develop a program specifically designed to help you achieve your CSR objectives.