

EXECUTIVE SUMMARY

Transparency and Integrity of Lobbying: A new challenge for CSR

Vigeo publishes the first international study on the lobbying practices of 745 North American and European companies.

This study reveals that lobbying is an issue of corporate responsibility that will increasingly draw the attention of public opinion and whose material effects can be significant for companies.

All listed companies have to make tangible efforts to convince of the responsible nature of their influence relations towards elected officials and policy makers.

It appears that, at present, North American companies are more transparent on their influence practices. 54% of the European companies evaluated do not communicate on their lobbying practices. In fact, some companies seem to pay little attention to opportunities and benefits that could result from the responsible nature of their lobbying practices when such practices involve a contribution to the public interest.

This study also shows that few companies align their lobbying practices with the principles, standards and processes they mention in their social responsibility commitments. This gap may represent a threat, especially for companies whose social responsibility commitments are the most advanced. The credibility of their corporate social responsibility strategy could be affected.

This study lists the principles of action-defining corporate social responsibility in terms of influence practices. It identifies innovative managerial strategies and practices and provides detailed rankings, by countries and by sectors, of companies that manage to bring evidence of transparency and integrity in their lobbying practices by implementing their managerial processes at the highest levels.

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