



**Wanted: Good Corporate Citizens, Others Need Not Apply**  
**Business Council Survey Says Times, Attitudes Changing**

**Vancouver, BC (June 10, 2008):** When it comes to being good corporate citizens, times and attitudes are changing as British Columbia companies look to do more than simply make corporate donations to worthwhile causes. Nowadays, it's all about rolling up your sleeves and getting actively involved with community partners.

The number of British Columbia companies that believe corporate responsibility (CR) is a "very high priority" when it comes to doing business has more than doubled in just three years. The increase is just one of a number of corporate citizenship findings in a Business Council of British Columbia (BCBC) member survey conducted by Ipsos Reid.

"Our corporate responsibility survey found that for most organizations today business success and good corporate citizenship go hand-in-glove, explained Virginia Greene, president and CEO of the Business Council of British Columbia. "Nowadays, corporate responsibility is mandatory, not optional, and its showing in how companies do business, work with employees, and build relationships with stakeholders and communities."

"We also found that when it comes to corporate responsibility, BC companies are leaders and innovators, and their commitments are being built into every part of their organization and corporate culture."

Among the survey's other CR findings:

- three years ago, 54% of companies said CR was a priority, today its 83%
- 79% have made CR commitments, 69% have altered ways of doing business
- major CR focus for BC firms: children, 80%; community development, 76%; art, culture and sport, 68%; environmental protection and wildlife habitat, 54%
- 97% say CR enhances relationships with communities, 92% feel it demonstrates an organization's traditions and values
- 76% say it improves their ability to recruit and retain employees
- 25% say time is the biggest barrier to CR activities
- 47% say managing stakeholder expectations is the biggest barrier to their CR activities



Press Release  
June 10, 2008  
Page two

“Businesses are really no different than individuals,” added Greene. “At the end of the day, your reputation is everything. Whether it’s employees, shareholders, communities or customers, we all want to be associated with good people and organizations who do the right thing and make valuable contributions to society.”

For BCBC member organizations, that contribution is evolving beyond merely dollars and cents; while 92% make direct donations to BC non-profit organizations, 90% encourage their employees to volunteer, and three quarters are actively engaged in community development. Almost 70% have involved stakeholders in the development and evaluation of their CR activities.

Among the surveyed organizations available to comment on their own responses:

- Coast Capital Savings, Lloyd Craig, at 604 517 7401 or [lloyd.craig@coastcapitalsavings.com](mailto:lloyd.craig@coastcapitalsavings.com)
- Merck Frosst, Vincent Lamoureux at 514 428 3456 or [vincent\\_lamoureux@merck.com](mailto:vincent_lamoureux@merck.com)
- RBC Financial Group, John Groves at 604 668 2651 or [john.e.groves@rbc.com](mailto:john.e.groves@rbc.com)
- Plutonic Power Corporation, Elisha Moreno at 604 669 4999 ext 1047 or [elisha.moreno@plutonic.ca](mailto:elisha.moreno@plutonic.ca)

Established in 1966, the 215 members of the Business Council of British Columbia are drawn from every sector of the provincial economy and represent more than one-quarter of all the jobs in British Columbia.

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