

Corporate Contributions in Europe: The context for our discussions

PQMD Educational Forum
18 May, Paris

David Logan, Corporate Citizenship



An international history of giving by business



Andrew Carnegie



Robert Bosch



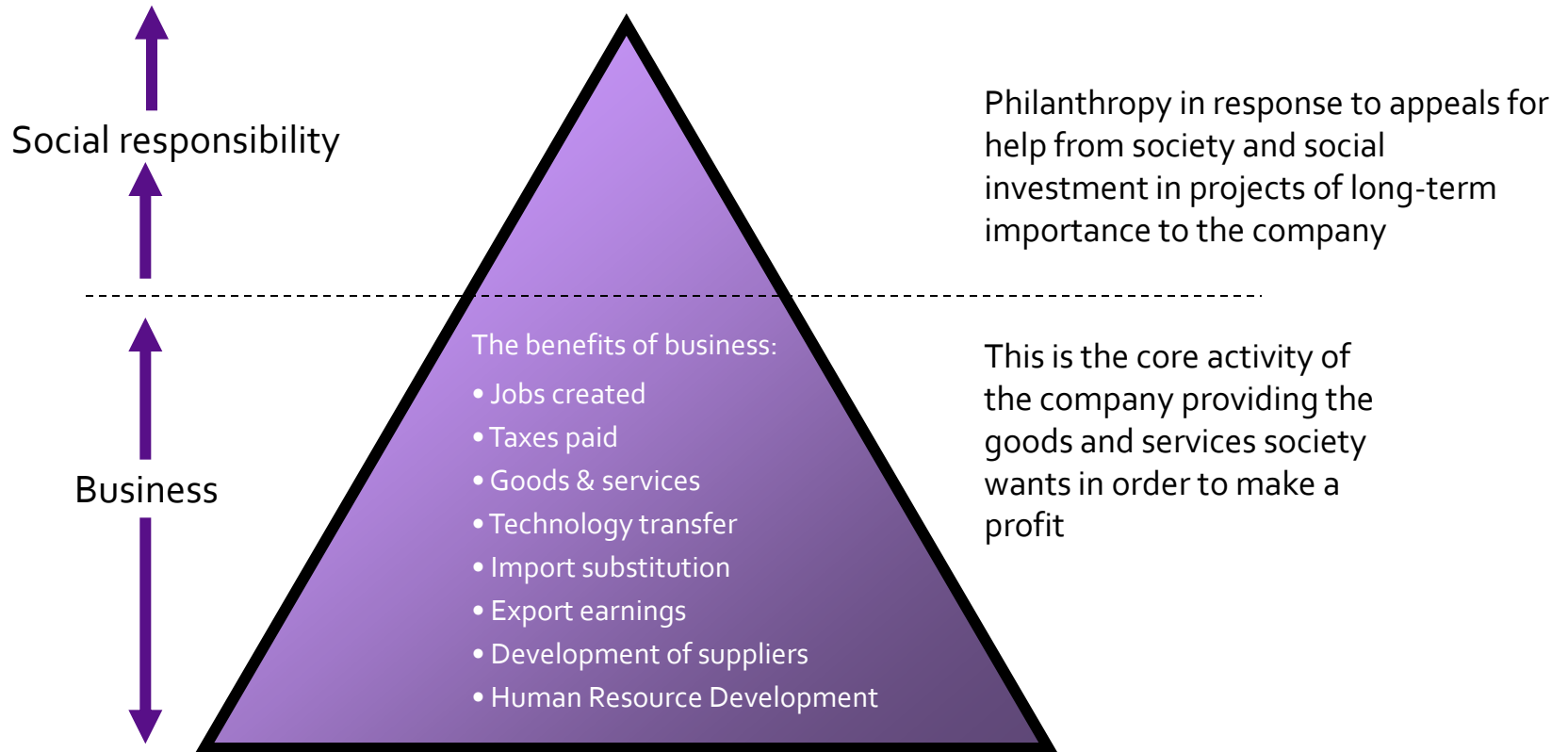
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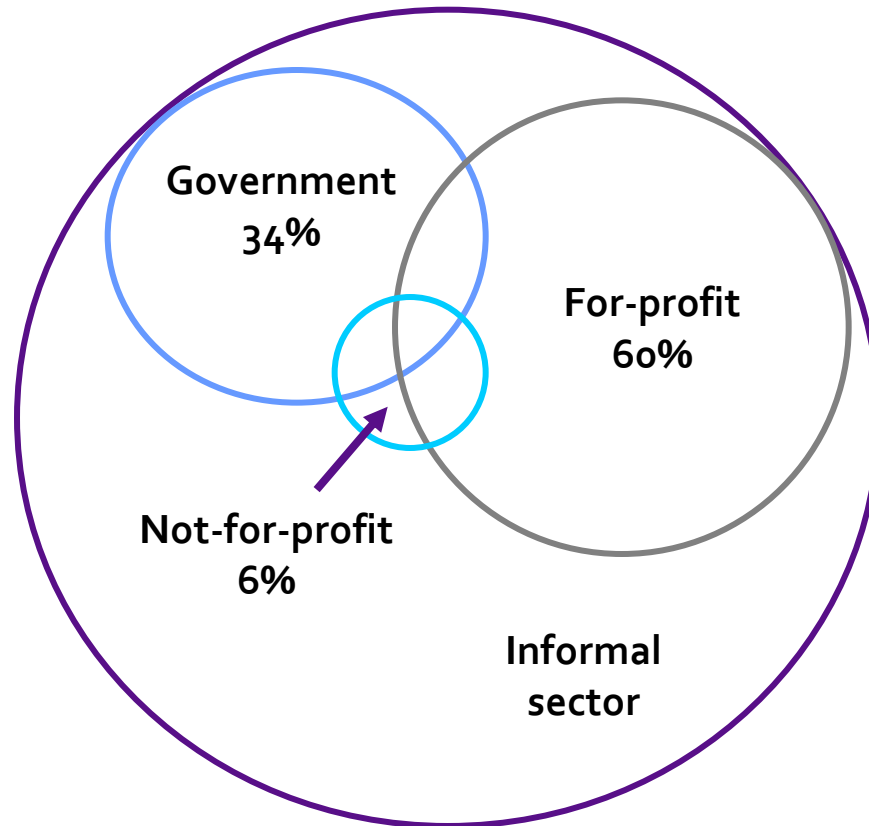
Definition of terms

19th century corporate social responsibility



Trends in global society

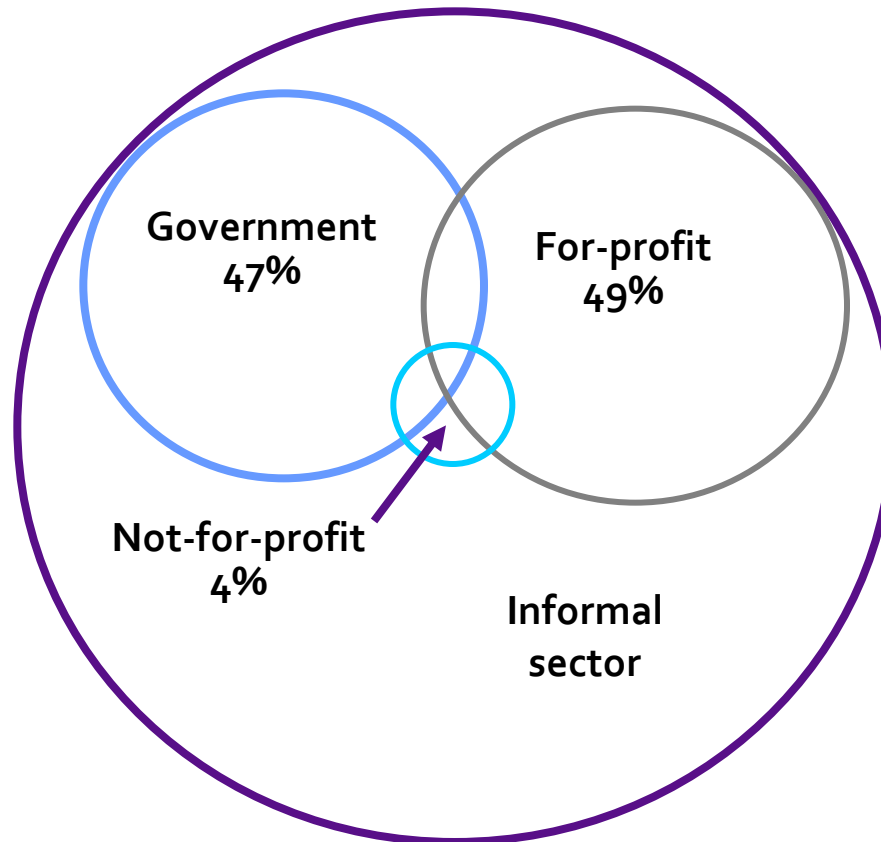
The United States



Figures relates to share of US GDP 2008

Trends in global society

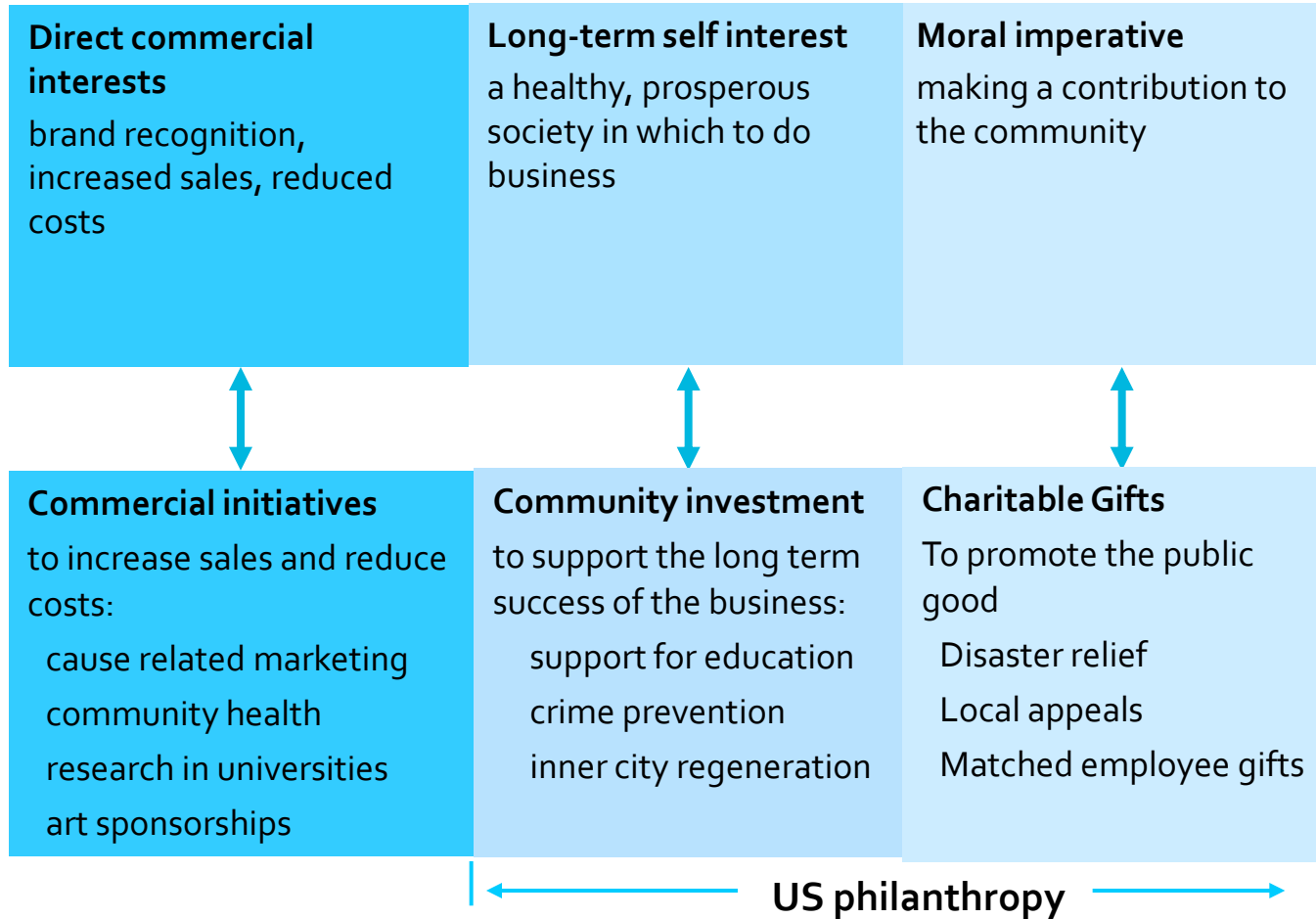
Germany



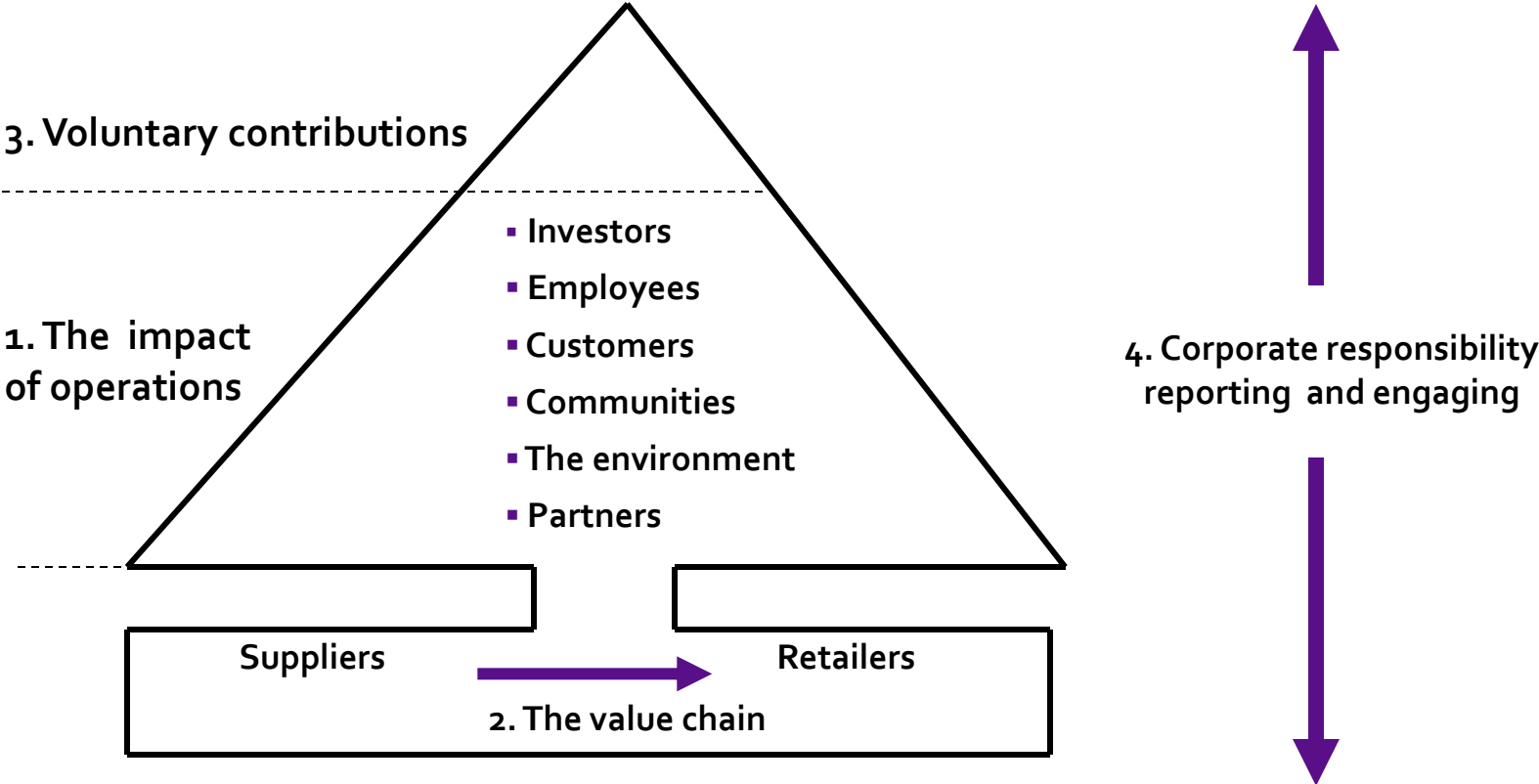
Figures relates to share of GDP 2008

Why do corporates give – the LBG Model

A comprehensive accounting of all corporate contributions



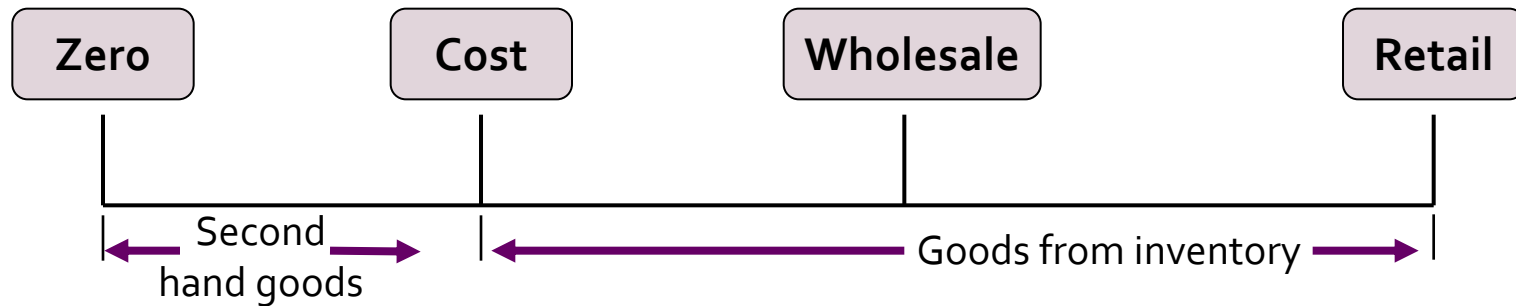
The scope of corporate responsibility in Europe today



What do companies give – the 'inputs' to community projects

- Cash
 - A known cost to the company
- Time (expertise)
 - The expertise and skill of employees
 - Other services
- In-kind
 - Goods from inventory
 - Pre-owned goods
- We needed a common accounting system for total contributions
- Engaged with non-profits
- Sought tax benefits for in-kind gifts

In-kind valuation – the LBG solution



- All valued at 'cost' to the company as an input
- Charities value in-kind at 'fair market value' as an output

Europe and US – key differences

- US is one market and one culture
 - Europe is one market and many cultures
- US has an unbroken tradition of corporate philanthropy
 - Europe is currently re-inventing it
- In the US philanthropy is still somewhat separate from the business
 - Europe wants it integrated
- US is slow to globalise philanthropy
 - Europe's priority is international giving
- US measures 'inputs'
 - Europe wants to measure outputs i.e. "what good do we do"?

Give us a ring

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