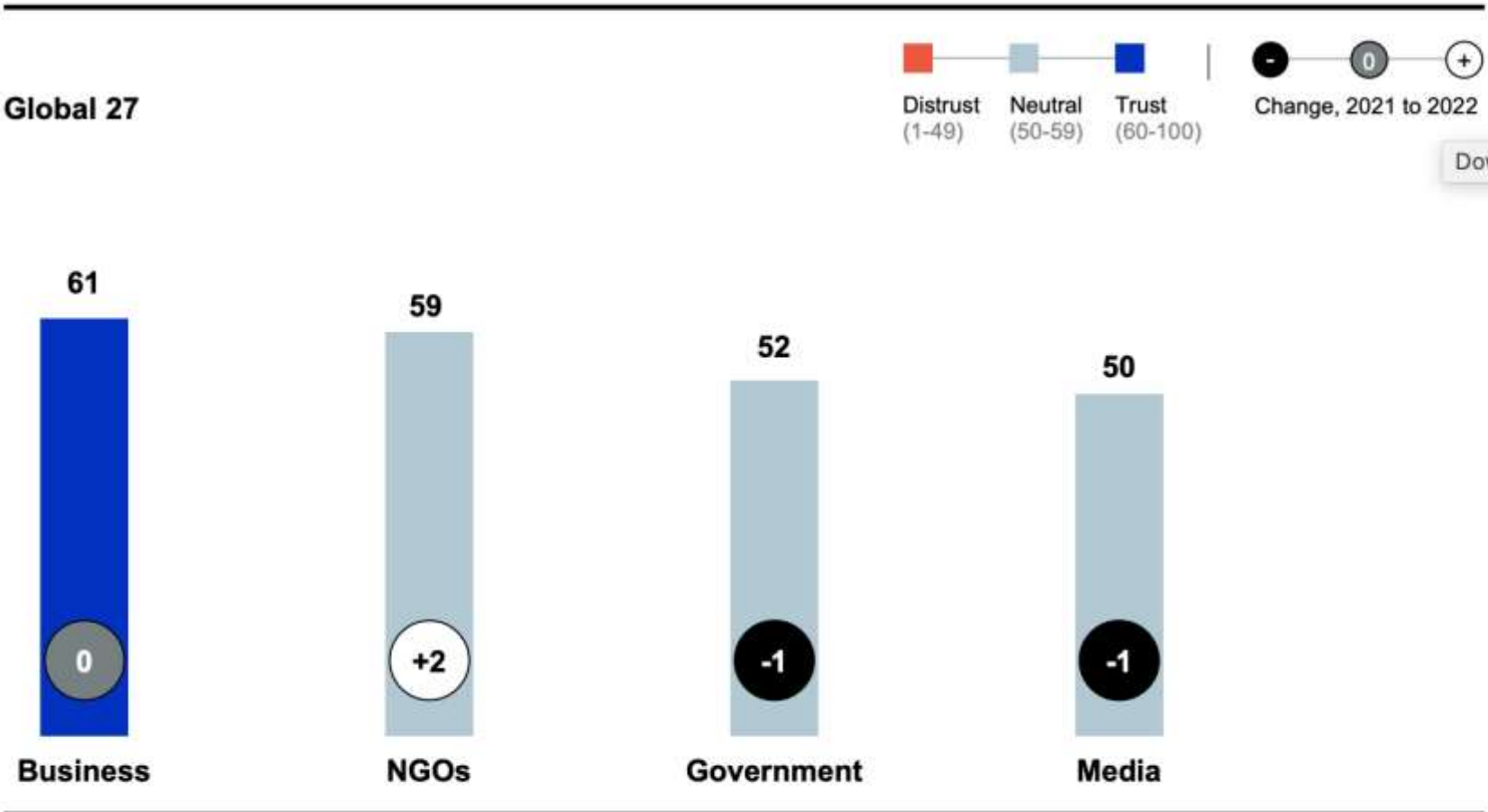
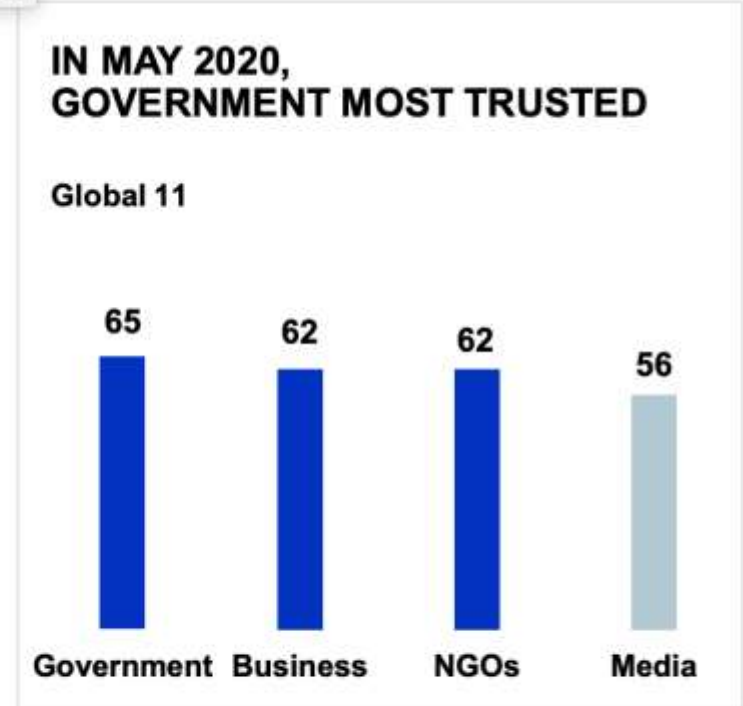


# TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

Percent trust



Download



2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

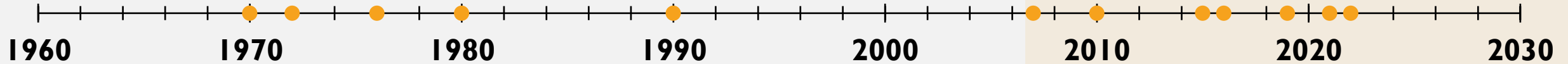
2020 Edelman Trust Barometer Spring Update. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

## IMPORTANT DEFINITION!

**CSR** does not just mean **companies**. It includes the partnership with stakeholders, including **employees, investors, customers, communities, NGOs and governments**.

While companies are the actors, these **stakeholders are key partners to CSR and environmental progress** ahead.

# THE FIRST 50 YEARS OF ENVIRONMENTAL PROGRESS



CONVENTIONAL ENVIRONMENTAL PROTECTION ERA

GREENHOUSE GASES ERA

NGOs, activists  
Government  
Improve air, water quality, contamination  
Command and control  
Bipartisan, action oriented  
Strong improvement, success

**Catalysts**  
**Actor**  
**Goal**  
**Approach**  
**Politics**  
**Progress**

NGOs, activists  
Government  
Address global climate change  
Command and control  
Fully polarized  
Virtually flat

USING THE SAME "TOOLS IN THE TOOLBOX" NOT KEEPING PACE IN THE GHG ERA

# CSR AS THE NEW DRIVER OF CHANGE

CONVENTIONAL  
ENVIRONMENTAL  
PROTECTION ERA

GREENHOUSE GASES  
ERA

GLOBAL SUSTAINABILITY ERA

<b>Catalysts</b>	NGOs, activists	NGOs, activists	Employees, customers, investors, financiers, activists, NGOs, governments
<b>Actor</b>	Government	Government	Multinational companies deliver, finance technology + innovation
<b>Goal</b>	Improve environment	Address global climate change	#1: Equity ... people, communities and planet ... SDGs ... just transition
<b>Approach</b>	Command and control	Command and control	Immediate accountability through ESG reporting, commitments
<b>Politics</b>	Bipartisan, action oriented	Fully polarized	Complementary in circumstances but gridlock not grounds for delay
<b>Progress</b>	Strong improvement, success	Virtually flat	Near, mid, long-term goals and transparency set basis for progress to 2050

TO MAKE THE NEEDED PROGRESS, CHANGE THE WHO, WHAT, HOW AND WHEN

# CONCLUSION

1. After 50 years ... in midst of transformation where **CSR leads progress.**
2. **Catalysts broadening** ... from governments to employees, customers, investors...
3. Role of government complementary ... **set up success of goals, partner.**
4. **Lawyers are part of solution** ... sustainability intersects with most practice areas.
5. Global equity #1 goal. **Every life is important ... every person matters.**

