



An Initiative of the ERB INSTITUTE *at the* UNIVERSITY OF MICHIGAN

Corporate Political Responsibility



✔ POLITICAL ACTIVITIES

Actions intended to influence the electoral, governing or civic affairs processes of a nation, state or municipality, directly or via third parties, including:

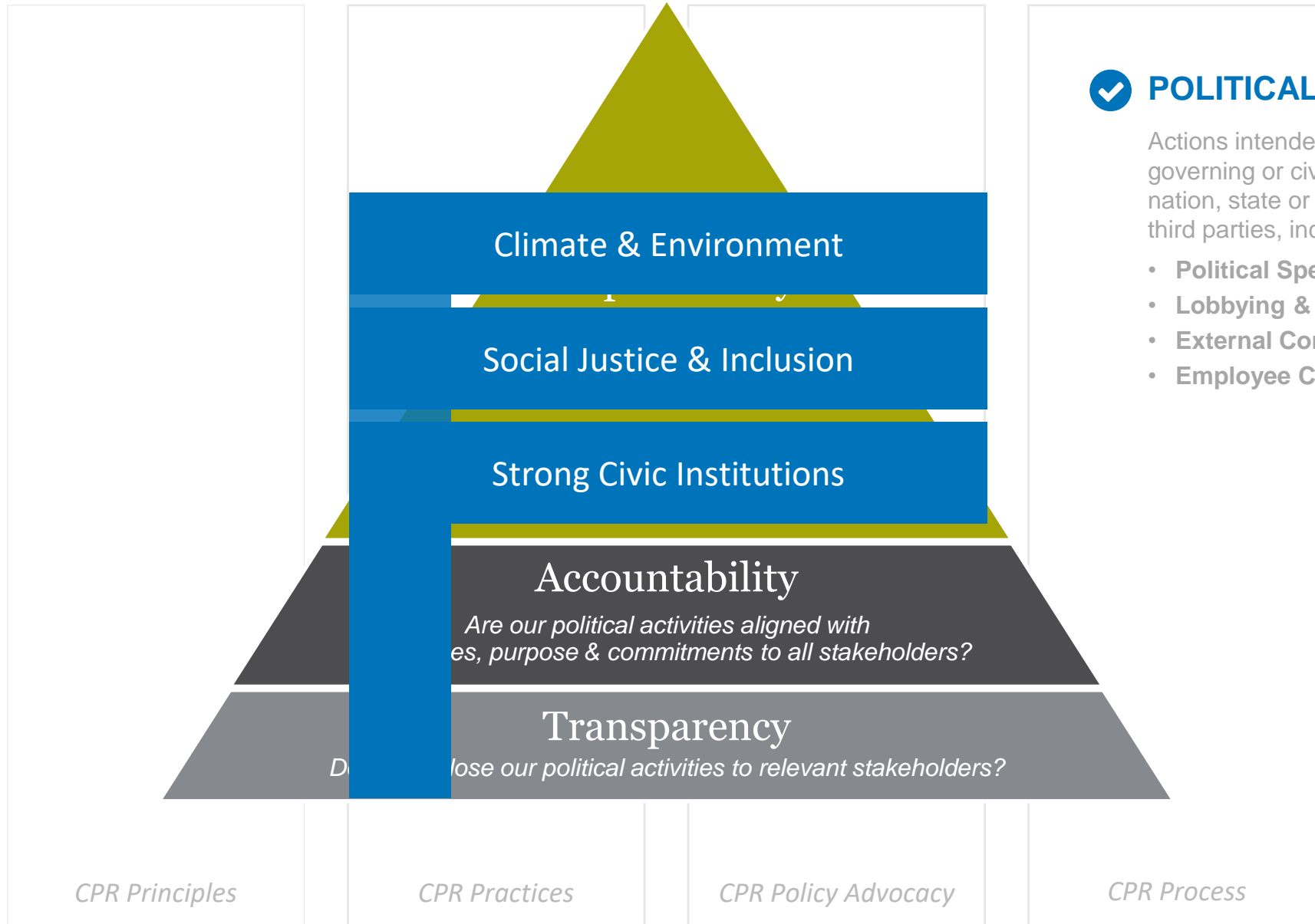
- **Political Spending**
- **Lobbying & Advocacy**
- **External Communications & Influence**
- **Employee Communications**



We support the Sustainable Development Goals



Current Issue Areas



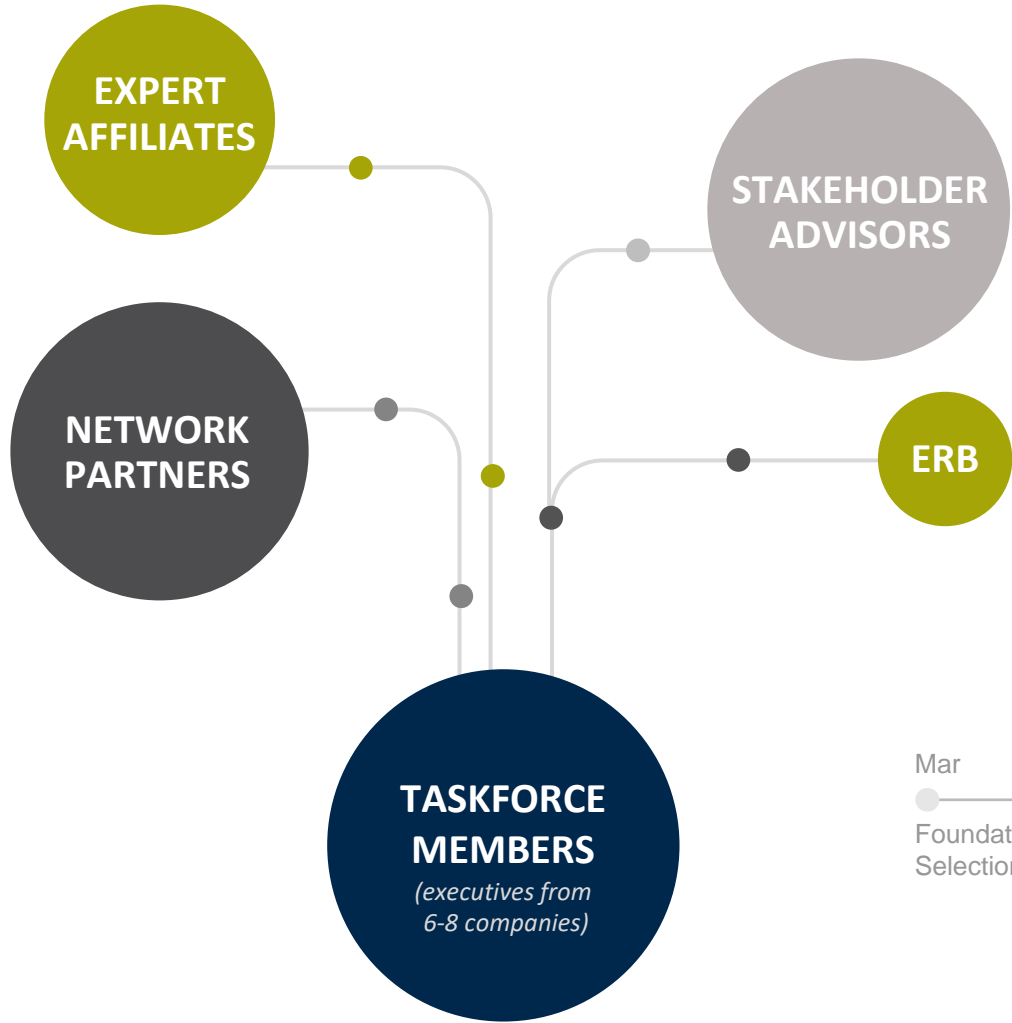
We support the Sustainable Development Goals



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The Corporate Political Responsibility Taskforce



Support for champions of CORPORATE POLITICAL RESPONSIBILITY

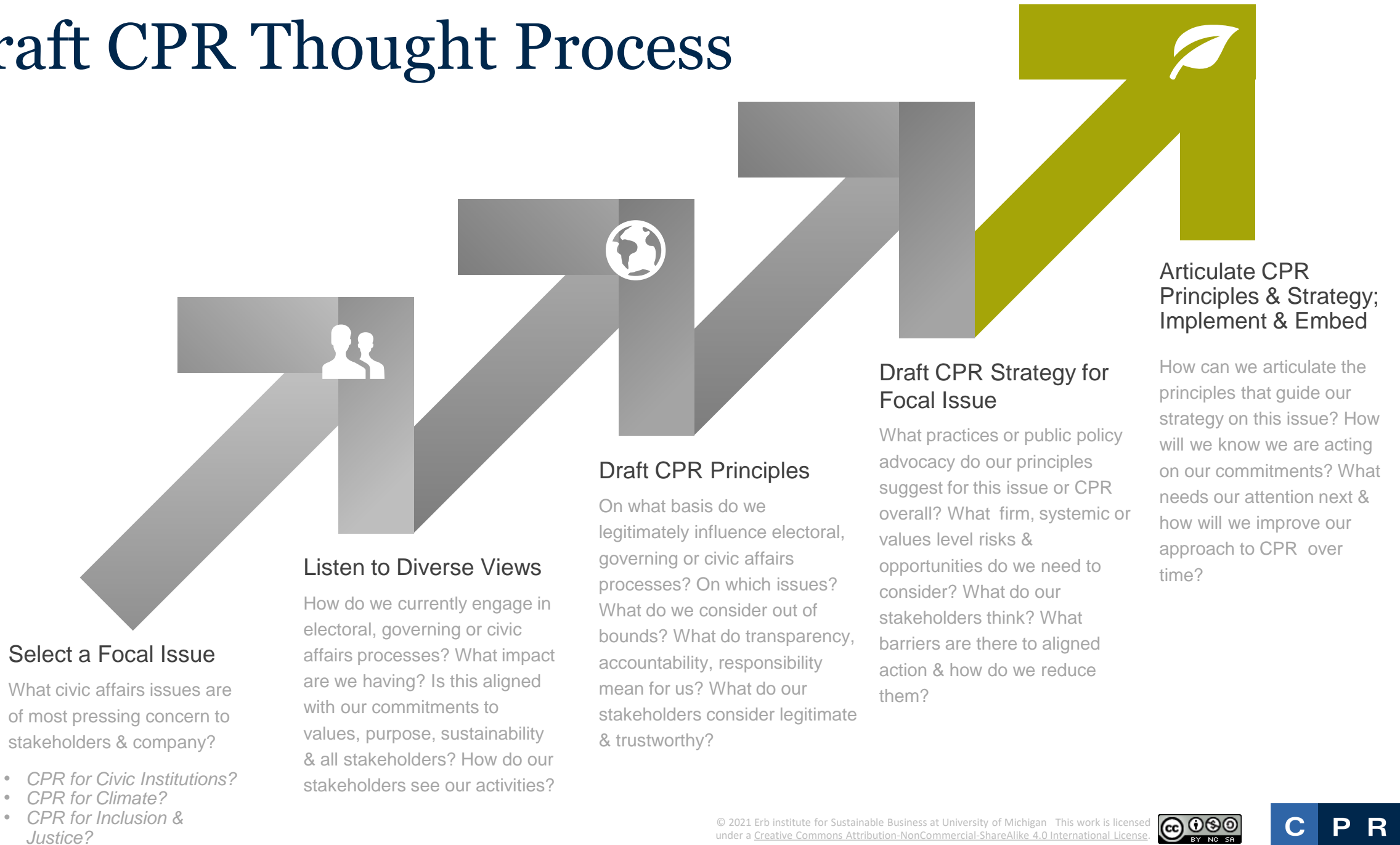
- **Helping companies better align their political influence with their commitments to values, purpose, sustainability & stakeholders** – *shifting from reactive, siloed responses to proactive, principled, firmwide approaches*
- **Building awareness, capacity & commitment to CPR across the private sector** -- *as a key factor in reestablishing trust in our foundational institutions & addressing systemic challenges*



Why CPR Matters



Draft CPR Thought Process



Where to Go from Here

The logo consists of four colored squares: a blue square with the letter 'C', a dark blue square with 'P', a dark blue square with 'R', and a brown square with 'T'.

C P R T

- **Contact us** to attend an exploratory session for potential members
- **Follow us** @ErbInstitute
- **View** our new [Website & Resource List](#)

CPRT Website: bit.ly/ErbCPRT
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Teaching & Learning

- Dual Degree MBA / Master Science
- Undergraduate Fellows
- Executive Education

Business Engagement

- Corporate Political Responsibility Taskforce (CPRT)
- Michigan Business Sustainability Roundtable (MBSR)
- Collaborations with global networks (Sustainable Brands, Innovation Forum, BSR)

Scholarly & Applied Research

- Sustainability Management Toolboxes
- Faculty Scholarly Research
- Sustainability Case Studies