



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



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

In the News



Ready or not, the era of corporate political responsibility is upon us

BY THOMAS P. LYON, OPINION CONTRIBUTOR — 04/10/21 01:00 PM EDT
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

635 COMMENTS

Fight Restrictive Voting Laws

Dozens responded after companies in Georgia said little about state legislation that put strict rules in place.



Report: Companies Donated \$170M to GOP Election Objectors

Corporations and industry groups have donated at least \$170 million in recent years to Republicans who voted to reject President-elect Joe Biden's victory over President Donald Trump.

On Voting Rights, It Can Cost Companies to Take Both Sides

Investors are on alert for companies that take one position and make donations that support another.



OPINION | REVIEW & OUTLOOK

The Price of Woke Corporate Politics

A new ad campaign targets Nike, Coca-Cola and American Airlines.

In Video, Exxon Lobbyist Describes Efforts to Undercut Climate Action

On the tape, made in a Greenpeace sting, he described working with "shadow groups" to weaken President Biden's climate agenda.



Corporations should stop funding climate science deniers in Congress

BY ELLIOTT NEGIN, OPINION CONTRIBUTOR — 02/08/21 01:00 PM EST
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

738 COMMENTS

THE CONFERENCE BOARD

Under a Microscope

A New Era of Scrutiny for Corporate Political Activity



HR MAGAZINE | SPRING 2020

How Should HR Handle Political Discussions at Work?

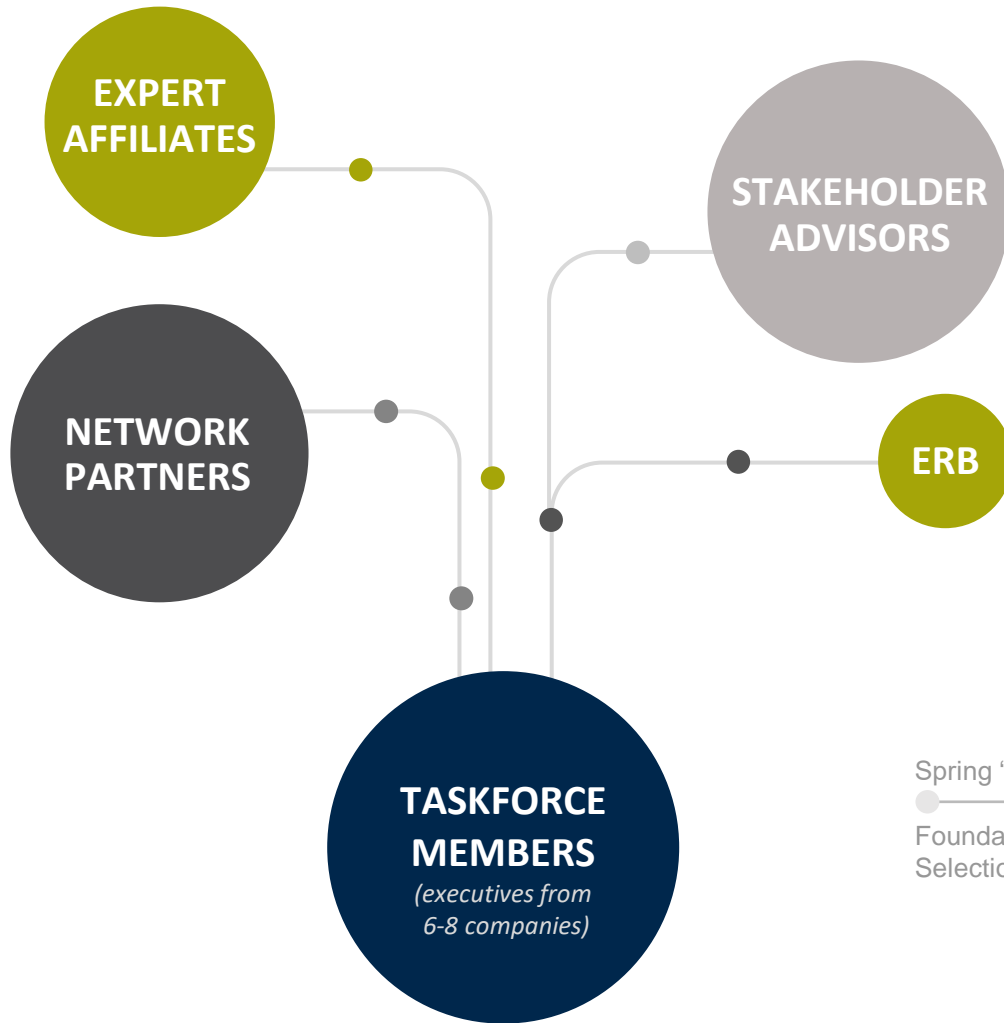
As the country's political polarization seeps into the workplace, HR often ends up in the middle.

By Susan Milligan | February 26, 2020

Photos by Mikala Compton, Rick Wilking/Reuters



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*



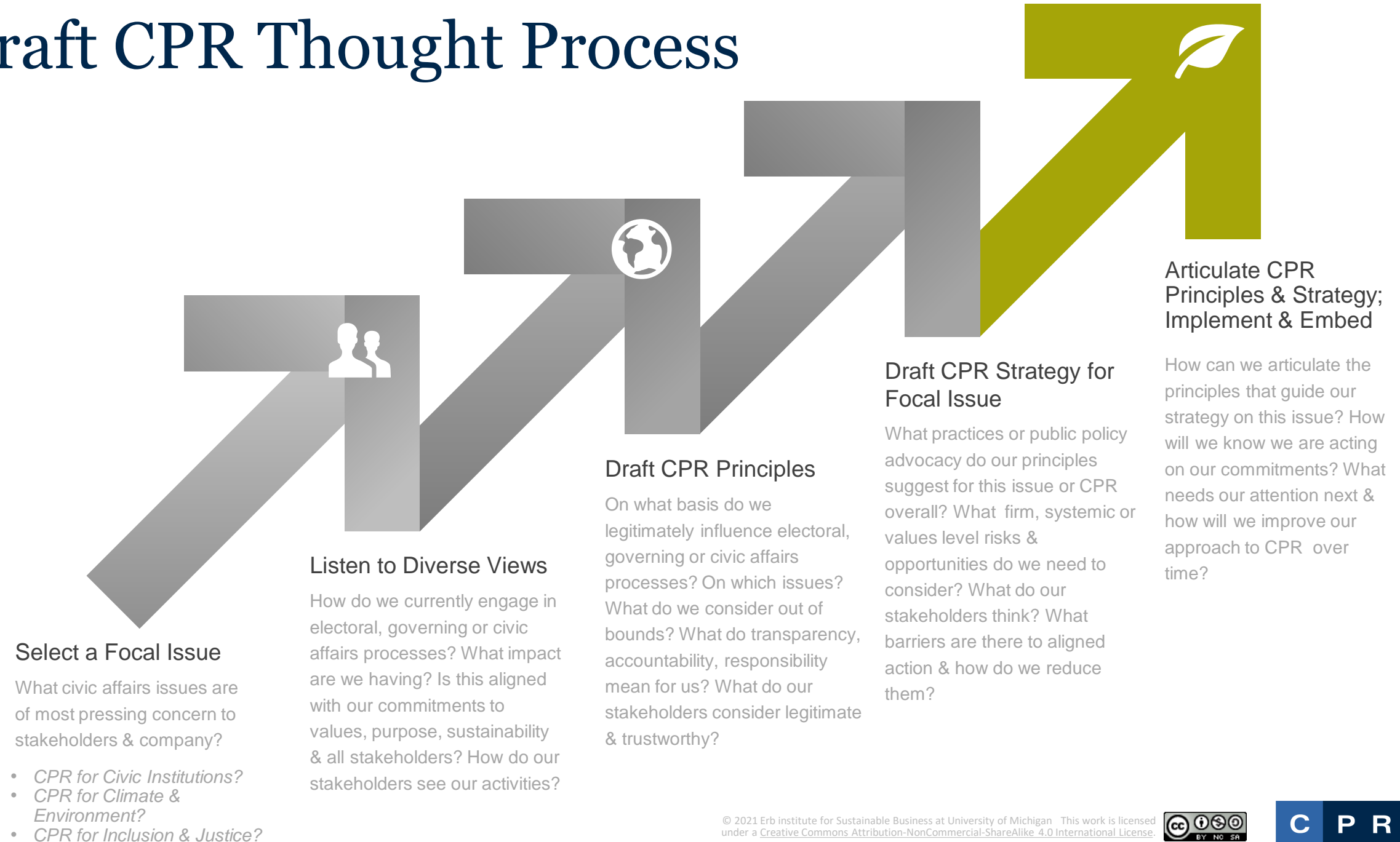
Corporate Political Responsibility



Current Issue Areas

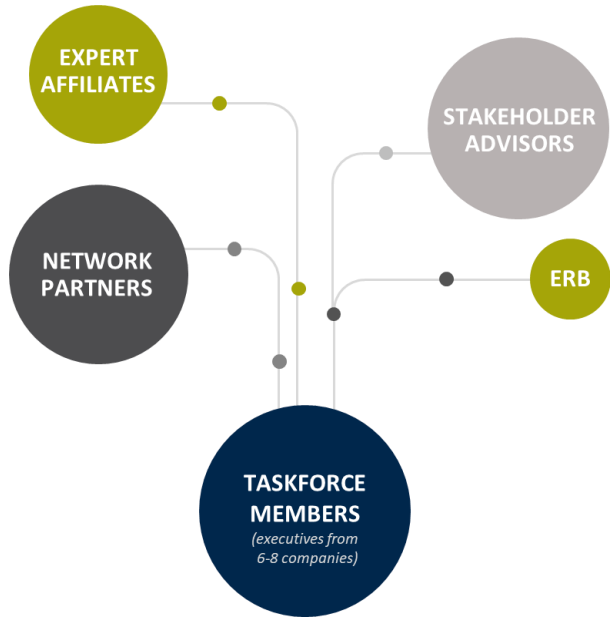


Draft CPR Thought Process



Expert Affiliates & Stakeholder Advisors

SELECTED PARTNERS WHO HAVE AGREED TO SPEAK TO OUR MEMBERS *confirmed or in discussion*



NETWORK PARTNERS



Maryanne Howland, ASBC Race & Equity Working Group
Judy Samuelson, Aspen Institute Business & Society Program
David Clunie, Black Economic Alliance
Andy King, Questrom School of Business, Boston University
Manu Meel, BridgeUSA
Bruce Freed, Center for Political Accountability
Rick Heede, Climate Accountability Institute
Bill Weihl & Jennifer Allyn, ClimateVoice
Kevin Johnson, Election Reformers Network
Katherine Venice, Ethical Capitalism Group
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Jerry Taylor, Niskanen Center
Hamish Stewart & Jerome Tagger, Preventable Surprises, Corporate Lobbying Alignment Project
Matt Leighinger, Public Agenda
Scott Kalb, Responsible Asset Allocator at New America
Steven Young, The Caux Roundtable
Kristin Jordahl Hansen, The Civic Health Project
Alberto Alemmo & Kelsey Beltz, The Good Lobby
Rick Alexander & Sara Murphy, The Shareholder Commons
Jonas Kron, Trillium Asset Management
Magali Delmas, UCLA Institute of the Environment & Sustainability
Adam Winkler, UCLA School of Law
Eric Orts, Wharton School of Business
William Laufer, Zicklin Center for Business Ethics at Wharton
Amy Meyer & Eliot Metzger, World Resources Institute

Where to Go from Here



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

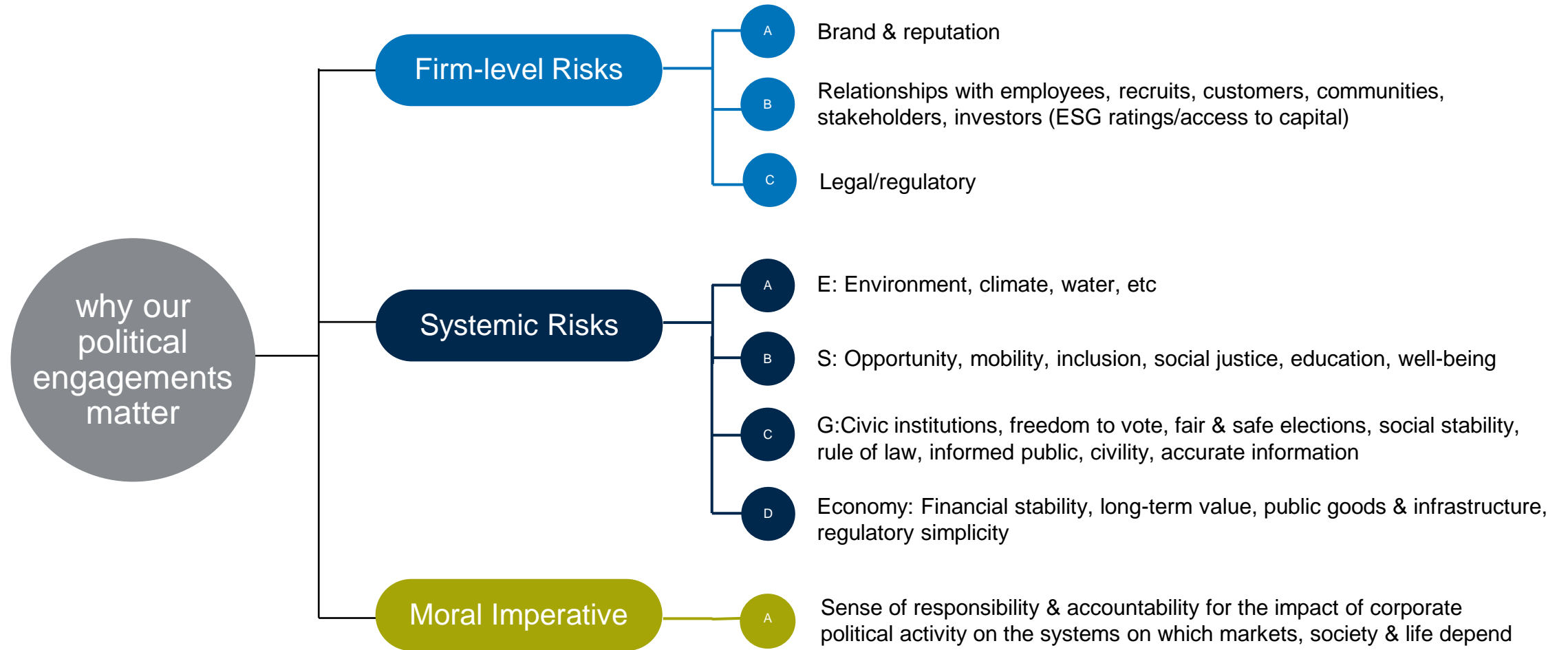
ANTICIPATED TASKFORCE START

Summer, 2021

1. Strong Civic Institutions
2. Social Justice & Inclusion
3. Climate & Environment

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Why CPR Matters



Avenues of Corporate Political Influence

Electoral Processes

election of candidates, ballot measures, election/voting rules & infrastructure, districting, spending rules, etc.

Institutions & Governing

legislative processes, rule-making, contracts, subsidies, exemptions, enforcement, capacity (staff, expertise, technology), norms, standards, etc.

Culture & Civic Affairs

public attitudes, beliefs, priorities, information, deliberation, civic education, national service, etc



Political Spending

candidates/parties/committees, 527 groups, independent expenditure groups (SuperPACs), trade associations, 510c(4)'s ("dark money" groups), ballot measure spending, etc

Corp
PACs

Corp
funds



Employee Communications & Influence

communications, timeoff policies, work assignments, volunteer programs, etc



Lobbying/Advocacy

registered lobbyists, advisors, influence, etc



External Communications & Other Influence

statements, philanthropy, research, campaigns, media spend, advisory, placing executives, etc

Barriers to CPR

Lack of Awareness & Oversight

Many leaders are not aware of the scope of political activity & many firms lack integrated oversight

Competing Interests

There are natural tensions & companies need ways to weigh tradeoffs & prioritize

Siloed Functions & Outsourcing

Brand, CSO, & Government Affairs can operate in silos, & lobbying is often led by third parties

Short-term Pressures & Narrow Views of Materiality

Companies have traditionally engaged around narrow issues & short-term pressure to meet targets

Reactive Approaches

Issues change quickly & it is difficult to recognize emerging trends without a proactive, principled, firmwide view, especially amidst shifting political winds