



Oxford-GlobeScan Corporate Affairs Survey 2020

Highlights Report



24 June 2020



Background to this report



In 2019 GlobeScan and Oxford University launched the Global Corporate Affairs Partnership to assist senior executives and corporate affairs leaders to deliver even greater impact in creating value for their organisations.

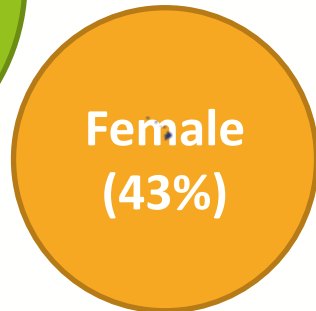
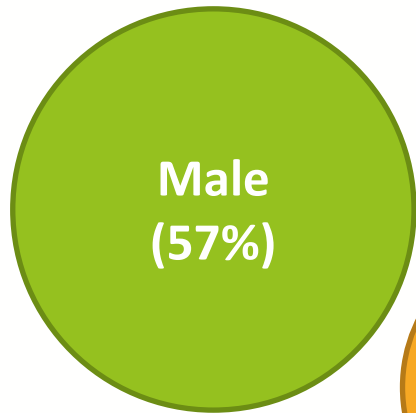
This report was presented by Chris Coulter, GlobeScan CEO, at the launch event on 24 June 2020. It contains the highlights from two surveys conducted amongst corporate affairs leaders.

These findings were discussed in a panel discussion moderated by Rupert Younger, Director of the Corporate Affairs Academy, Oxford University. Click here to listen to the 60 minute webinar <https://globescan.com/webinar-discussion-forum-oxford-globescan-corporate-affairs-survey-2020-findings/>

A full, interpretative report will be published soon.

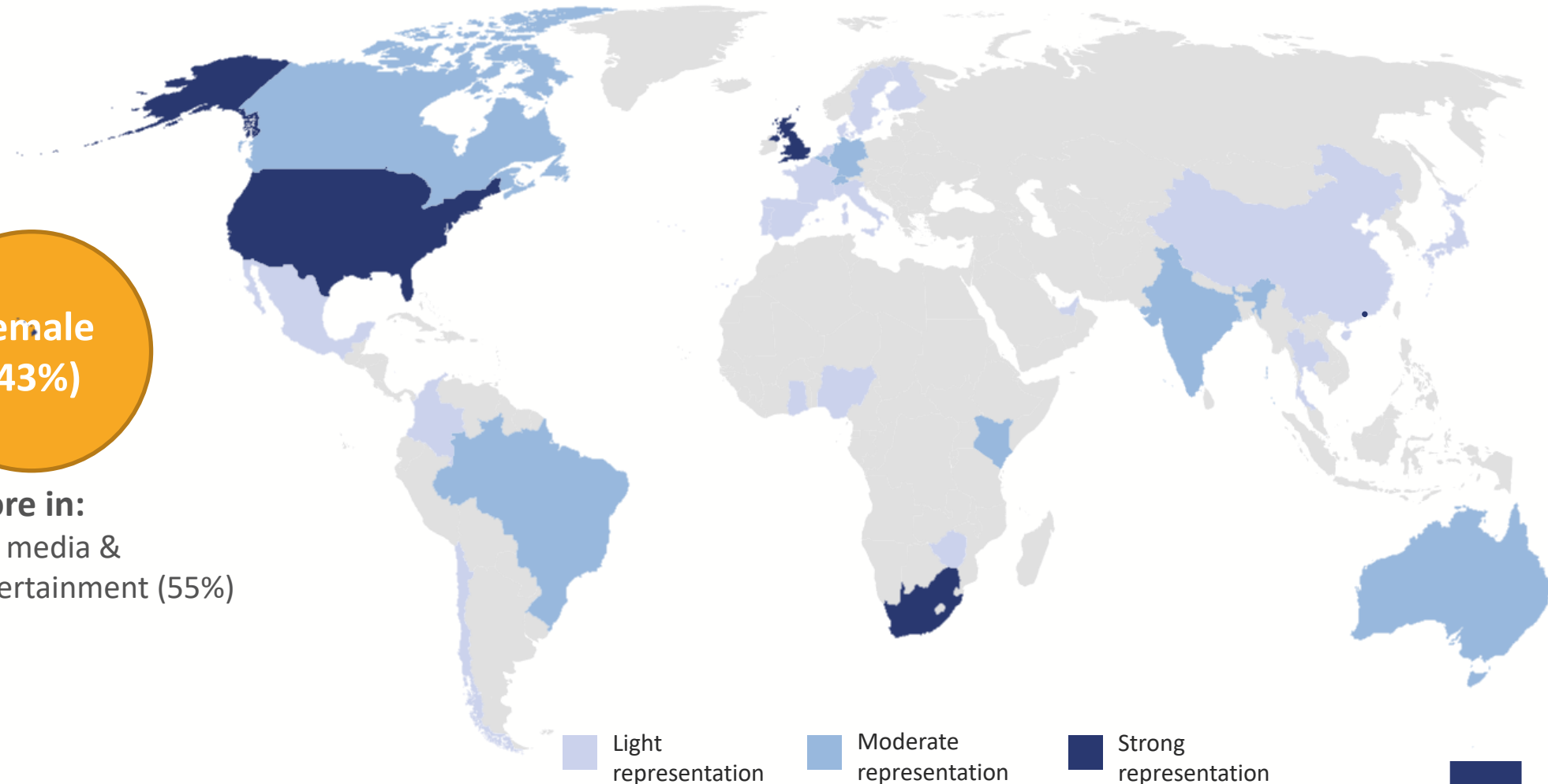
Voice of Corporate Affairs Practitioners: Feb - April & June Surveys

Geographic Representation and Gender Diversity

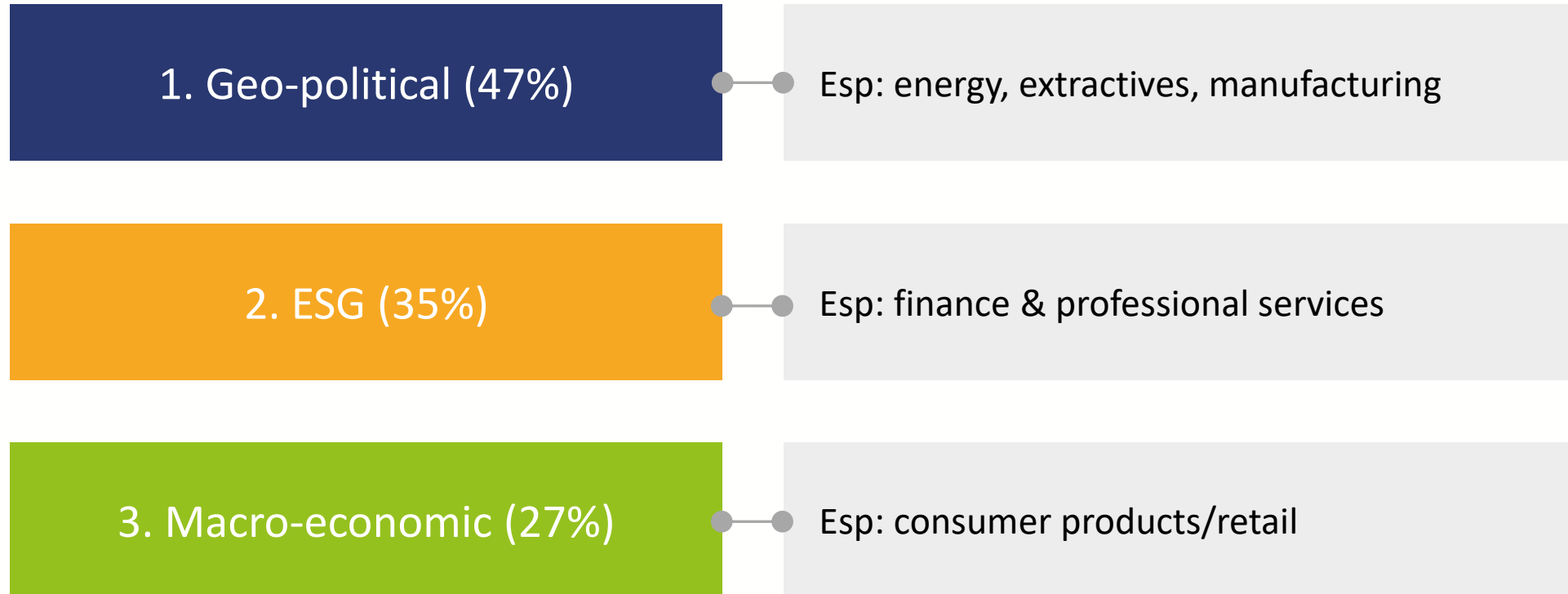


More in:
energy, extractives &
manufacturing (61%)
finance and
professional services
(60%)

More in:
ICT, media &
entertainment (55%)



Most Pressing Global Risks



Least pressing risks: tax (2%) and shareholder activism (5%)

Corporate Affairs Functional Priorities



Q3 Could you name the 3 most important priorities that you have been tasked with to deliver on in the next 12 months?

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Compared to Three Years Ago, More Prominent Priorities

Mapping Purpose (56%)

Especially in Europe & LatAm;
and in energy, extractives & manufacturing and ICT/media & entertainment

Mapping Context (56%)

Especially in LatAm; and in consumer products/retail

Mapping Risks (52%)

Especially in Africa/LatAm; and in energy, extractives and manufacturing sector

Q4 In thinking of each of the following activities that may be part of your professional responsibilities, would you say that they have become a more or less prominent part of your role compared with three years ago?

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Purpose: Key Issues

Well Defined Purpose?
85%



But less well articulated (67%); especially in energy, extractives and manufacturing, and in NGO, research, IGO and Foundations sectors

Leadership Buy-In?
58%



Most engagement seen within European Organisations (70%), least in LatAm (25%)

Connected to Strategy?
54%



Especially in AsiaPacific (64%), least connected in LatAm (25%). Most connected in consumer products/retail, least well connected in energy, extractives & manufacturing, and in financial & professional services

Employees Engaged?
30%



Generally low levels of perceived employee engagement with purpose with especially acute problem in financial & professional Services (15%)

Drivers of Trust: Character and Capability

Character

- Integrity & Honesty (53%)
- Stakeholder Relationships (40%)
- CEO Profile (39%)
- Purpose (34%)
- Employee Treatment (30%)
- Transparency (30%)
- Environmental Stewardship (29%)
- Accountability (27%)
- Regulatory Compliance (21%)
- Community Engagement (20%)
- Human Rights (11%)
- Philanthropy (8%)

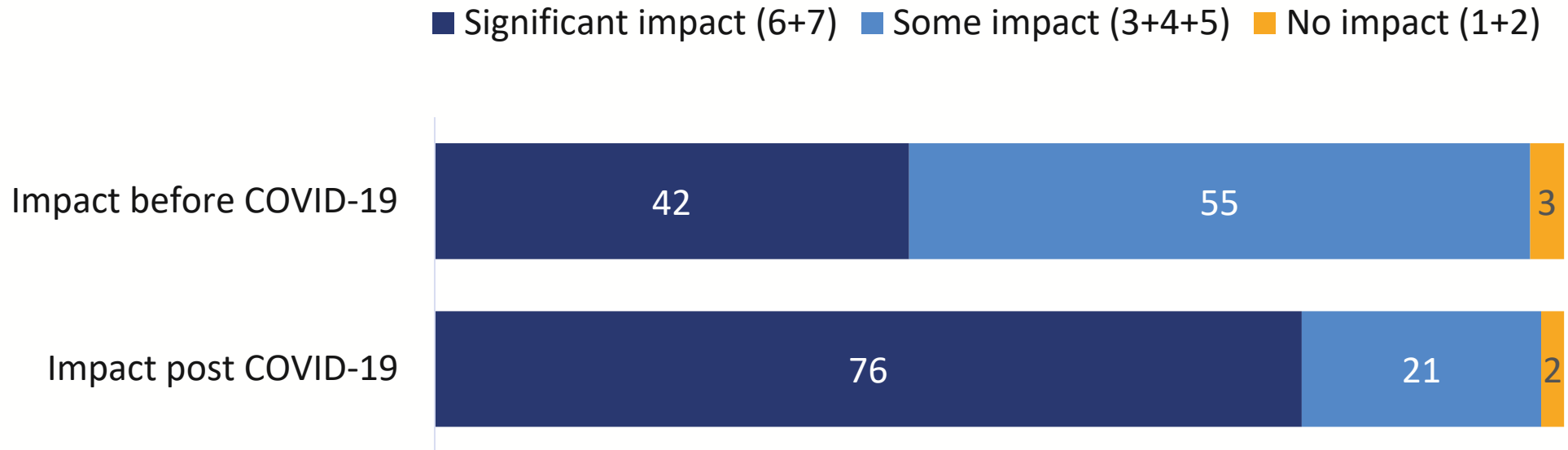
Capability

- Product Quality (42%)
- Financial Strength/Profitability (28%)
- Strategic Clarity (23%)
- Job Creation (17%)
- Product Innovation (12%)
- Market Position (7%)

Q6 What do you think drives trust in your company today? * Respondents were asked to select the five most important sources of trust.

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Effectiveness of the Corporate Affairs Function in Delivering Impact and Business Value



Q10.2 And thinking about your organization, how would you rate the impact that the Corporate Affairs Division has on creating and protecting business value?

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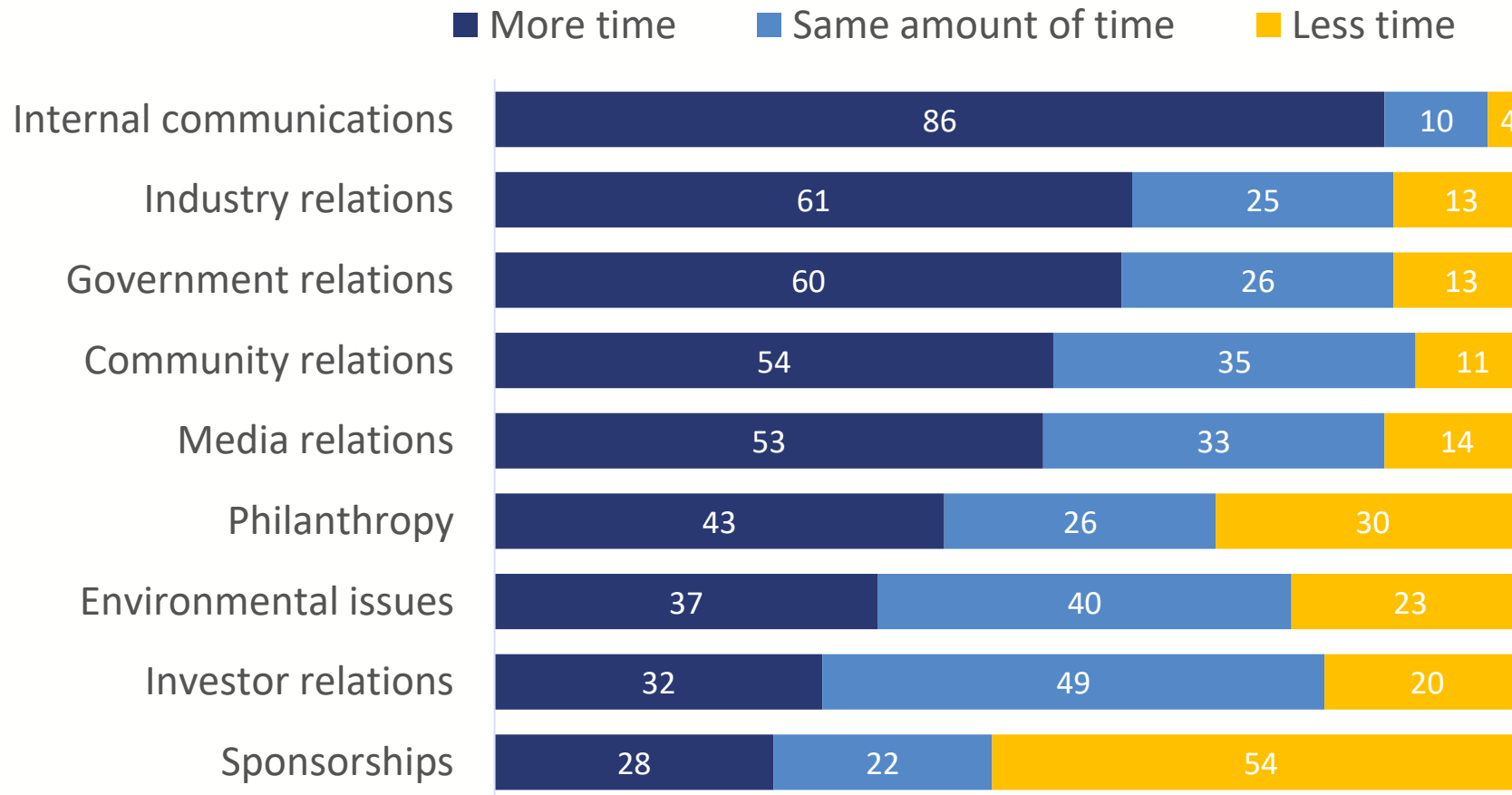
Why Low Impact?

- Poor connection with other functions (27%) – especially in Europe
- Too tactical in scope (25%) – especially in energy, extractives & manufacturing and in ICT, media & entertainment
- Lack of senior investment and support (25%) - especially in Africa and within financial & professional services

Why High Impact?

- Connecting on social licence – especially in LatAm (60%), and in energy, extractive & manufacturing sector (46%)
- Creating and protecting organisational reputations – especially in Africa (42%), and within the ICT, media & entertainment sector (40%)

Corporate Affairs Function: Focus During COVID



Base: All respondents who completed a short, supplementary survey. N = 69. Fieldwork between 27 May and 22 June 2020

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