



Council for Socially Responsible Investment

## **Strategic Plan 2004 Onwards**

Adopted by the Board 5 July 2004

### **Purpose of CSRI**

The purpose of CSRI is to

- ☞ inform New Zealand investors that ethical, sustainable investment is a realistic and practical option;
- ☞ assist with the development of practical guidelines and methodologies;
- ☞ advise organisations on workable ways of assessing, identifying and measuring their own investments;
- ☞ create a venue for dialogue where these matters plus related spiritual, philosophical, and ethical issues may be discussed;
- ☞ provide a way for common action where working together we can achieve things we cannot achieve by working separately.

### **Types of Members and Potential Members**

Members or potential members include the following:

- ☞ central, regional and local government organisations;
- ☞ community trusts;
- ☞ church organisations;
- ☞ Maori organisations;
- ☞ commercial organisations;
- ☞ individuals including financial planners, lawyers, accountants, concerned individuals.

### **Task 1: Venue for dialogue**

The March 2004 Conference was important for bringing together a number of potential members (although some groups were missing), providing some overseas models, establishing networks and credibility. From those contacts a need has been identified from some of the larger potential members of a more informal gathering where issues can be discussed in a working party context in addition to a more public forum.

Smaller organisational members have different needs and issues at the practical level. While some venues are appropriate for both large and small organisations, there could well be a need for separate venues from time to time. Discussion needs to occur with the smaller organisations about the best way their needs can be met.

CSRI will follow the example of the ICCR, namely, to provide networking and space for its members to meet and identify shared values and priorities and common activities.

### **Task 2: Assist with guidelines and methodologies**

We have established a working party on SRI definitions/codes that is intended to provide assistance with guidelines and methodologies. Other research projects and priorities can be identified coming out of member dialogue and established as funds permit.

A list of current research in New Zealand universities would be useful, and one potential forum/seminar is to invite researchers (and interested parties such as the Ministry for the Environment) together to discuss their research projects.

### **Task 3: Inform, educate**

The provision of venues for dialogue, and the assistance with guidelines and methodologies also contributes to the information/education responsibility. From these dialogues and research can come backgrounders, presentations, conference papers that can be available on the web. One of the aims of the working party is to provide introductions to what SRI is about, and links to other websites and reading material.

An important activity under this task is to provide information about what is happening in SRI in Australia, the Pacific/Asia area, and the international scene generally. In a number of respects New Zealand is behind a number of other countries in the advancement of SRI principles and practices.

Breakfast or early evening meetings can also meet educational and promotional goals. The aim to have a public presentation to coincide with board meetings dates is a useful objective. If they are based in Auckland, then they can be arranged without too much secretariate effort. These presentations can be put on the web to counter an Auckland-focus.

### **Task 4: Promote, advocate and engage**

The three tasks above contribute to the promotion of SRI. There are likely, however, to be times where there is scope and a need for CSRI to advocate publicly for the advancement of SRI. This is an advocacy role in such settings as business, parliamentary, community, educational and church meetings. This task can also include engagement activities similar to the ICCR involving shareholder resolutions, where these come from member discussion and resolution, but this is not seen as likelihood in the immediate future..

## **Priorities**

During the next 12-24 months, the key activities will be

- 1) provide working parties and fora;
- 2) raise the profile and use of the website;
- 3) continue with benchmarks;
- 4) network with overseas groups eg CCSRI, AsriA, ICCR;
- 5) to increase membership and funding.

The income target will be around \$150,000 and this will come largely from sustaining grants and other user pay activities, although membership income will be required in addition. We aim to sign up enough members within the next six months so as to convene a working party meeting and possibly a forum this year.

## **Addendum**

On Thursday 3 March 2005 the Board resolved to add global warming as a priority to our strategic plan.

6) to provide information and encourage debate about global warming and the various responses that investors are taking throughout the world, and the ways in which New Zealand investors can act in a socially responsible way to support these and other appropriate actions.

This addition arose from the work in implementing our other strategic activities, and in particular, the work done by the Working Party on Environmental Measures, and the information Robert Howell gathered from his overseas networking and attendance at conferences and the knowledge gained from discussions with Gary Taylor (Board Member), Sally Garrett (Water Care Services) and Professor Wayne Cartwright (Auckland University).