**Table 3: Assessment of Reports against the Principles of Social Investment**

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| --- | --- | --- | --- | --- |
| **PSI principle and criteria** | **GSK** | **Heineken** | **NAB** | **Unilever** |
| 2009 | 2011 | 2012 | 2013 | 2009 | 2011 | 2012 | 2013 | 2009 | 2011 | 2012 | 2013 | 2009 | 2011 | 2012 | 2013 |
| **Purposeful**1. Strategy, objectives & criteria2. Mission & portfolio alignment3. Defined roles & responsibilities4. Due diligence5. Coordination of funding efforts | √√ xx√ | √√ xx√ | √√xx√ | √√x√√ | √√xxx | √√xxx | √√√xx | √√√√√ | √√xx√ | √√xx√ | √√√√√ | √√√√√ | √√xx√ | √√xx√ | √√xx√ | √√xx√ |
| **Accountable**1. Objectives, evaluation & exit strategy2. Partners can safeguard & apply funding3. Measurement framework, controls, audit4. Regular, accessible stakeholder communication5. Address misinformation or unintended consequences6. Contribute to best practice dialogue  | xx√√xx | xx√√xx | xx√√xx | xx√√x√ | xx√√xx | xx√√xx | xx√√√x | xx√√√√ | xx√√xx | xx√√xx | x√√√xx | x√√√x√ | xx√√xx | xx√√xx | xx√√√x | xx√√√√ |
| **Respectful**1. Real partnership & alignment2. Trusting & productive relationships3. Meaningful participation4. Community alignment & sustainability5. Empowerment & capacity building | √x√x√ | √x√x√ | √x√x√ | √x√x√ | xxxx√ | xxxx√ | xxxx√ | √x√√√ | √x√x√ | √x√x√ | √x√x√ | √x√√√ | √x√√√ | √x√√√ | √x√√√ | √x√√√ |
| **Ethical**1. Consistency with international frameworks2. High governance standards3. Conflicts of interest prevented or resolved4. Unethical behaviour reported | √xx√ | √xx√ | √xx√ | √√√√ | √xx√ | √xx√ | √√x√ | √√x√ | √xxx | √xxx | √xx√ | √√x√ | √xx√ | √xx√ | √xx√ | √√x√ |
| **TOTAL** √ | 10 | 10 | 10 | 11 | 7 | 7 | 10 | 10 | 9 | 9 | 13 | 13 | 11 | 11 | 12 | 12 |

√ = clearly demonstrated in the reports x = not demonstrated