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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 & criteria 2. Mission & portfolio alignment 3. Defined  roles & responsibilities 4. Due diligence 5. Coordination of funding efforts | √  √    x  x  √ | √  √    x  x  √ | √  √  x  x  √ | √  √  x  √  √ | √  √  x  x  x | √  √  x  x  x | √  √  √  x  x | √  √  √  √  √ | √  √  x  x  √ | √  √  x  x  √ | √  √  √  √  √ | √  √  √  √  √ | √  √  x  x  √ | √  √  x  x  √ | √  √  x  x  √ | √  √  x  x  √ |
| **Accountable** 1. Objectives, evaluation & exit strategy 2. Partners can safeguard & apply funding 3. Measurement framework, controls, audit 4. Regular, accessible stakeholder communication 5. Address misinformation or unintended consequences 6. Contribute to best practice dialogue | x  x  √  √  x  x | x  x  √  √  x  x | x  x  √  √  x  x | x  x  √  √  x  √ | x  x  √  √  x  x | x  x  √  √  x  x | x  x  √  √  √  x | x  x  √  √  √  √ | x  x  √  √  x  x | x  x  √  √  x  x | x  √  √  √  x  x | x  √  √  √  x  √ | x  x  √  √  x  x | x  x  √  √  x  x | x  x  √  √  √  x | x  x  √  √  √  √ |
| **Respectful** 1. Real partnership & alignment  2. Trusting & productive relationships 3. Meaningful participation  4. Community alignment & sustainability  5. Empowerment & capacity building | √  x  √  x  √ | √  x  √  x  √ | √  x  √  x  √ | √  x  √  x  √ | x  x  x  x  √ | x  x  x  x  √ | x  x  x  x  √ | √  x  √  √  √ | √  x  √  x  √ | √  x  √  x  √ | √  x  √  x  √ | √  x  √  √  √ | √  x  √  √  √ | √  x  √  √  √ | √  x  √  √  √ | √  x  √  √  √ |
| **Ethical** 1. Consistency with international frameworks 2. High governance standards  3. Conflicts of interest prevented or resolved  4. Unethical behaviour reported | √  x  x  √ | √  x  x  √ | √  x  x  √ | √  √  √  √ | √  x  x  √ | √  x  x  √ | √  √  x  √ | √  √  x  √ | √  x  x  x | √  x  x  x | √  x  x  √ | √  √  x  √ | √  x  x  √ | √  x  x  √ | √  x  x  √ | √  √  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