

<b>Define the Nature of the Community Investment:</b>	<b>A. Regulatory and Contractual Commitments to Communities</b>	<b>B. Voluntary Community Investment</b>	<b>C. Philanthropic Investment</b>
Examples	Technical training commitments; environmental compliance	Capacity-building initiative for community benefit; upgrades to local infrastructure	Donation to support cancer or AIDS research; donation to wildlife protection fund
Corporate motivation?	Compliance with laws	Risk management and securing local licence to operate; can incorporate intent to do no harm and/or foster positive social impact; focus is on individual project	Same motivators as voluntary community investment, but less linkage to securing local licence to operate; more corporate focus and less project focus
Short-term and/or long-term impacts?	Generally short term, some long term	Can be either or both	Generally longer term
Stakeholder engagement strategy?	Engagement with communities, regulators, commercial partners	Direct engagement with community stakeholders is a priority	May have limited engagement with community stakeholders
How to allocate percentage of corporate community investment budget?	Contracts and regulations prescribe level of commitment	Level of commitment can be set by a company generally on a project basis	Level of commitment generally set by company on a corporate-wide basis
Corporate approval process?	Part of traditional project management process	Can be managed within an individual project's management process or within a broader business integrity corporate management system	Routinely managed within a broader business integrity corporate management system rather than on a local project basis

**Community Investment Strategy Tool©**  
**Corporate Integrity: A Toolkit for Managing beyond Compliance**  
**Kennedy-Glans and Schulz, John Wiley & Sons, 2005**  
**Integrity Bridges ([www.integritybridges.com](http://www.integritybridges.com))**