

# Michigan Insights Review Series

**Corporate Social Responsibility**

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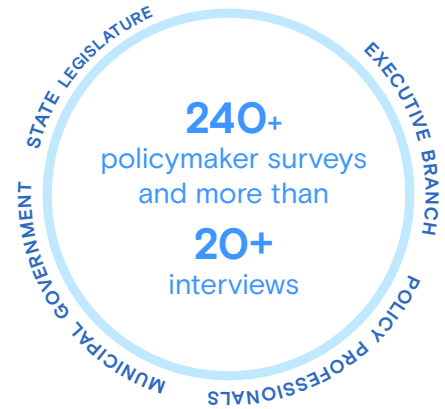


# Executive Summary

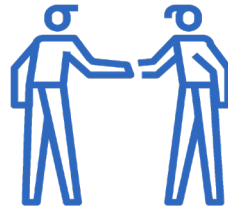
We are excited to share findings from our second annual Michigan Insights Review. From March to May 2022, we surveyed and spoke with over 250 state and local policymakers in Michigan to understand policy priorities throughout the state and how the private and public sector can work on those issues.

While healthcare remains a top priority for Michigan policymakers, focus this year has shifted to infrastructure and education, as decision-makers grapple with questions around how to rebuild the state in a post-pandemic world.

Following a consequential midterm election, Michigan policymakers are aware that their constituents will be looking to them to work with the private sector to solve the issues they prioritized during their reelection campaigns. As leaders return to in-person engagement, policymakers want to see the private sector engaging on these foundational issues, placing an emphasis on direct collaboration with stakeholders, in order to benefit both local communities and the state as a whole.

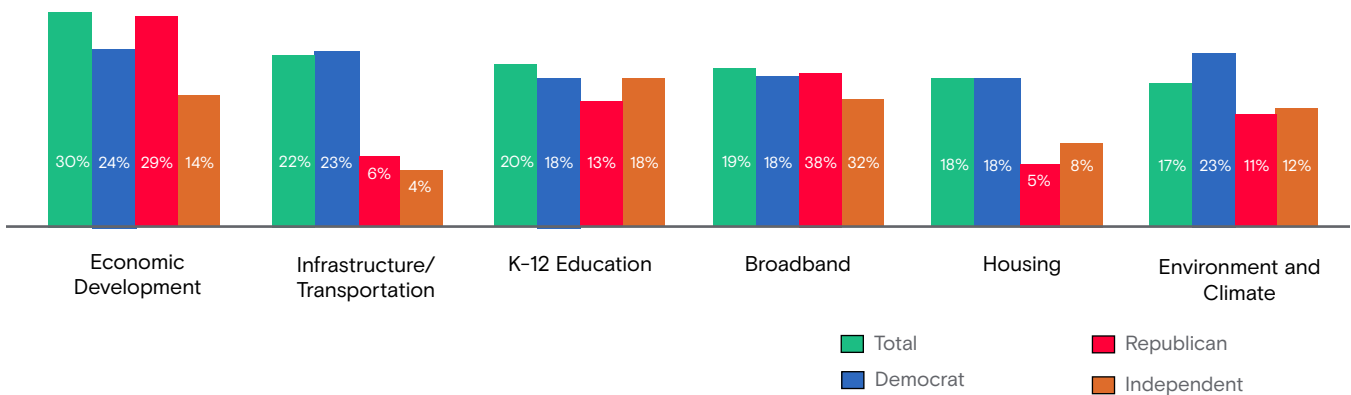


This is the final report in a series that examines Michigan policymakers' top policy priorities of 2022. This review examines Corporate Social Responsibility and Public-Private Collaboration in the state.



**Public-Private Partnerships**

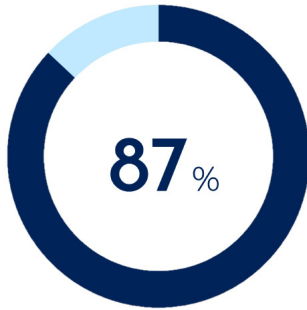
Going forward, on which of the following issues would you want to prioritize private-public collaboration? (percentage of respondents who placed the issue in their top three)



n = 266



# Michigan Deep Dive: Corporate Social Responsibility and Public-Private Collaboration

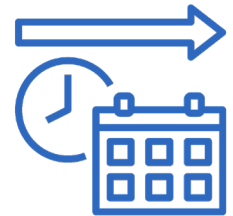


87% of policymakers across the political spectrum value when the private sector commits to corporate social responsibility initiatives, such as giving back to the community or ensuring the individuals in their workforce are treated fairly.

## Good Corporate Citizens Take Responsibility

**“...What makes them a good corporate citizen is when they can see the bigger picture and they’re focused on the longevity of their efforts and not just the short term. I think that they need to be taking responsibility for not only what they provide, but also the costs that others incur because of them, whether it’s externalities, like pollution, or pay policies that shift some of the burden onto taxpayers or others.”**

**Legislative Liaison Administrator, Executive, R**



## Companies Should Be Willing to Help Out

**“Every business that does business in the county, however or whatever jurisdiction you have, it needs to be a community benefit plan in place.”**

**Councilperson, Municipal, I**



**“Whenever a company is willing to allow their employees time to help the communities that they’re in or maybe even neighboring communities, and if it applies, to provide resources to that project in addition to the manpower, that’s always a good thing and greatly appreciated by communities because communities only have so much time and money and people. So when the companies in their area are willing to help out, that’s always greatly appreciated and a benefit.”**

**Executive Director, Executive, D**

## Fair Prices and Employee Treatment is Important

**“I think that providing good products at reasonable prices and then treating their employees fairly is going to be much more important in the long term than any sort of, ‘We’re going to go put our names on a building for a community center,’ or something like that in terms of the impact.”**

**Councilman, Municipal, D**



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# Michigan Deep Dive: Corporate Social Responsibility and Public-Private Partnerships

Going forward, policymakers want to see the private sector collaborate on various issues ranging from economic development to environmental responsibility.

## Partnerships Require Engagement

**“When you bring the partners to the table, then the conversation can begin...But if we don’t include those people, then we never know...when you engage other businesses and organizations and you get their input and their feedback, you’d be surprised what they’re buying into.”**

Councilperson, Municipal, I

## Economic Development

**“I would like to see the private sector look more seriously at the benefits of relocating here, but then also engaging in that conversation with policymakers of how to create the environment that would actually draw them in...I value public-private partnerships that ultimately benefit everybody and not just benefit a small group of folks.”**

Legislative Liaison Administrator, Executive, R

## Public-Private Partnerships in Infrastructure

**“When we have private businesses collaborate with us, it is often on a philanthropic basis...One exciting avenue that I’m seeing for collaboration going forward with the private sector is making investments in the infrastructure to continue to be at the forefront of having really well run streets with maintenance.”**

Councilmember, Municipal, D

## Affordable Housing Needs to be Built

**“People can’t find accessible affordable housing. People are sleeping on couches, becoming homeless, living in really substandard situations because there’s not enough accessible affordable housing... The isolation that comes from that is so damaging to people’s physical and mental health... We need more homes for regular people with families with children and multi-generational families.”**

Executive Director, Executive, D

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Corporate Social Responsibility can serve as the basis for public-private partnerships, providing an opportunity for the private sector to invest and engage with communities. Focusing on issues such as economic development, infrastructure, and education provide ample opportunities for the private sector to further support local Michigan communities. Through defined commitments and working on community priorities, the private sector can better their reputation and advocacy efforts among policymakers.

## Government Partnerships

Executive Branch

Policy Professionals

Municipal Government

State Legislature

## Our Clients

Trade Groups

Interest Groups

Professional Societies

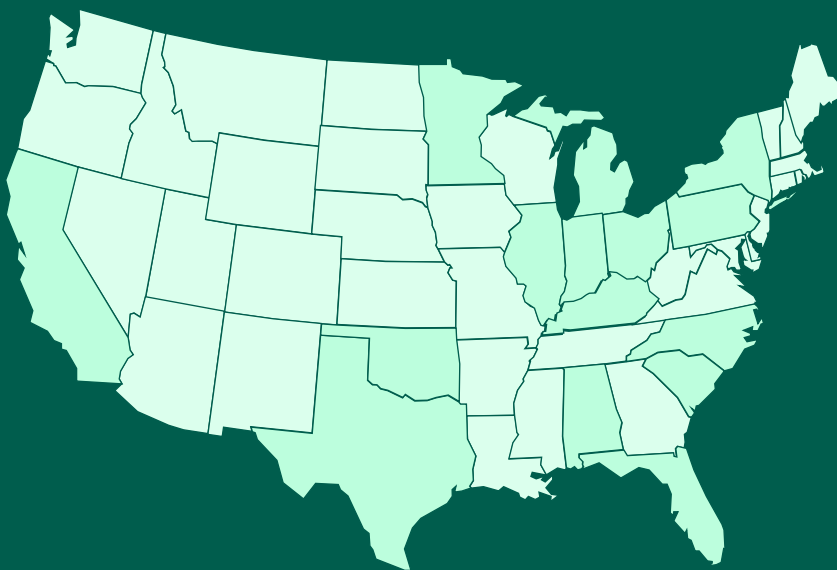
Companies & Associations

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Penta provides direct feedback from policymakers to government relations professionals, improving advocates' ability to understand, validate, and improve the efficiency and effectiveness of their engagement.

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