



Name: \_\_\_\_\_

Company: \_\_\_\_\_

Will be collected by CRBS  
at the Chamber on 11/09/10

## Confidential CRS Study with Irving-Las Colinas Chief Executives

CRS = Corporate Responsibility and Sustainability

**1. How are you leveraging CRS to enhance company profitability?**

**2. Corporations describe CRS in several ways.  
What is the scope of CRS in your company?**

**3. Who leads the CRS function in your organization?**

*Please tick-mark (✓) the highest responsible role:*

- |   |  |
|---|--|
| <input type="radio"/> Chief Executive Officer | <input type="radio"/> Other C-level Officer: _____ |
| <input type="radio"/> Chief Strategy Officer  | <input type="radio"/> Mid-level Manager: _____     |
| <input type="radio"/> Chief Financial Officer | <input type="radio"/> No role defined yet          |

**4. What factors are driving CRS initiatives in your company?**

*Please tick-mark (✓) applicable choices:*

- |   |   |
|---|---|
| <input type="radio"/> Corporate Policy      | <input type="radio"/> Customer Requirements |
| <input type="radio"/> Competitive Pressures | <input type="radio"/> Regulatory Compliance |
| <input type="radio"/> Industry Standards    | <input type="radio"/> Other: _____          |

**5. What CRS projects and practices are distinctive within your company that may deserve recognition?**