

01 SOUTHERN PULSE CORPORATE SOCIAL RESPONSIBILITY

Southern Pulse uses a unique methodology to support strategic decision making for governments, businesses, and individuals exposed to risk in Latin America. Through its proprietary investigative networks in more than 70 cities, **Southern Pulse** can assess the community impact or value perception of corporate social responsibility (CSR) programs in the region.

In the development phase of a CSR program, **Southern Pulse** can help determine what is valued most by the local community, who are the key players inside relevant groups, and how they will likely respond to specific initiatives. After programs have been launched or as part of an ongoing relationship, **Southern Pulse** can conduct interviews, focus groups or polls to assess whether the programs were properly implemented and what positive and/or negative effects were experienced as a result for stakeholders.

Every CSR assessment begins with a confidential and direct discussion between **Southern Pulse** and the client about their respective CSR goals. Common goals and CSR plans to achieve those goals include:

- Improving dialogue and public support for new projects which can reduce political impediments, physical security risks, social discord and protest activity surrounding a particular project.
- Conserving green spaces around facilities and/or use of sustainable construction to mitigate the environmental impacts of a factory or plant.
- Increasing local employment and/or improving education in a target community to foster a positive view of the company both internally and externally.
- Funding socially and environmentally-conscious initiatives as a show of good will, for marketing purposes, and to demonstrate social responsibility to shareholders.
- Committing to assist in addressing individual or community needs, such as through training, empowering local managers, or paying for things like roadwork or utility upgrades that make for a more productive workforce.
- Establishing clear guidelines on human and workers' rights and an office to address complaints regarding alleged violations to prevent litigation and damage to the company's public image.
- Donating time or money or matching the efforts of employees in individual volunteer efforts to improve morale, retention and/or develop relationships with vendors or other businesses.
- Creating community service programs that help recipients and instill company and personal pride for employees who participate.

Southern Pulse can:

- Interview key stakeholders about the impact of CSR activities
- Design and conduct small public opinion surveys or larger polls.
- Run focus groups in local communities
- Report on environmental and social activism, and planned group protests or events.
- Analyze and recommend cost-effective future CSR initiatives
- Verify the status and quality of concrete capital CSR investments
- Capture chatter and rumors on social media and on the street regarding specific projects or general perceptions of a company or project
- Research and map who are the people and organizations that influence public opinion for a given audience, what their goals are, and any linkages to other groups or decision-makers.

How do companies use this information?

- To inform shareholders about positive developments and/or potential weaknesses.
- For marketing campaigns to highlight positive narratives related to the client.
- To monitor and maintain awareness of public perception and appropriately respond to publicity
- To obtain information about the execution and status of CSR initiatives for budgetary planning.
- To collect and analyze information on current or past programs to better prepare for future CSR.

What does a CSR assessment include?

Southern Pulse prepares a report based on interviews and other data gathered by investigators on the ground and CSR specialists that are well placed to give the client the information they need to evaluate and make strategic decisions regarding CSR programs. These reports also come with a source list (names redacted) so you the client may contextualize the information by knowing who provided it. **Southern Pulse** analysts provide additional context and judgments about the information from sources on the ground to identify successes, potential complications, and opportunities.

[Southern Pulse](#) differs from larger competitors in the industry for five principal reasons:

We Are a Network First, a Business Second

When [Southern Pulse](#) began operating as a private investigations firm in late 2004, its founders – an investigative journalist and two federal police investigators – had already spent, collectively, over three decades of developing relationships across Latin America and beyond. They decided to service an industry by leveraging this considerable network in the field.

Decentralized

[Southern Pulse](#) does not maintain a central base of operations. As our network has grown, we've developed hubs of business development in Washington DC, Austin, Miami, New York, and Zurich, and of operations in Mexico City, San Salvador, Bogotá, São Paulo, Rio de Janeiro, Santiago, and Buenos Aires. We communicate in the cloud and operate on the ground.

Offline Focused

Our clients receive reports written from information sourced exclusively offline. All [Southern Pulse](#) reports are prepared based on ground truth sourcing first - search engines and sophisticated web searches second.

Regionally Focused

[Southern Pulse](#) is focused on Latin America, and has been since its inception as a business in 2004, and well before, dating back to the early 1980s of relationship-building with sources, operators, and others across the Western Hemisphere. Our mission is to be a top-of-class strategic advisory firm for companies, governments, and individuals with exposure or investment interests in Latin America.

We recognize, however, that clients often have collection and reporting needs for countries outside the region, so we have endeavored to build complementary relationships with partners that are strong in several areas of the world and the security industry, including well-developed internal capabilities of a select set of countries around the world. [Let us know](#) if you would like to know more about [Southern Pulse](#) capabilities outside Latin America.

We Can Say "No"

Our clients know that we are an organization that can say no. We know where our network is strong and where it is weak. When clients ask for collection in areas where we have less experience, we are transparent and honest. We would rather say "slow" or "we need more time," or even "no," and retain the relationship than say yes and deliver sub-quality work. We see ourselves as long term advisors rather than a single contract provider.

[Southern Pulse](#) is committed to maintaining the highest ethical and legal standards. We do not take on assignments that we consider to be of questionable legal status or ethical merit. We respect and comply with all applicable laws, treaties, government regulations, customs and social norms considered to be fair in both the countries where our clients are legally based as well as the countries where we operate.

All [Southern Pulse](#) employees and contractors are required to sign a code of conduct stating that they will not make corrupt payments to employees of public entities.

Breaking the law or violating ethical boundaries is unacceptable in our business. We endeavor to understand all relevant laws and regulations prior to initiating any business arrangement with both clients and operators. We also conform to socially accepted business practices, use common sense in our dealings, and are careful to check whether our commercial terms are in line with local requirements.

[Southern Pulse](#) encourages its employees to conduct themselves ethically and legally at all times, and urges them to seek clarification from their superiors when there is uncertainty about whether a specific course of action is ethical or legal.