

# Corporate citizenship: An evolving new LAWPRO mandate

In May 2011, the LAWPRO Board adopted a Corporate Social Responsibility (CSR) statement that is based on four principles: a commitment to provide a healthy workplace, respect for the environment, support for the legal community, and support for the larger community in which we live and work.

The following is a summary of how LAWPRO fulfilled its role as a responsible corporate citizen in 2011.

## PROFESSIONALISM

VALUE

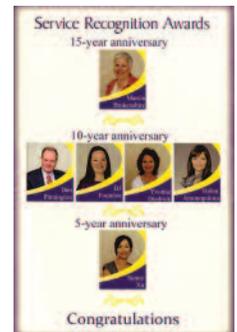
### 1 Providing a healthy and rewarding workplace through:

- policies & practices that respect diversity, promote inclusion & fellowship;
- providing opportunities for professional growth through education and service; and
- promoting health, safety and wellness.

A healthy, safe and rewarding workplace is fundamental to any organization's success. LAWPRO ensures that its human resources policies and procedures are current and consistent with applicable and evolving legislation and regulation. We also support a health and safety and a wellness committee, provide funding for employees' professional and educational development, and recognize long-service through an employee recognition program.

#### 2011 HIGHLIGHTS

- developed policies, training and education to support January 1, 2012, implementation of *Accessibility for Ontarians with Disabilities Act*;
- provided about \$100,000 in funding for professional and academic development among our 130+ employees;
- recognized 18 long-service employees who had 5+ years service with LAWPRO;
- encouraged employee participation in diverse range of professional organizations representing finance/accounting, insurance, legal, IT, human resources and communications sectors;
- Health & Safety committee held 3 meetings, validated existing policy framework, and received updates on facilities inspections.



## INTEGRITY

VALUE

### 2 Respecting the environment through initiatives that meet dual mandate of being stewards of both the environment and the bar's financial resources.

In addition to supporting an employee-led Green Committee, we have an active program of reducing paper waste and developing technology solutions that result in a paper-reduced environment.

#### 2011 HIGHLIGHTS

##### Green Committee:

- spearheaded education campaign in support of building landlord's Zero Waste Program;
- organized series of noon-hour screenings of Planet Earth for employees;
- organized information session on community supported agriculture featuring a local organic farmer.

##### Corporate activities:

- reduced power consumption by more than 50 per cent by moving to virtual server technology; also recycled decommissioned server;
- completed move to fully paperless application filing process with elimination of pre-populated application forms;
- developed plans to reduce use of printed reports, replace aging equipment with energy efficient models - to be implemented in 2012.



### 3 Fostering the legal community through:

- support and/or sponsorship of legal-related causes that advance the role/reputation of lawyers & foster access to justice (including causes supported by the bar);
- support of CLE and other activities that lead to the bar's enrichment & foster ties to the legal community; and
- support of lawyer wellness.

More than 30 of our professional-level employees are actively involved on boards, committees and task forces of a variety of legal-related organizations. We regularly help organize CLE/CPD conferences and events; we speak at these events, as well as to individual firms on a wide variety of risk/practice management topics. These kinds of activities not only help us gain a better understanding of the bar's needs, but also ensure that our risk management messages are getting heard. Our LAWPRO CPD Credit program encourages ongoing learning in the "soft" skills. Through a proactive public awareness campaign, we educate consumers about the value of using a lawyer in real estate and other transactions – and in so doing support the real estate bar and access to justice in smaller communities.

### 4 Supporting the broader Canadian community through:

- support for employee participation in charitable causes;
- support for the insurance industry;
- dialogue with government & regulatory bodies to represent bars' interests (and related interests of consumers);
- expanding our range of materials in both official languages and other languages as needed.

LAWPRO employees are encouraged to be active volunteers and fundraisers. We also encourage them to participate in organizations representing the professional liability, title and general insurance sectors. A proactive government relations program ensures the voice of lawyers, and the interests of their clients, are heard in legislative and regulatory circles, on topics where LAWPRO believes it can bring insights. To serve the needs of our multi-lingual audience, while also respecting our commitment to cost-containment, we provide all mandatory insurance program materials in both English and French and other materials in selected languages as needed.

#### 2011 HIGHLIGHTS

##### Advancing role/reputation of lawyers; fostering access to justice

- provided corporate support for the following organizations with legal-related mandates: LEAF, Ontario Legislative Internship Program, AJEFO (association of French-speaking jurists), and University of Toronto Law School;
- supported public awareness campaign focused on educating consumers about lawyers' role in protecting public's interests in real estate & other transactions. Two media campaigns based on results of TitlePLUS-commissioned polls generated media coverage in close to 100 media outlets and reached about nine million consumers. One poll tested consumer awareness of changes to Multiple Listing Service (MLS) and focused on how important lawyers are when consumers opt to buy or sell without a real estate agent; a second poll revealed low level of consumer understanding of implications of home equity lines of credit, with messaging focused on how lawyers can help consumers who opt for HELOCs.

##### CLE/CPD support

- LAWPRO CPD Credit program: Approved 208 programs attended by 30,000 lawyers who claimed more than \$514,000 in CPD credits (up significantly from \$244,000 in 2010);
- delivered 90 presentations/speeches on claims & risk management-related topics at conferences, CPD events & law firms;
- co-chaired Law Society/OBA annual Solo & Small Firm Conference for 6<sup>th</sup> year;
- assisted Law Society in finalizing model file retention policy for large law firms;
- helped develop area of law-specific file retention guidelines for real estate and wills & estates bar;
- helped promote CBA Conflicts of Interest Task Force promote its Conflicts Toolkit.

##### Outreach

- developed law school student outreach plan that included presentations to law schools in Toronto & Ottawa, promotional campaign to introduce students to risk issues and risk management, and preliminary work on special issue of *LAWPRO Magazine* for law school students.

##### Lawyer wellness

- provided links to wellness resources on website; continued to dedicate section of *LAWPRO Magazine* to coverage of lawyer wellness issues and initiatives.

#### 2011 HIGHLIGHTS

- raised more than \$13,000 (matched by the company) for a total donation of \$26,000 to five employee-selected charities. Employees also participated in charitable causes such as the Cancer Society's daffodil campaign, the Movember campaign, toy drives, and a feed the homeless campaign, among others;
- met and briefed key government officials and representatives of our regulator, the Financial Services Commission of Canada (FSCO) on LAWPRO concerns with use of contests by other title insurers to induce title policy sales. Also continued to meet with MPPs in their ridings to raise awareness of connection between a healthy real estate bar and access to justice for consumers;
- strengthened ties to bar and title associations in Canada and U.S.A.: hosted/sponsored two special events in conjunction with American Bar Association meetings held in Toronto: helped sponsor National Conference of Bar Presidents and hosted meeting of ABA's Law Practice Management section;
- completed translation into French of all insurance materials for the primary errors & omissions program.

