

EXPECTATIONS

- INTEREST GROUPS
 - ENVIRONMENTAL GROUPS: RESPONSIBLE
 - CONSUMER GROUPS: FAIR
 - INDUSTRY ASSOCIATIONS: COOPERATIVE
 - SAFETY ASSOCIATIONS: SAFE OPERATIONS
- DONEES
 - COMMITMENT TO COMMUNITY
 - GENEROUS SUPPORT
 - RESPONSIVENESS TO REQUESTS
 - OPENNESS REGARDING POLICIES, DECISION-MAKING
- ACADEMICS AND THOUGHT LEADERS
 - INNOVATIVENESS
 - OTHER ATTRIBUTES DEPENDING ON INDIVIDUAL