

# Home Country as Stakeholder

THE RISING GEOPOLITICAL RISK FOR BUSINESS LEADERS | EUROPEAN EDITION

Weber Shandwick, in partnership with KRC Research, surveyed 1,217 multinational business executives across 12 countries, including Germany, Sweden and the UK, to examine their perceptions of the relationship between a multinational company and its home country, defined as where it is headquartered, along with the reputational risks and opportunities. The survey was also conducted in Brazil, Canada, China, India, Japan, Mexico, Singapore, South Korea, and the United States between February 18 and April 5, 2021. For purposes of this European report, we present an aggregate of all 303 executive responses from Germany, Sweden and the UK.

## Home country is a top three business stakeholder.

**58%**

of all executives – 50% of European executives – rate their company’s home country a “very” important stakeholder to their business, second only to customers and tied with shareholders.

**9 OF 12**

In nine of 12 markets surveyed, home country rates among the top 3 “very” important stakeholders among all executives and second in Europe.

## National security exceeds diversity & inclusion, ESG and climate change in importance.

**56%**

of all executives – 46% of European executives – rate national security “very” important to company decisions.

**50%**

or fewer of all executives rate D&I, ESG and climate change “very” important to company decisions, including 42% or fewer of European executives.

## What comes first – the bottom line or national interest?

**80%**

of all executives – 81% of European executives – agree that, regardless of national interests, a company has a responsibility to do what is in its own best interest to succeed.

**83%**

of all executives – 78% of European executives – also agree that in some instances, national security or economic interests should come before the bottom line.

## Executives feel the pressure to take a position on geopolitical issues.

**87%**

of all executives – 80% of European executives – agree their companies should be prepared to take a more public position on geopolitical issues over the next five years.

## Executives are unprepared for geopolitical risk.

**74%**

of all executives – 72% of European executives – say their company is more reactive than proactive when it comes to geopolitical risk.

**55%**

of all executives – 61% of European executives – say their company’s Board of Directors is not well prepared for geopolitical risk.

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