



Webinar: *Measuring and maximizing your company's impact*

OCTOBER 2016



Meet the presenters



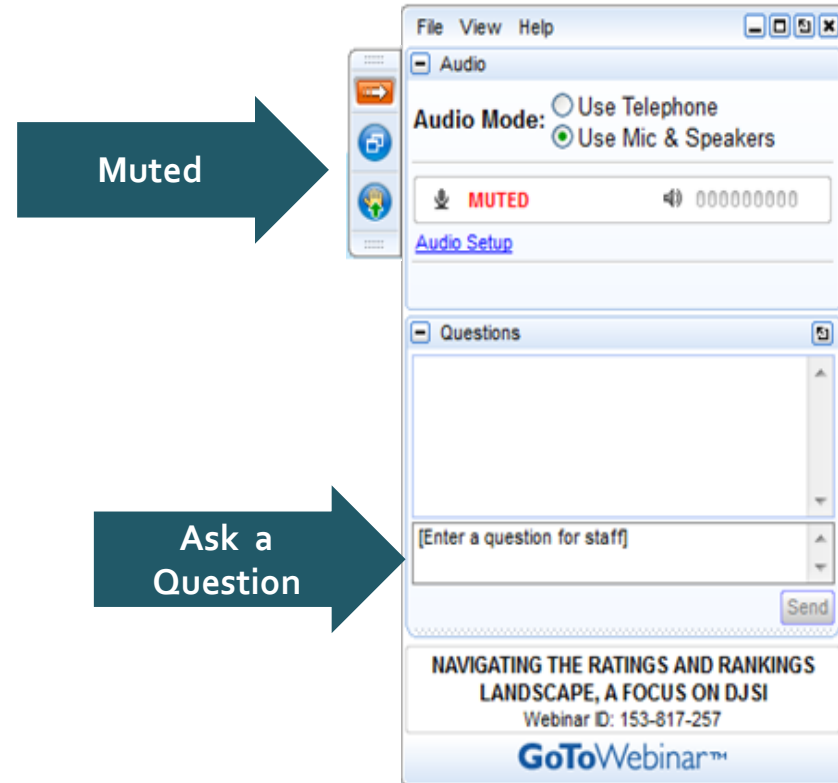
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What we'll be covering today

- The external environment
 - Why measuring impact is more important than ever
 - The Impact Knowledge Gap
- How impact data can add value for your business
- Practical steps for measuring your impact
- Principles for successful impact measurement



About Corporate Citizenship

- Global management consultancy specialising in sustainability and corporate responsibility.
- Established in 1997.
- Teams based in London, Melbourne, New York, San Francisco, Santiago and Singapore.
- We help companies to achieve their commitments to responsible business.
- Worked in more than 45 countries.
- Published more than 40 [thought leadership papers](#).
- Host regular sustainability and CR events, webinars and seminars.

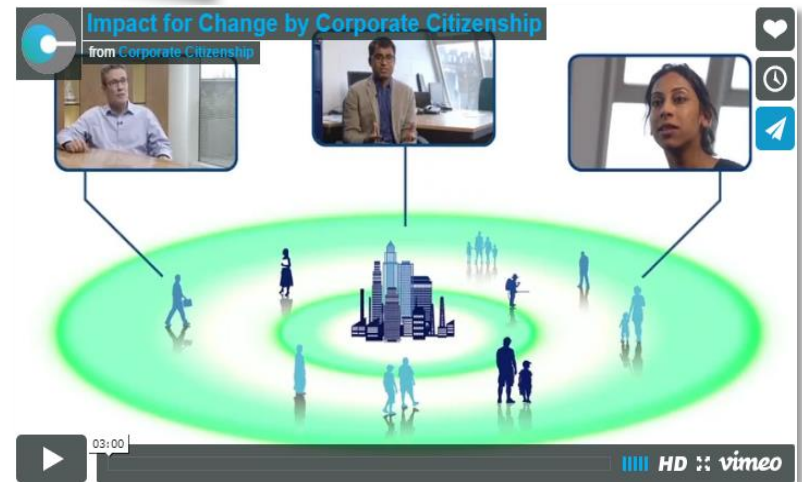


Unilever

“Corporate Citizenship helped us to understand the issues, anticipate what’s next and realize the opportunities for growth.”

- Global VP, Sustainable Business

Our conversations on impact



Companies are increasingly expected to measure, improve and report on their impacts

Theresa May tells G20 she plans to tackle bad corporate behaviour

The prime minister tells summit she will make proposals against corporate tax avoidance and excessive pay by Christmas



"It is not anti-business to suggest that big business needs to change"



Dow Jones Sustainability Indexes

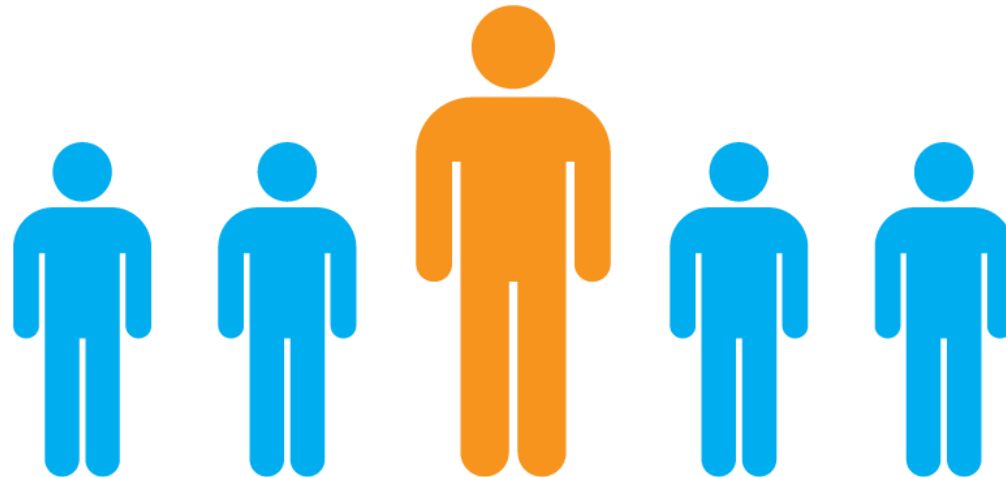


A question for you

In your view, what level of understanding do external stakeholders have of your organisation's impacts?

The Impact Knowledge Gap

Just **one in five** practitioners surveyed told us that external stakeholders have a “good understanding” of their own company’s impacts.



How impact data can add value to your business



Spark innovation for business growth



Build resilience and reduce risk



Establish collaborations to scale up impact

What do we mean by impact?

The short and long-term changes that companies generate for individuals, communities, and wider society.



POSITIVE IMPACT:

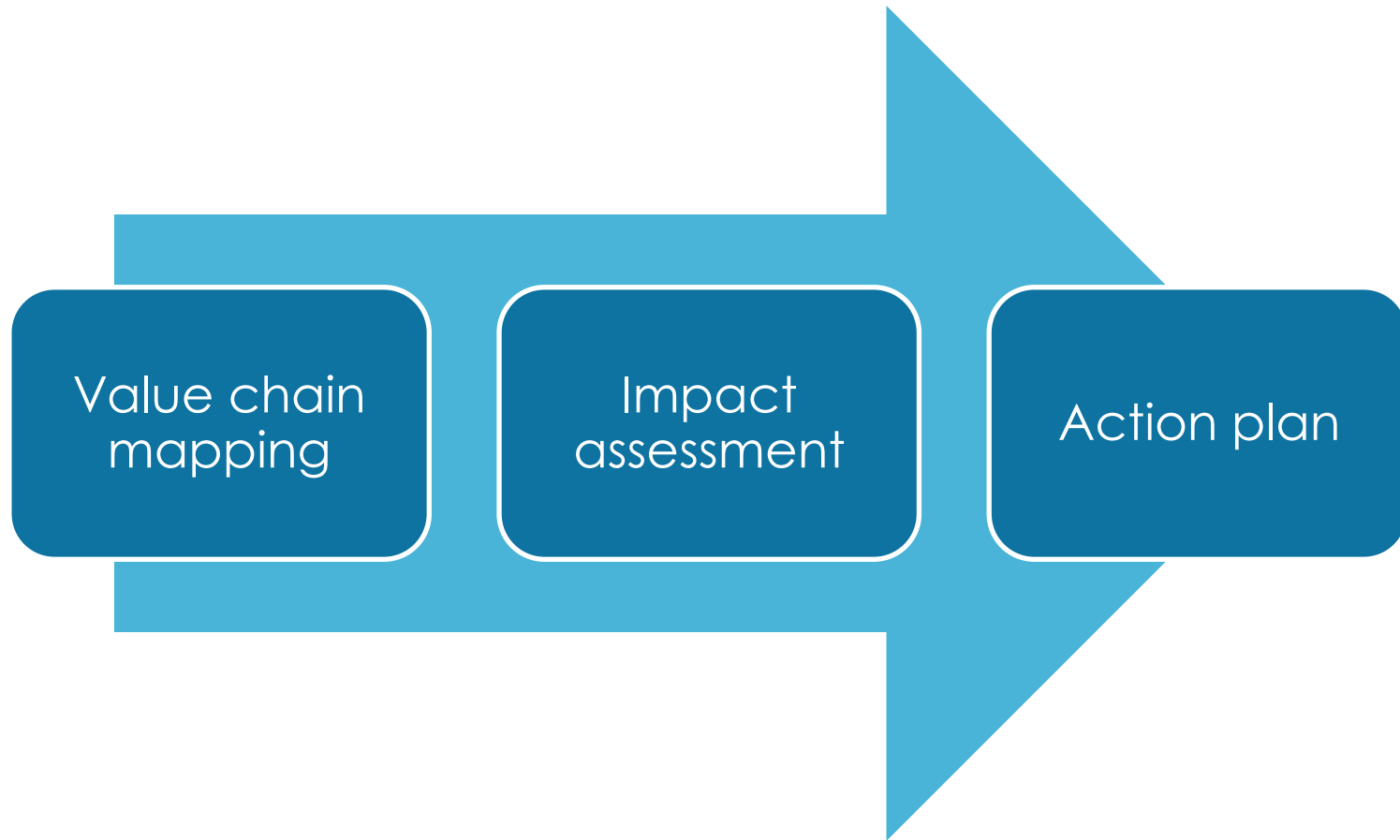
An impact that creates **value** for the business and/or society



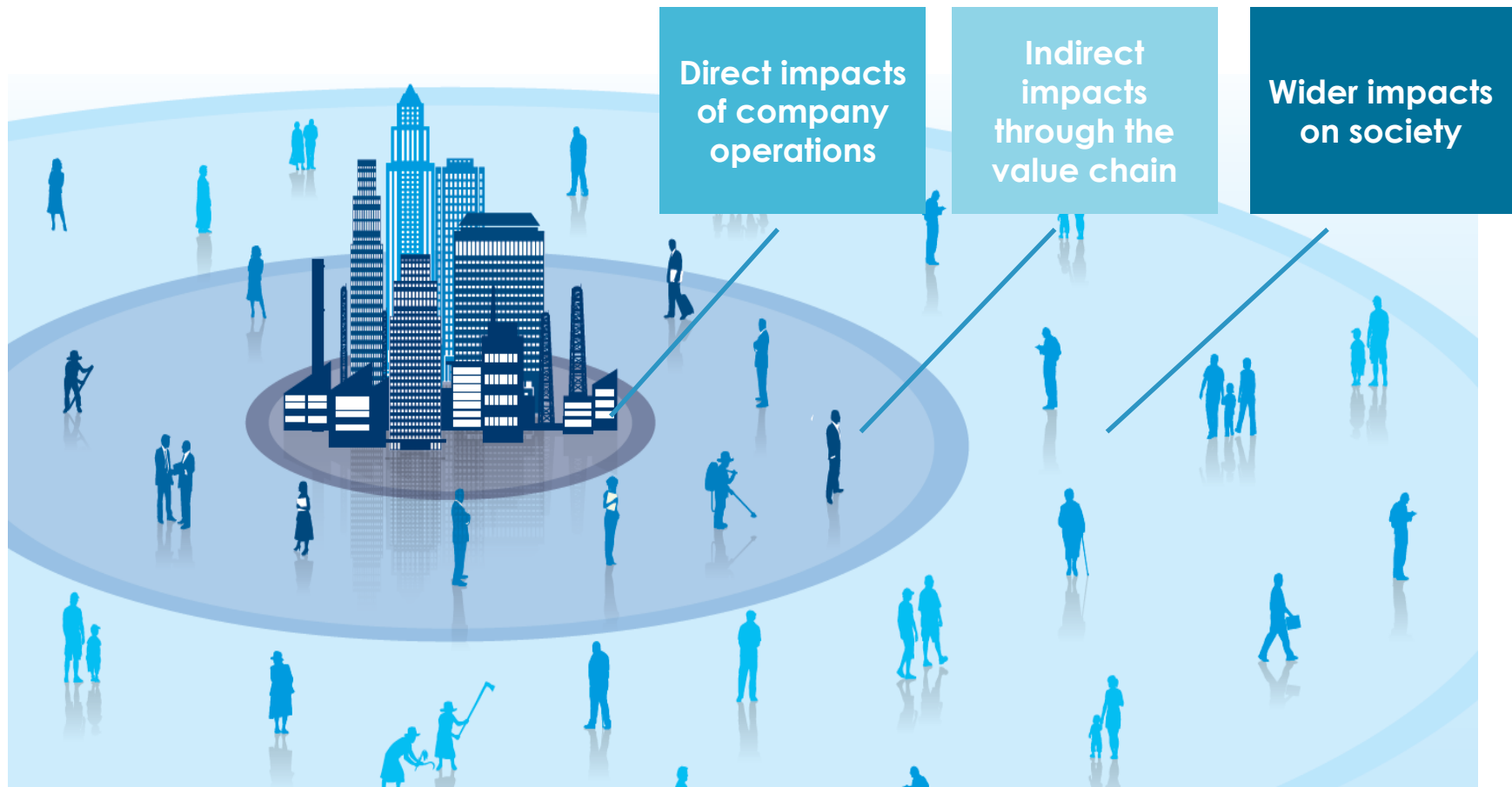
NEGATIVE IMPACT:

An impact that creates **harm** for the business and/or society

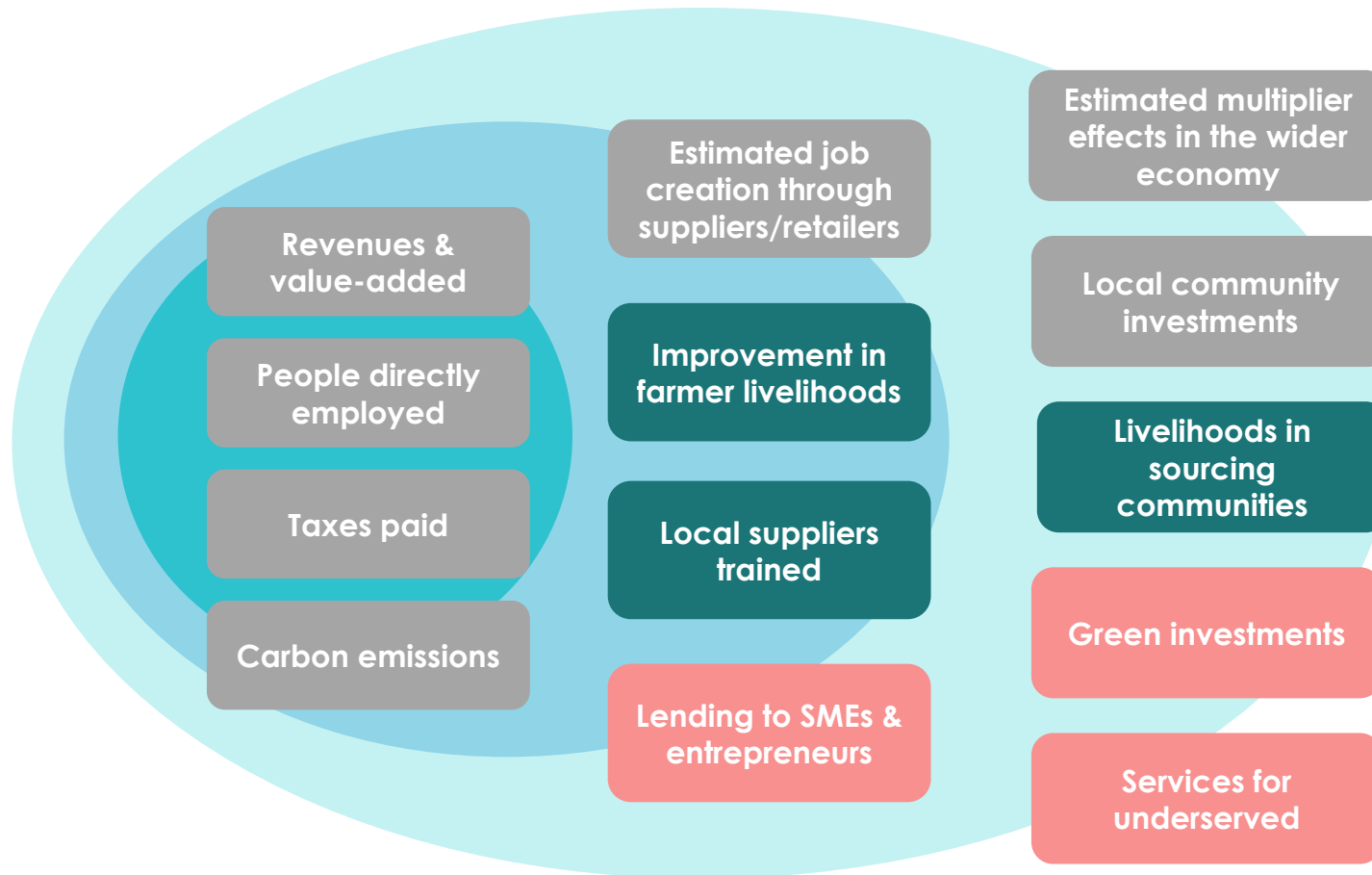
Steps for measuring and maximising impacts



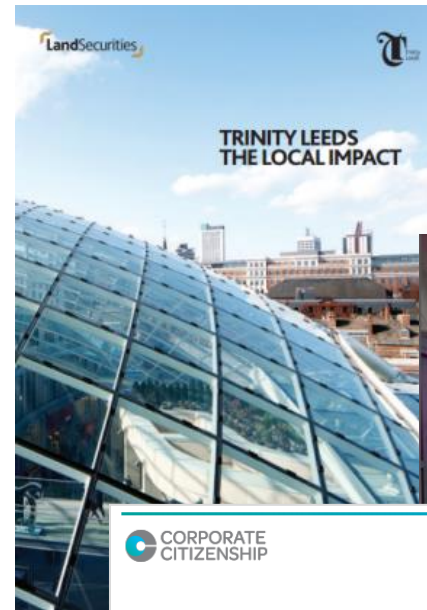
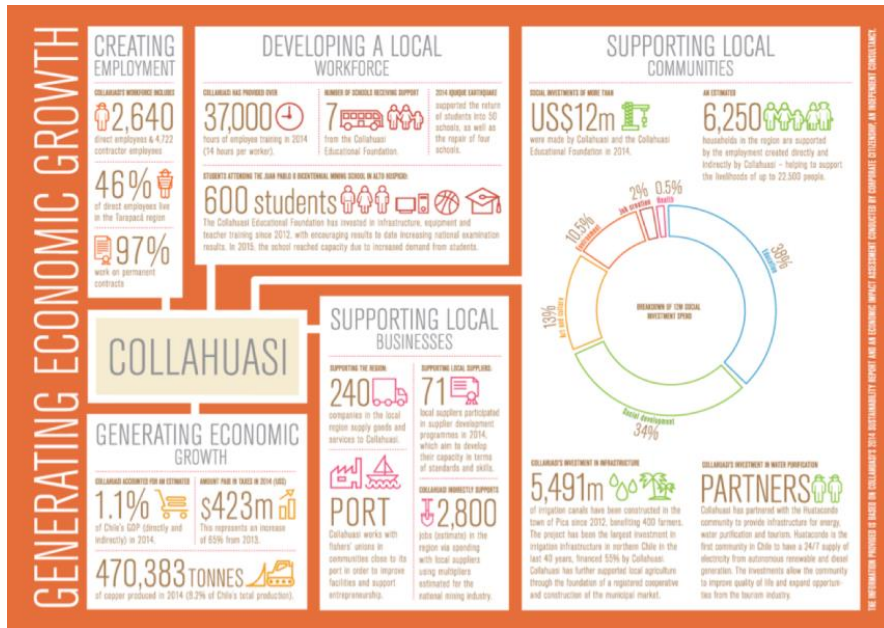
Where do companies create impacts?



Example impacts in the value chain



Using the results



CORPORATE CITIZENSHIP

COLLAHUASI

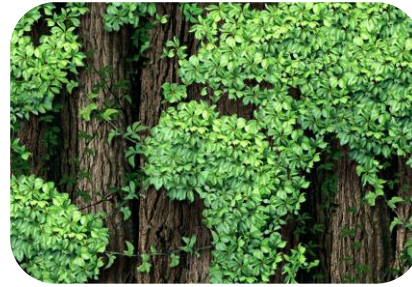
Impacto socio-económico de Collahuasi en la Región de Tarapacá, Chile

AGOSTO 2015

Principles of effective impact measurement



Set clear impact objectives



Fix value chain boundaries



Gather trusted data



Contextualize the analysis



Take action to create change

Q&A Session

Thanks for joining

Contact us



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