



CORPORATE CITIZENSHIP

Sustainability, Simplified.

Flagship Programmes:

Focusing Corporate Social
Investment for Impact

MARCH 18, 2015

Agenda

1. Quick introductions
2. Our Research Findings
3. Amway's NUTRILITE™ Power of 5 campaign
4. Discussion: Audience polling questions
5. Q&A

About Corporate Citizenship

- We are a global business consultancy specialising in sustainability
- Established in 1997, Corporate Citizenship is one of the longest-standing specialist sustainability consultancies
- Experienced teams based in **London, New York, Singapore, San Francisco** and **Santiago**
- Projects completed in more than 40 countries; regions include Africa, India, South East Asia and Latin America
- We have advised 50% of FTSE 100 and work with smaller to medium sized companies as well
- Our team of 40 have valuable in-house knowledge and specialist expertise area
- We have published more than 40 thought leadership papers

Introductions



Megan DeYoung
North America Director, Corporate Citizenship



Jeff Terry
Global Head of Corporate Social Responsibility, Amway

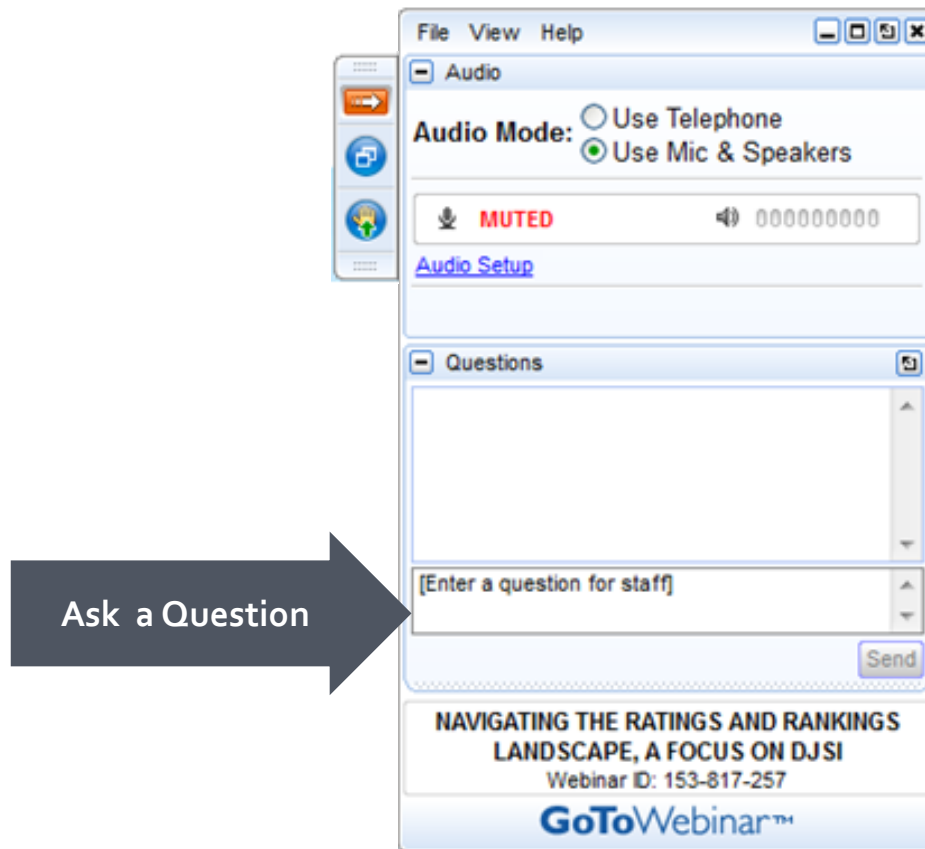


Esther Toth
Senior Consultant, Head of Community Services, Corporate Citizenship



Nicholas Jackson
Senior Researcher, Corporate Citizenship

Asking Questions



Our Findings

Our research

Interviews

Nine interviews with corporate community investment, social investment or CSR professionals.

- Amway
- BD (Becton, Dickinson and Company)
- Colbún
- Collahuasi
- Kellogg Company
- M&S (Marks & Spencer)
- Microsoft Asia
- Rolls-Royce
- Unilever Singapore

Survey

A global survey of practitioners, which received **103 responses**.

More than 86% of respondents were either directly responsible for overseeing, developing and implementing corporate community investment programmes (69%), or were corporate responsibility or sustainability professionals working within major companies (17%).

What do we mean by flagship programmes?

FLAGSHIP DEFINITION:

“The ship in a fleet which carries the commanding admiral.”

“The best or most important thing owned or produced by a particular organization.”

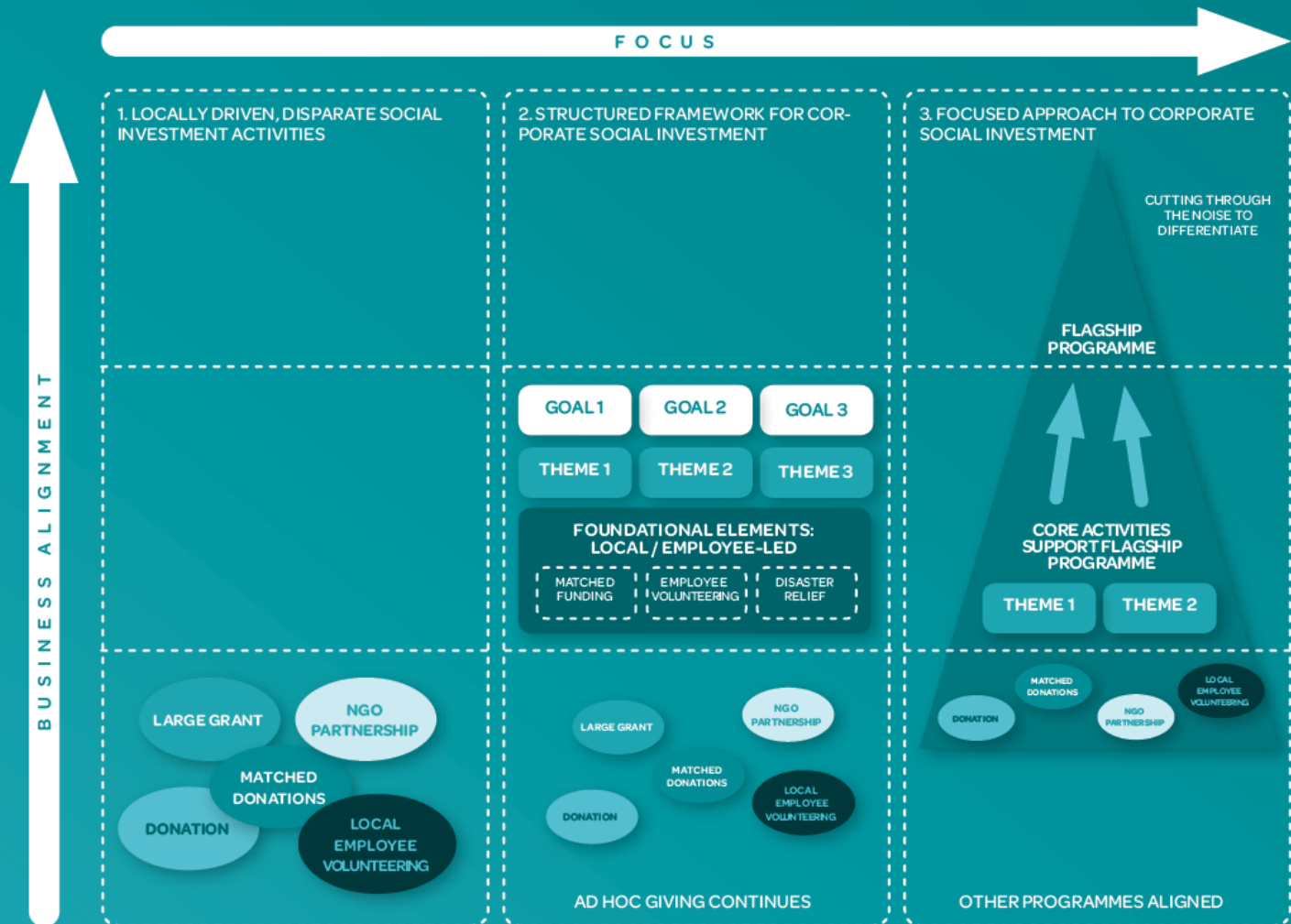
Oxford English Dictionary

OUR DEFINITION OF A FLAGSHIP SOCIAL INVESTMENT PROGRAMME:

Flagship programmes target resources rigorously and unite activities under a single global focus.

The strategic intent is one of relentless focus on making an impact in a chosen issue area that is aligned to the company’s business.

DIAGRAM 1: EVOLUTION OF CORPORATE SOCIAL INVESTMENT



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Practitioner Views on Flagship Programmes

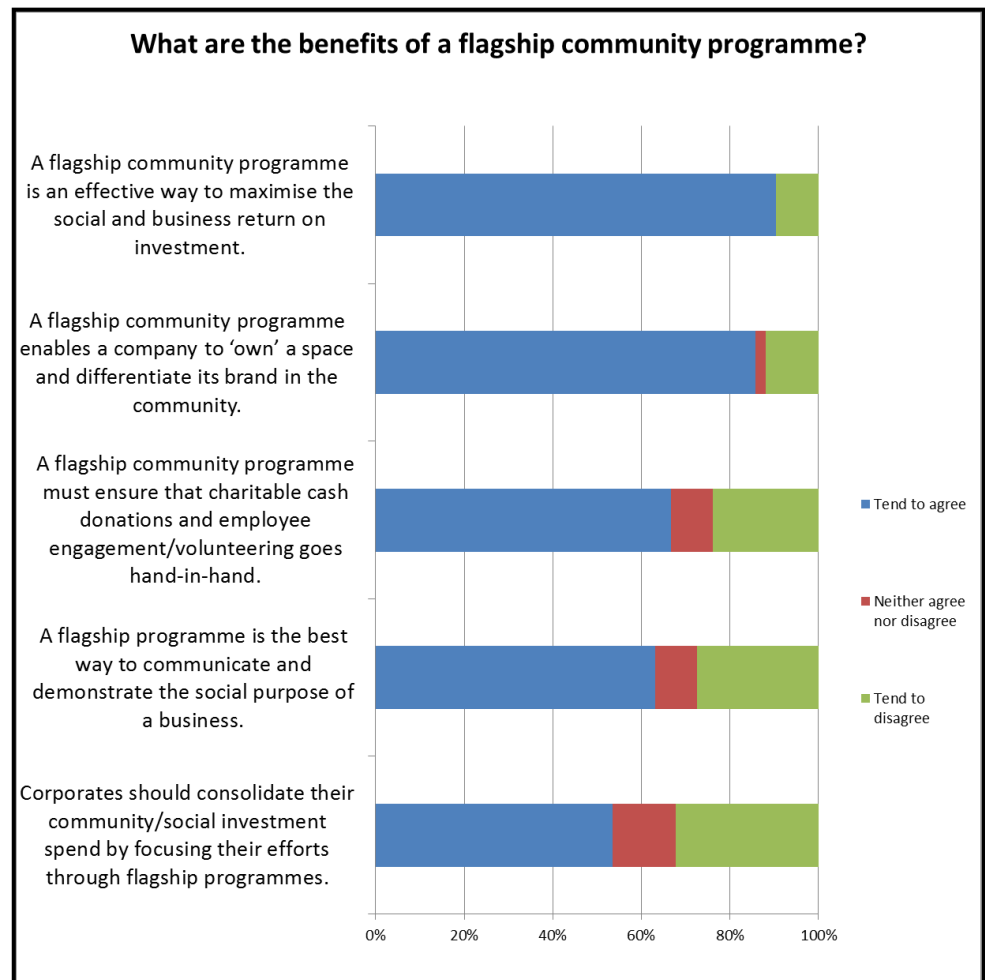
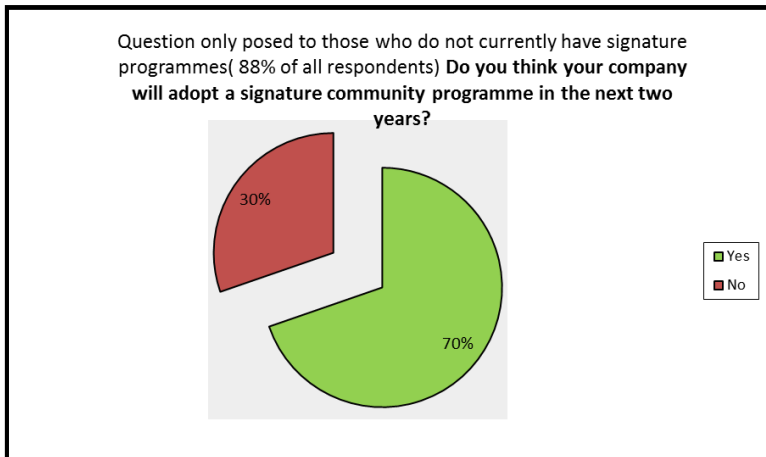
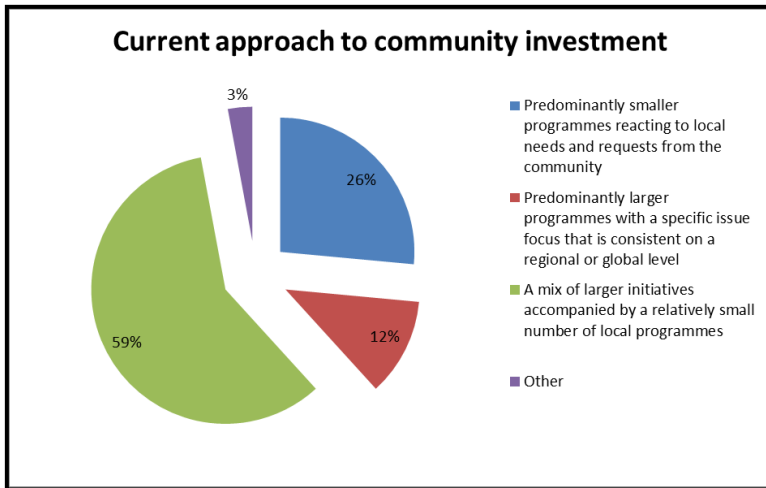
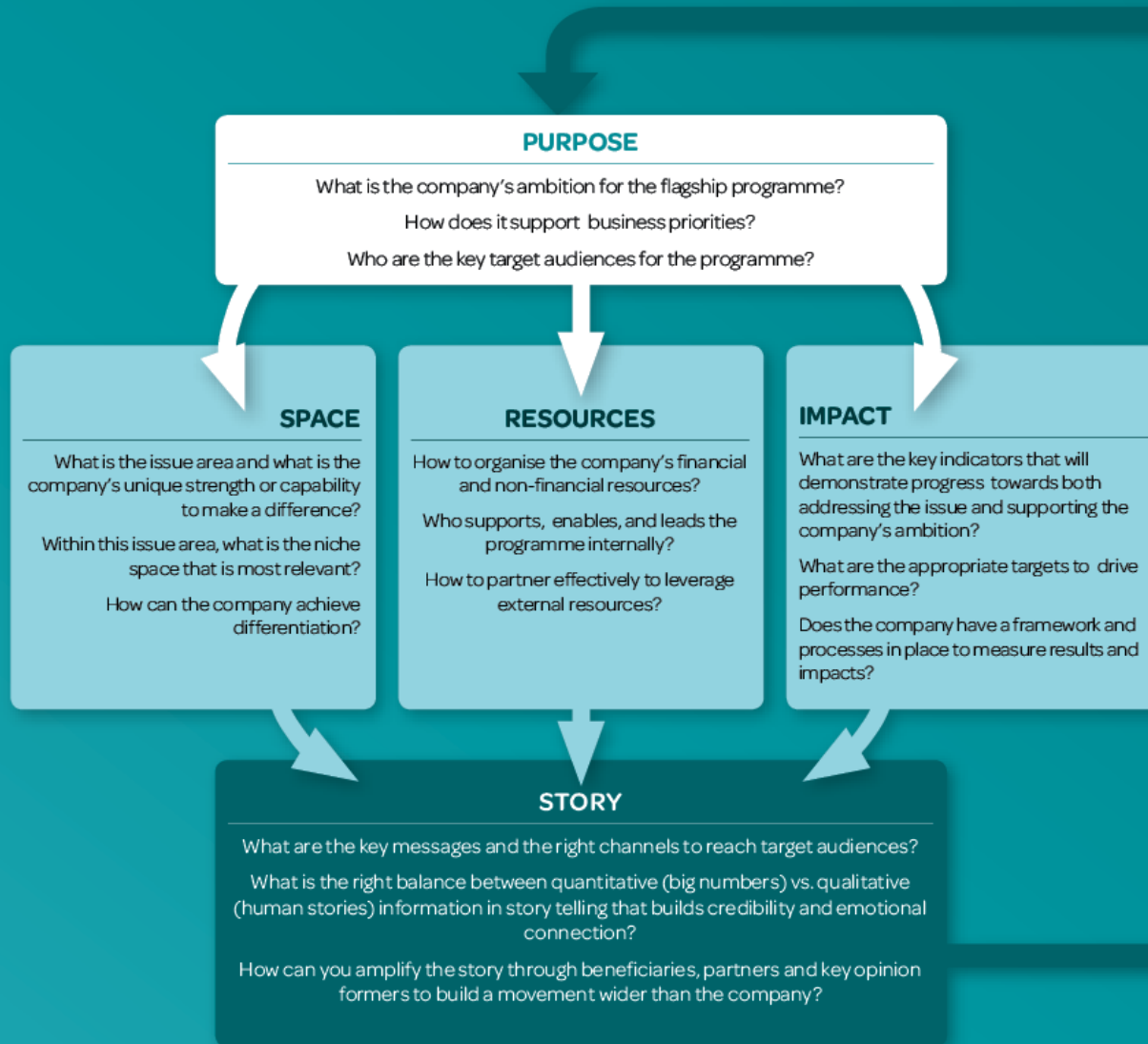


DIAGRAM 2: THE FIVE DRIVERS OF SUCCESS



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Introduction to Amway's NUTRILITE™ Power of 5 campaign



Audience Polls

1. What would be the main driver for implementing a flagship social investment programme for your organisation?

- a. Respond to a push from senior management
- b. Enhance the brand through consumer engagement
- c. Consolidate community investment activities
- d. See an uplift in employee engagement
- e. Maximise social impact

2. What is the most important success factor in launching a flagship programme?

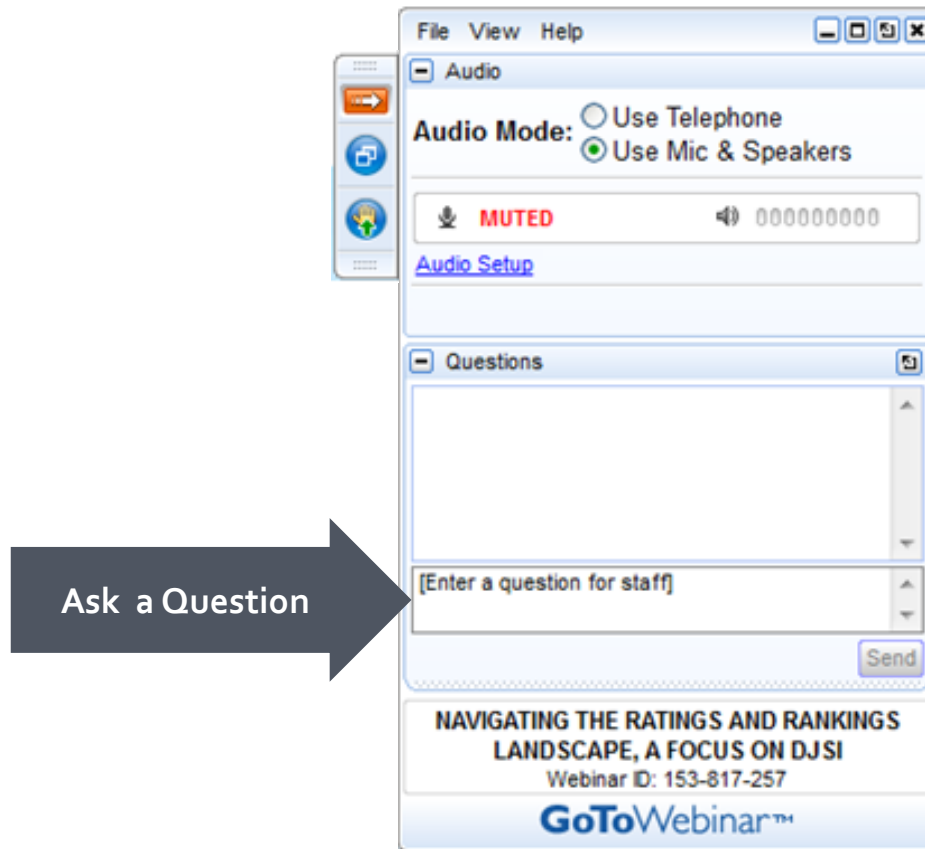
- a. Business acumen in the social investment team
- b. Internal partnerships and buy-in
- c. A big hairy audacious goal that can mobilise the troops
- d. Sufficient planning, due diligence and upfront engagement
- e. A clearly articulated vision and purpose for the programme

3. What would be the best way for your organisation to launch a flagship social investment programme?

- a. 80% planning, 20% execution
- b. Dive straight in, learn by doing and tackle issues as they arise
- c. Evaluate current activities and build on existing successes
- d. Pilot, build the business case, and scale later

Thank you – Questions?

Asking Questions



Contact us

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