CORPORATE CITIZENSHIP

Sustainability, Simplified.

Flagship Programmes:

Focusing Corporate Social Investment for Impact

MARCH 18, 2015

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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 US



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

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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

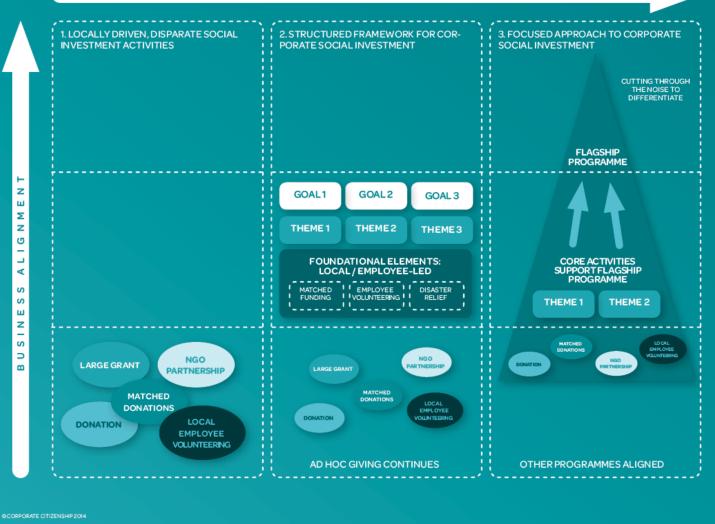
OUR DEFINITION OF A FLAGSHIP SOCIAL INVESTMENT PROGRAMME:

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







Practitioner Views on Flagship Programmes

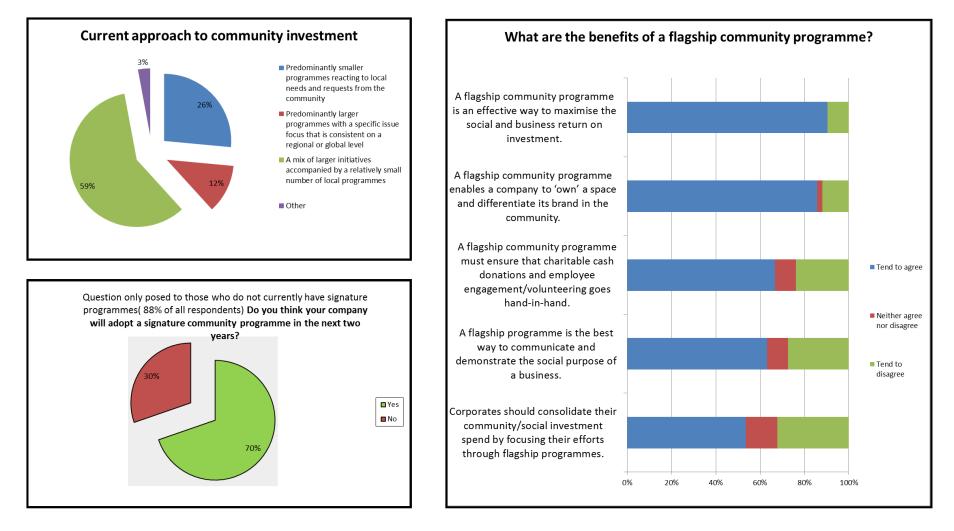


DIAGRAM 2: THE FIVE DRIVERS OF SUCCESS

SPACE

to make a difference?

differentiation?

space that is most relevant?

How can the company achieve

What is the issue area and what is the

company's unique strength or capability

Within this issue area, what is the niche



What is the company's ambition for the flagship programme?

How does it support business priorities?

Who are the key target audiences for the programme?

RESOURCES

How to organise the company's financial and non-financial resources?

Who supports, enables, and leads the programme internally?

How to partner effectively to leverage external resources?

IMPACT

What are the key indicators that will demonstrate progress towards both addressing the issue and supporting the company's ambition?

What are the appropriate targets to drive performance?

Does the company have a framework and processes in place to measure results and impacts?

STORY

What are the key messages and the right channels to reach target audiences?

What is the right balance between quantitative (big numbers) vs. qualitative (human stories) information in story telling that builds credibility and emotional connection?

How can you amplify the story through beneficiaries, partners and key opinion formers to build a movement wider than the company?

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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

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