



MEASURING
COMMUNITY
INVESTMENT

Unlock your impact potential



www.lbg-online.net

[@LBG_CCI](https://twitter.com/LBG_CCI)

The power of LBG

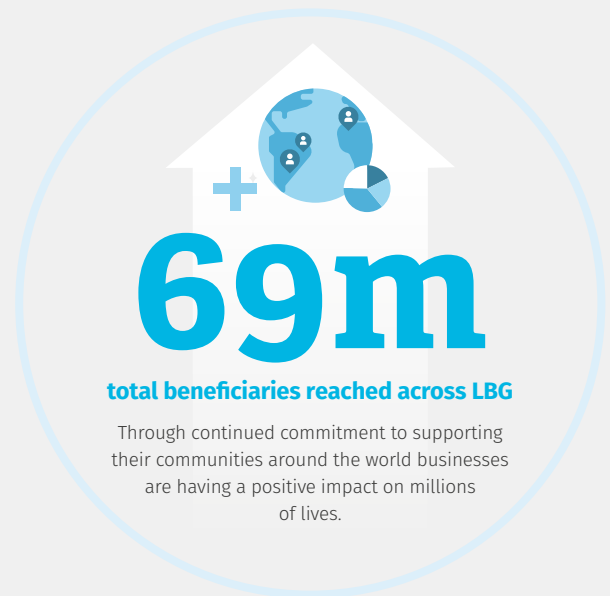
Has your business unlocked its full potential to create positive social impacts?

The potential for businesses to create positive social impacts is limitless. Unlocking your full potential could mean utilizing the right tools to increase opportunities to engage beneficiaries or accessing the right network to foster collaboration and push the boundaries of what can be achieved. At LBG, we are committed to maximizing the potential of all businesses to effect positive change because we believe in their unique opportunity – and responsibility – to do so.

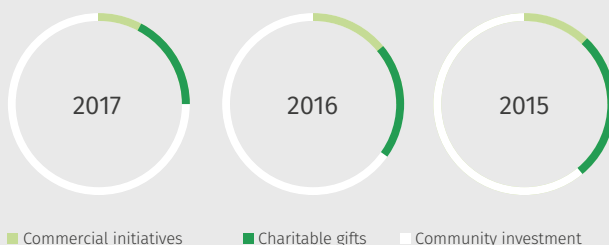
Maximizing the effectiveness of contributions



Making a difference to people's lives

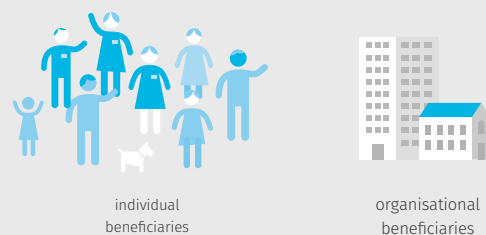


Strategic investment in communities is increasing...



For the third year in a row, businesses increased the proportion of their corporate giving to more strategic initiatives, such as long-term partnerships. Over three quarters (76%) of the contributions reported in 2017 were defined as strategic compared to one-off charitable gifts (14%) and commercial initiatives (10%).

...and LBG businesses are giving more effectively...



The increase in strategic community investment has coincided with a 28% increase in the number of total beneficiaries in the past two years, despite an 8% decrease in total contributions in that same period. Businesses are achieving more, with less.



Using the LBG model gives confidence to our key stakeholders that we are using a robust, globally, recognized framework to report on community and that critically, we are measuring the impact of what we do. Because of the many tangible benefits, we have been part of LBG for over ten years.”

Emili Budell-Rhodes, Community Manager, RELX Group



We can really compare results, not just internal parts of Siemens, but other companies as well. This allows us to benchmark better and improve our activities.”

Olivia Whitlam, Corporate Citizenship Manager, Siemens

The LBG Framework is the global standard for measuring corporate community investment. Recognized around the world, it is utilized by 1,000 businesses globally, enabling them to better measure, manage, and demonstrate the impacts of their community investment.

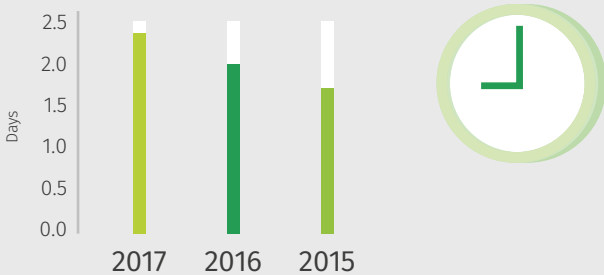
Creating opportunities for employees



Achieving tangible impacts across society



...and engaging more employees through volunteering...



Businesses remain committed to encouraging volunteering. Through the efforts of the half a million employees who volunteered for a total of 4.5 million hours, businesses were able to increase the reach and scope of their contributions. This was achieved by increasing the entitlement for paid days off to volunteer for the third year in a row to 2.38 days.

...and achieving measurable outcomes for beneficiaries and employees.

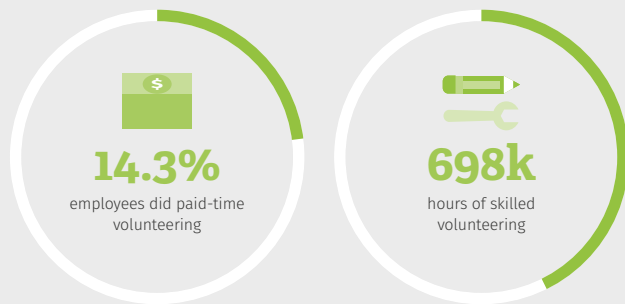


Businesses created volunteering opportunities which resulted in an amazing 61% of volunteers increasing their life skills and 49% of beneficiaries experiencing a direct impact on their quality of life. The benefits also extend to the organisations businesses engage with 45% of beneficiary organisations improving an existing or developing a new service.

What does good look like?

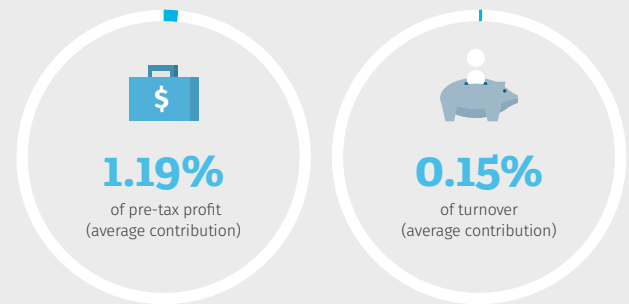
Knowing what to measure, how to give, and who to support are questions that many businesses face when defining their community investment ambitions. The over-arching narrative of LBG is one of more strategic investment, more total beneficiaries, and more engaged employees. Underpinning that are a variety of questions that LBG helps businesses to answer.

What does a good volunteering program look like?



LBG provides access to volunteering outcomes and skilled volunteering numbers to help businesses inform their own programs and engage employees.

How much should I give?



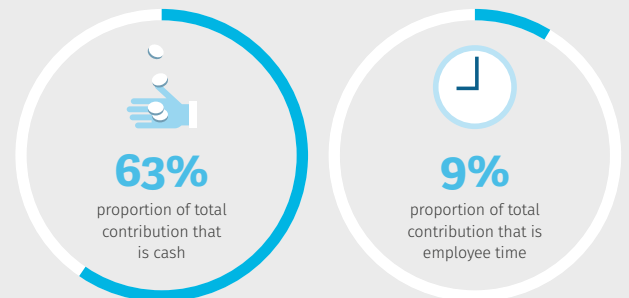
LBG's annual benchmarking can be utilized by businesses to support the business case for community investment by understanding the contributions their peers make.

What causes do businesses support?



LBG grants insights into the most commonly supported causes enabling businesses to target their support effectively and differentiate their programs.

How should I give to maximize my impact?



Understanding how other businesses contribute in cash, time, in-kind donations, pro-bono and management costs equips businesses to maximize their community investment.



“We use LBG to talk to the world about the impact we are making.”

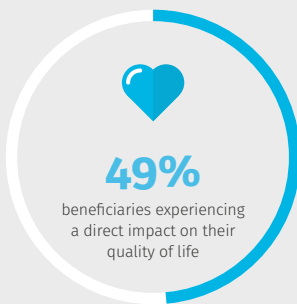
Stephen Hogan, Senior Manager, PwC



“LBG allows us to make more informed decisions about what activity we will do going forward.”

Laura Vickery, Global CSR Manager, Jaguar Land Rover

What impacts are businesses having in society?



Businesses use the LBG Framework and tools to move beyond what they invest and focus on the change they seek to create in society.

How do businesses excite customers, employees and partners to give?



Businesses use the LBG Framework to report stakeholder’s contributions and the LBG Network to learn best practice examples of how to leverage relationships.

How do I access best practice advice to improve my programs?



LBG provides access to events and tools to help businesses learn about emerging trends and best practice alongside a dedicated account manager and one day of consulting with Corporate Citizenship.

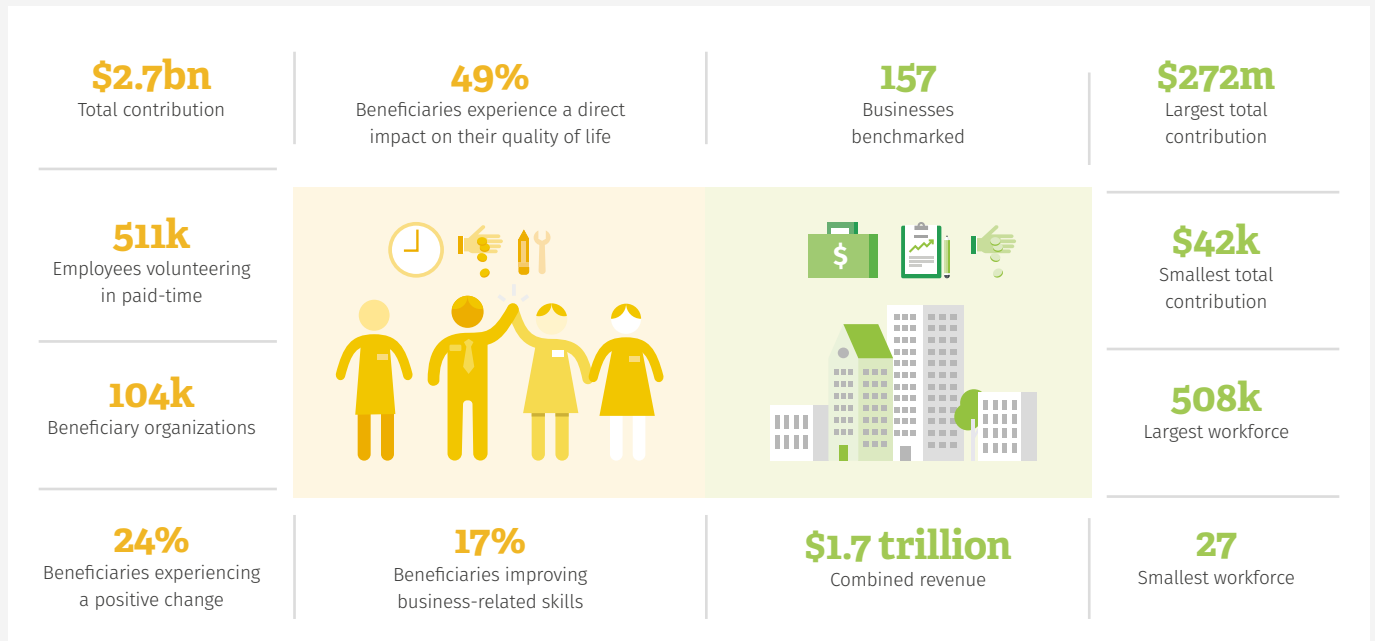
How do businesses structure their community investment?



Businesses are able to utilize tools and act on best practice advice to set long-term targets and develop a strategic approach to community investment.

LBG in numbers

The LBG Network forms a powerful group that acts as a foundation for learning and engagement for businesses so they can maximize the impact of their contributions. The inputs, outputs, and impacts from across the membership showcase an exceptional breadth of community investment.



IN THEIR WORDS: THE VALUE OF LBG TO BUSINESS – HITACHI

Why LBG?: We joined LBG to understand what other companies are doing and how we compare, positioning us to improve our community programs and how we measure them. LBG has given us a better oversight of the community activities happening at various Hitachi companies in the UK; the outcomes and impacts they are having and the gaps that need addressing. The LBG team have been invaluable in supporting us to complete and understand our data return, as well as

share key messages internally within the Hitachi Group in Europe.

LBG in action: We will work with Hitachi companies in Europe to help them explore how to better measure and scale their community activities. We will also liaise with the Hitachi Head Office in Japan and regional corporate offices to introduce the LBG Framework to them, recognizing that it is the global standard for community investment.

IN THEIR WORDS: INTESA SANPAOLO – UTILIZING THE LBG FRAMEWORK

Project: Il Faro Foundation: “Objective trust: work is the first step”

The Il Faro Foundation is an international center for the orientation, training and job placement of young people, Italians and foreigners from difficult social, economic and political contexts. Courses are free and aimed at acquiring short-term professional skills that can be leveraged on the labour market.

What’s contributed: 100,000 (Euro)

What happens: 90 young Italians and foreigners aged between 17 and 30 including Italians from difficult social and economic situations, and foreign refugees and asylum seekers complete job training and job counselling and orientation, receive psychological support and attend workshops.

What changes:

Beneficiaries: 90 young students completed the training. Attendees acquired knowledge and skills to be used in the workplace and were placed in the condition to actively contribute to the well-being of their family and community. In the short-term, approximately 55% of the students found a job.

Community: Qualified staff were provided to local businesses, taking kids with a high risk of deviance away from the streets. The territory as a whole was made more aware of the issues of immigration and asylum rights.

Beneficiary organisations: The donation helped give continuity to the training and educational commitment of the Il Faro Foundation, which relies on the professional skills acquired by former pupils, who, in turn, become teachers to pass on their job knowledge to new students enrolled in the professional courses.

Getting to know LBG

Effective community investment is built upon accurate inputs, meaningful outputs and positive impact. When these three aspects work in unison, businesses can unlock the full potential of community investment.

Businesses that utilize LBG are best placed to understand the value of their community investment programs and maximize their effectiveness.

The LBG Framework is recognized around the world and is incorporated into investor ratings like DJSI and also supports reporting standards like GRI.

Applying the LBG Framework

The global standard for measuring corporate community investment, the LBG Framework helps businesses overcome measurement barriers by enabling them to consistently manage, measure and benchmark their community contributions. The robust and rigorous principles and processes members apply ensure they are best equipped to understand how their contributions benefit society.

Why is this relevant for my business?

The value created by the LBG Framework is not limited to your businesses' workforce size, geographic presence, or scale of ambition. The diversity of the LBG Network is testament to that: both international and local businesses feature in the LBG Network, as do those with leading programs and others at the start of their journey. Whatever the language of your community investment, be it philanthropy, business giving, social programs or corporate citizenship, the LBG Framework is designed to work with you whatever your starting point and destination.

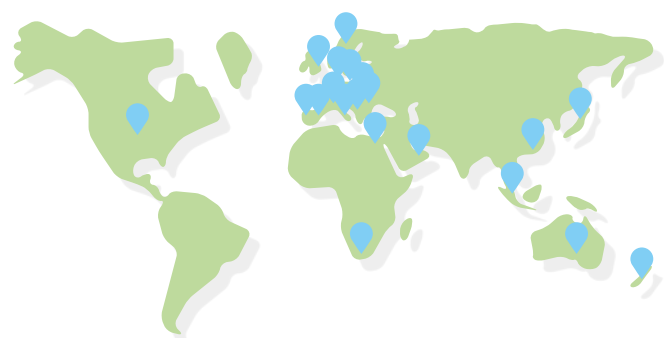


A global network

LBG's vision is for a world where the measurement of community investment and social impacts are commonplace; a world where businesses are equipped to pursue the most effective programs and learn from and inspire others in a culture that promotes transparency.

LBG seeks to achieve that ambition by creating an environment for shared learning through events and workshops; providing a space where businesses can learn from and inspire each other through the wider LBG Network; and developing the practical tools

needed to enable businesses to measure, monitor and report on their impacts.



The value of LBG

 <p>Global framework to assess programs and make more strategic decisions</p>	 <p>Global network to engage, learn, inspire and be inspired</p>	 <p>Events with industry experts to understand best practice and share ideas</p>	 <p>Unique dataset to benchmark and simplify reporting to indices</p>
 <p>Tools and processes to streamline and enhance data collection</p>	 <p>LBG branding to showcase alignment to global standards</p>	 <p>Consultancy support to tailor services to your needs</p>	 <p>Account manager to support you at all times</p>

Businesses using LBG

Consumer Goods

AkzoNobel
Britvic
Coca-Cola Enterprises
Coca-Cola HBC
Japan Tobacco
JT International SA
JTI UK
Philip Morris International
Reckitt Benckiser
Wesfarmers Corporate

Engineering & Manufacturing

3M
BAE Systems
CSL
Gestamp
Jaguar Land Rover
Michelin
Rolls-Royce
Skanska
Siemens
Stora Enso
Swisse
Toyota
Wesfarmers Chemicals, Energy & Fertilisers

Financial Services

ANZ
Arab African International Bank
Aviva
AXA
Banco Santander
Bankinter
Barclays
BBVA
BGL Group
Capital One
Citi
CUA
Deutsche Bank

HSBC
Investec
Intesa Sanpaolo
Maybank
National Australia Bank
Nationwide
Provident Financial
Prudential
Royal Bank of Scotland
Reale Seguros
Rothschild & Co
Santander UK
Schroders
St James's Place Wealth Management
Standard Chartered
Standard Life
Suncorp
Teachers Mutual Bank
Toyota Finance Corporation
UBS
UniCredit
Zurich

Food & Drink

Diageo
Heineken España
Bacardi

Insurance

Australian Unity
LV=
Generali
GMHBA
Medibank
Simplyhealth

Legal

Freshfields Bruckhaus Deringer
Gowling WLG
Linklaters

Media

Clubs NSW
Foxtel
Liberty Global Europe
Pearson
RELX Group
Sky
Management SA

Pharmaceutical

Ashfield Healthcare
Abbott
AbbVie
AstraZeneca
GSK

Professional Services

Accenture
Experian
JLL UK
KPMG
PwC

Property

Abertis
Acciona
BAM Construct UK
The Berkeley Foundation
British Land
Ferrovial
Hammerson
HSS Hire
Intu Properties plc
ISS UK
Land Securities
Lend Lease
Mirvac
OHL
Payce
Shaftesbury
Stockland
Unite Students

Vicinity Centres
Willmott Dixon

Retail

Aldi UK
Amazon UK
Bettys and Taylors of Harrogate
Boots
Coles
Inditex
Jerónimo Martins
John Lewis Partnership
Kingfisher
Marks & Spencer
Myer
Target
The Co-operative Group
Southern Co-operative

Sports

Carlton Football Club
Cricket Australia
Essendon Football Club
Hawthorn Football Club
Power Community Ltd
Richmond Football Club
West Coast Eagles Football Club

Technology

ARM
Datacom
BT
Deutsche Telekom AG
Hitachi
Nokia
Optus
Singtel
STMicroelectronics
Telefónica

Travel and Hospitality

Compass Group
FirstGroup
Go-Ahead
London City Airport
The Manchester Airports Group
Sydney Airport Corporation Ltd
Tabcorp Holdings Ltd

Utilities and Services

Anglian Water
Australia Post
Brisbane Airport Corporation
Centrica
Deutsche Post DHL Group
DP World
Ecoembs
EDP
Endesa
Galp Energia
Gas Natural Fenosa
Iberdrola
Jemena
National Grid
New Zealand Post Group
NuGeneration
Port of Milford Haven
Port of Tyne
Red Eléctrica de España
Royal Mail Group
ScottishPower
SGN
SUEZ
Terna
Thames Water
Tideway
United Utilities
Wood Group
Woodside Energy



LBG

Holborn Gate, 5th Floor
326 - 330 High Holborn, London WC1V 7PP

T: +44 (0) 207 861 1616 | lbg@corporate-citizenship.com | <http://www.lbg-online.net/>

LBG

LBG was founded, and is managed, by Corporate Citizenship; a global business consultancy specializing in sustainability and corporate responsibility. www.lbg-online.net