



SIGNATURE CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES

PUBLIC AFFAIRS COUNCIL

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VOX Global is a **strategic communications and public affairs firm** that combines decades of experience with private sector and nonprofit organizations to create customized programs that raise awareness, influence public opinion and strengthen their reputations.



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What Defines a Signature CSR Initiative?

WHAT DEFINES A SIGNATURE INITIATIVE?

- ✓ **Long term** commitment
- ✓ Significant investment of **company resources**
- ✓ Aligned with **core business strategies**
- ✓ **Measurable**
- ✓ **Meaningful** to employees



Why a Signature CSR Initiative?

EMERGING TRENDS



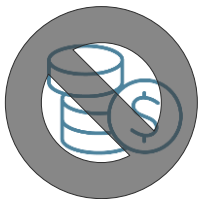
Growing **pressure and expectations** from internal and external stakeholders for business to have a positive impact on social and environmental factors.



The **proliferation of social and digital media** gives organizations and individuals' tools to reach large audiences, resulting in faster and increasing scrutiny. At the same time, there is declining trust in of institutions. .



Corporate responsibility initiatives are becoming a more important **driver of corporate reputation**. CSR factors make up over 40% of consumers' perception of a company's reputation.

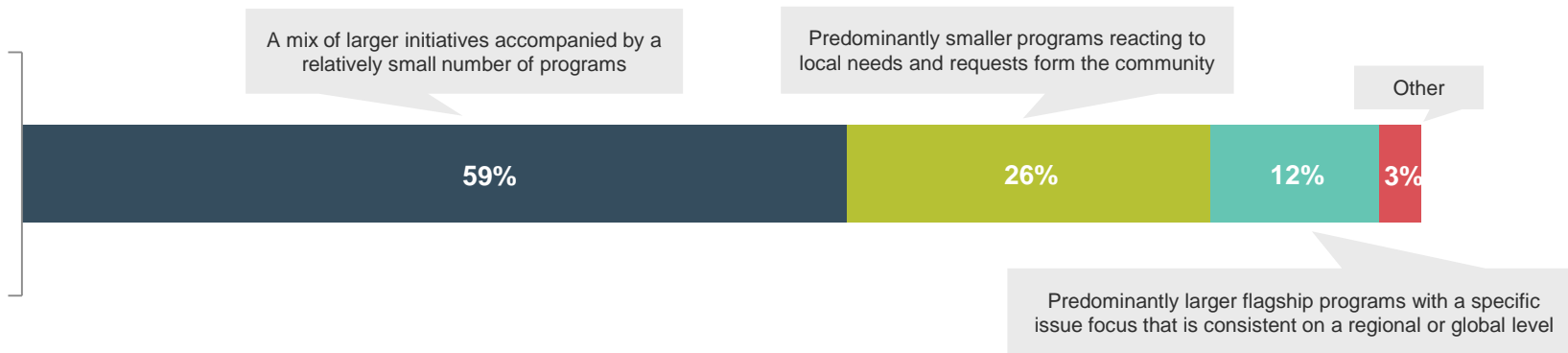


Being a good corporate citizens is defined by **what a company does, not the dollars it gives** or what it says about itself.

THE EVOLUTION TOWARDS SIGNATURE INITIATIVES

CURRENT APPROACH

How would you describe your company's current portfolio of social investment activities?



FUTURE APPROACH

Do you think your company will adopt a flagship community program in the next year?



WHY A SIGNATURE CSR INITIATIVE?



ALIGN

limited company resources and
to core business strategy



DRIVE

greater community impact



GENERATE

business benefits: reputation gain,
recruiting, retention, & cost saving



ALLOW

more powerful storytelling



RESONATE

with key stakeholders: employees,
customers, regulators



How Do You Develop a
Signature CSR Initiative?

PRESSURE ON RESOURCES



Focus

Resources for
greater impact



**COMMUNITY
NEEDS**

SHARED VALUE

**BUSINESS
NEEDS**

Good Jobs

Skilled Workers

Transportation

Regulatory Relief

School Supplies

New Markets

Technical Training

ALIGNMENT

Skilled Workers

Technical Training

Retain Employees

Mentors

Media Coverage

Health Services

Job Applicants

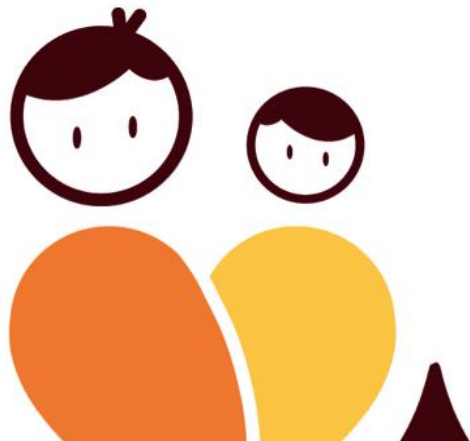


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MEASUREMENT TRENDS

Shift From Inputs to Impacts

- 85% of companies say they measure social outcomes and/or impacts, but only 18% of them have been doing so for more than five years.
- Of the 85%, 25% measure results on all giving; a majority measure results on only a portion of their portfolio.

“We recognize that lasting change requires more than investment. It requires results. That's why we **aim to measure the social impact** of our community investments. **We aim to move away from measuring inputs and outputs alone.**”

- Nike, Inc. Corporate Responsibility Report