

The Global Exchange



Uniting country-based, mission-driven corporate societal engagement organizations to advance the corporate sector as a force for good around the world.

A CECP-LED COLLABORATIVE GLOBAL NETWORK

The Global Exchange (GX) is a coalition of affiliates that offers support, counsel, and advice to large companies' Corporate Social Responsibility (CSR), philanthropy, community engagement, and/or societal investment efforts.

The GX leverages a shared public voice to advance the belief that companies and CEOs can be a force for good in society. The coalition does so through leadership on data collection and research on corporate societal engagement around the world. Using CECP's criteria and definitions, data are aligned with a **global standard** and culminate in CECP's annual global trends publication **Giving Around the Globe** and other insights-sharing content. The GX also leverages global affiliates through relationships and connections, knowledge sharing, events, and training.

Value Delivery



THE GLOBAL EXCHANGE LOCAL AUTHORITIES

Develop your Network

- Gain exposure for your events and content
- Obtain company referrals from other affiliates
- Collectively build brand value and reputation

Contribute to Thought Leadership

- Contribute your research and insights to CECP published content
- Convene or join meetings and events on strategic topics
- Gain valuable knowledge from the network and share trends you see in your own country

Build on Best Practices

- Receive training on CECP's engagement model and intellectual property
- Learn about the Global Guide and align with the GX to ensure a global standard
- Combine the GX resources and training with your local business practices



CECP's global coalition building gained new momentum in 2012 with its release of the **Global Guide**, building strong relationships with leading organizations in Brazil, China, France, India, Indonesia, Italy, Korea, Mexico, Panama (Pan-Latin America), Russia, Singapore, South Africa, and the United Kingdom.

CECP will also focus coalition building efforts with leading organizations in Australia, Canada, Chile, Germany, Ireland, Japan, Malaysia, Netherlands, Philippines, Spain, Sweden, Switzerland, and Turkey.

LARGE COMPANIES BENEFIT FROM THE GX:

Local Insight

- Connect to GX Local Authorities around the world
- Leverage country-specific resources to understand local context

Global Strategic Counsel

- Access resources to support strategy decisions
- Utilize CECP fast-track advice and support

THE CECP ADVANTAGE

- Trusted advisor to more than 200 CEOs and companies across many industries and geographic areas that represent more than US\$7 trillion in annual revenues
- Offers benchmarking analysis, CEO perspectives, company engagement, data-driven trends, and insights
- Fifteen-year+ history of industry-leading research and publications

More info online:

<http://cecp.co>

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