

# New CECAP Accelerate Communities

Fall 2020 - Summer 2021

## CONTEXT AND VALUE

CECP Accelerate Communities provide the opportunity for corporate responsibility leaders from CECAP companies to take a deeper dive into priority topic areas with their peers to advance their strategies and the field. These year-long communities, which launch in fall 2020 and conclude in summer 2021, draw upon curated CECAP and partner expertise, virtual peer meetings, best-practice sharing, and framework creation. Accelerate Communities started in 2017 because companies asked CECAP to offer more robust insights to advance their specific companies' priorities beyond *Essential Services* and in turn, to advance the field. CECAP offers a series of Opt-In Opportunities where companies pay an additional participation fee; Accelerate Communities are one of those offered.

## THREE NEW ACCELERATE COMMUNITIES

- **Social Investment Measurement:** Identify how to better track, measure, and report on vital corporate purpose/social impact/ESG metrics and their core business benefits with a focus on internal stakeholders. Aligning your customized tools such as scorecards, dashboards, employee surveys, and partnership assessments to improve your programs and measure the outcomes of your strategy. This community will think innovatively about how to measure the interplay between creating societal change and business results through employees and brand/reputation.
- **Purpose Communications:** Learn how corporate responsibility leaders ensure their company's social impact story is communicated in a captivating, concise way across a range of stakeholders to drive deeper engagement and a purpose-driven culture. This community will share effective practices for engaging employees, customers, supply chain partners, and society. Additionally, each company will emerge with a benchmarking tool for purpose communications and a plan to align with communications and marketing functions.
- **Future of Work:** Explore the role that corporate responsibility leaders play as catalysts in addressing their company's global workforce needs. This community will cover a range of opportunities: automation and globalization through reskilling/upskilling; strategic hiring through innovative partnerships by aligning societal and business needs; building talent pipelines for an inclusive and technologically prepared workforce; and understanding the skills and technologies needed for what "work" will look like in the future and for an increasingly virtual model.

## COMMITMENT AND TIMELINE

- Two leaders per company encouraged to participate in bi-monthly meetings, optimal for senior professionals; at least one leader must be on corporate responsibility (or equivalent) team.
- Attend six/bi-monthly, virtual 90-minute meetings; meetings will be recorded for those who are unable to join a specific session; meeting schedule will be designed around the preferences of the companies that join.
- 8 hours of virtual strategic advisement consulting hours specific to your company's programs and plans.
- Opportunity to share examples and case studies from your company throughout the year with other community members.
- Per company: \$7,500

## DELIVERABLE

- The culminating output will be a paper sharing lessons learned, best practices, a roadmap, and frameworks. Participating companies will have the opportunity to be included.
- Website with insights, case examples, for community members; blog posts and post-event recaps shared publicly.

## CONTACT

For more information, questions, and to join, please contact Jessica Caracciolo, [JCaracciolo@CECP.CO](mailto:JCaracciolo@CECP.CO).