

CECP Pulse Survey

Topic: Corporate Function Leading Anti-racism Response
June 2020



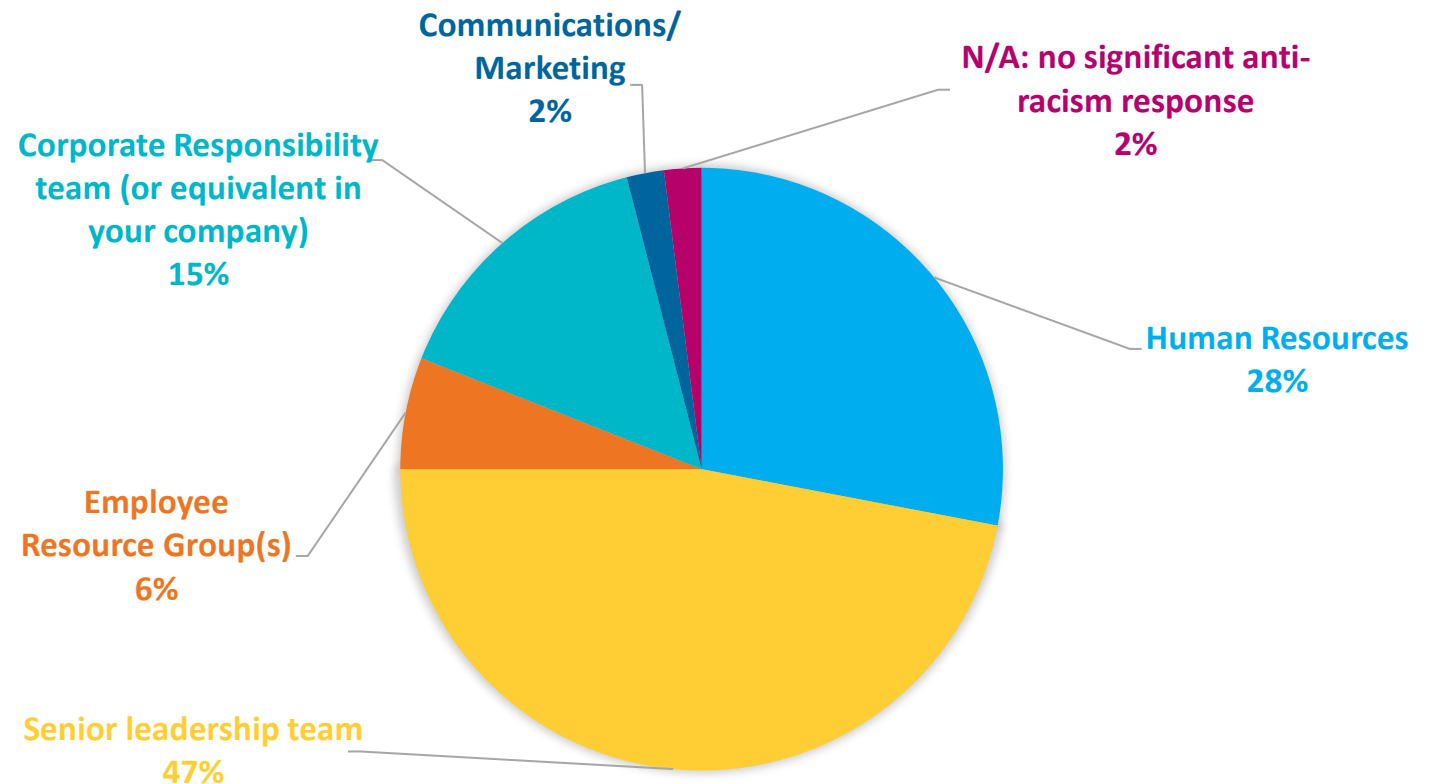
CECP Pulse Survey Results

Topic: Corporate Function Leading Anti-racism Response

CECP's Pulse Question focused on understanding which corporate function is leading the company's anti-racism response.

53 respondents participated in the Pulse question below, the results are as follows:

Which function of the company is primarily leading your company's recent anti-racism response?



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"Results reflect data pulled on June 30, 2020. These results are drawn from a representative sample of our affiliated companies. When referencing this finding, please list the source as: Chief Executives for Corporate Purpose, Pulse Survey, June 2020. Topic: Actions taken by companies against racism, field dates: June 30 – July 7 2020."

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A few detailed examples of the actions companies have taken:

- “Very big partnership between Marketing, HR and CSR. Leaders of these functions collaborating and working directly with CEO. ERGs are key but the focus is on what the company will do. We made an internal statement that we also released publicly. We are hiring a D&I leader. And investing in broader plans to make sure we make structural change.”
- “A specialized D&I task force was created to address black lives matter in the workplace. “
- “Providing philanthropic grants to non profit orgs working to promote racial equality and social justice. Also launched an Equality Campaign for employees to donate to the aforementioned type orgs and matching these donations at 200%, up to \$1 million in total matching donations.”
- “Partnership between CSR team and business. Will donate funds to a racial justice organisation(s) but also considering other actions to address internal systems and processes (procurement, recruitment etc).“

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