

# 2020 CECP Summit Summary Report



## A Virtual Experience!

Summit resources available for CECP coalition companies via MyCECP login at [cecp.co](http://cecp.co)

Save the Date: 2021 CECP Summit, May 18-19

"We need to commit to a different kind of capitalism that delivers more prosperity to more people, especially workers. Now that we realize who is essential to our economy, we need to begin anew. While we will have great obstacles, we need to commit to hopeful optimism. Hold the space in our imaginations that we can have an economy that works for more people."

DARREN WALKER, *PRESIDENT, FORD FOUNDATION*



"Create clarity even when you cannot see. If people know what they are playing for, they will be motivated to do more than they can do. Even if you don't know what next year brings, create clarity on what you know now."

CARLA HARRIS, *VICE CHAIRMAN, MANAGING DIRECTOR, AND SENIOR CLIENT ADVISOR, MORGAN STANLEY*

"This is a call for companies: the moral imperative lies next to business imperative."

LATA REDDY, *SENIOR VICE PRESIDENT, INCLUSIVE SOLUTIONS, PRUDENTIAL FINANCIAL, AND CHAIR, THE PRUDENTIAL FOUNDATION*

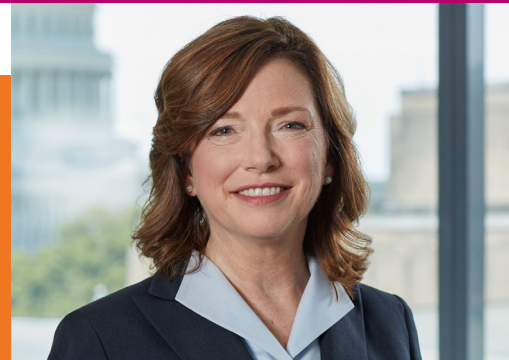


"Covid-19 is a unique event, but it does not stand alone. The future will be more volatile and uncertain."

LARS KURZNACK, *LONG TERM VALUE CREATION LEAD, KPMG*

"Purpose exponentially magnifies the resources that we use day in and day out."

BARBARA HUMPTON, *CEO, SIEMENS USA*



# 2020 Summit: Strength in Solutions

The annual CECF Summit is an experience that brings together nearly 300 corporate leaders who drive social strategies at the world's largest companies. This vital corporate network engages and learns together, offering powerful insights on trends, partnerships, and the business case to advance companies' role as a force for good in society.

## MAIN TAKEAWAYS

### RECOVERY

- › Adapt, bring the right solutions to the new reality
- › Remove barriers to jobs, education, health; inequality undermines hope and opportunity
- › Success metrics have changed: allocation of capital, critical investments, tough choices, long-term planning

### RESPONSE

- › Authenticity is a company's distinct competitive advantage; when in uncharted territory, if they trust you, they will follow you
- › The epidemic has been a rallying cry to bring all resource to bare to address the crisis

### REINVENTION

- › Reinvent where we are headed, not going back to the broken "normal"
- › Companies are a force for transformation, a vehicle for change, using networks and empathy
- › Form a new kind of capitalism that delivers more prosperity, an economy that works for more people, solutions that work for all of humanity, a civil society that is supercharged

## SELECT 2020 SUMMIT ATTENDEE LIVE POLLING RESULTS

**55%** BELIEVE THEIR INFLUENCE IN THEIR COMPANIES HAS INCREASED DURING THE PAST FEW MONTHS

**45%** BELIEVE THAT BECAUSE OF THEIR COMMUNITY INVESTMENTS, MORE ENGAGED EMPLOYEES SUPPORTED THE BOTTOM LINE FOR THEIR COMPANIES OVER THIS PAST YEAR

**31%** BELIEVE THE MOST EFFECTIVE BOLD MOVE THEY CAN MAKE TOWARD SUSTAINABLE BUSINESS LEADERSHIP OVER THE LONG TERM IS TO WORK TO FURTHER INTEGRATE THE COMPANIES' VALUES INTO THEIR INCENTIVES AND PRACTICES

## SOCIAL MEDIA ENGAGEMENT



**Barbara Humpton** @SiemensUS\_CEO · May 20  
Just participated in today's virtual #CECPSummit. Thanks to @CECPtweets for the chance to talk about our work as a business-to-society company helping the country respond to #COVID19.

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**Fundación SERES** @Fundacion\_SERES · May 22  
Congratulations @CECPtweets! #CECPSummit

Here some of the main takeaways:

- Reinvent where we are headed, not going back to "normal".
- Reimagine company—not selling but serving—and rethink work.
- Companies are a force for transformation, a vehicle for change.

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**SiemensUSA** @SiemensUSA · May 20  
Today at #CECPSummit, @SiemensUS\_CEO highlighted the @sfoundation's commitment to narrowing gaps in healthcare equity to fight #COVID19. Learn more about their \$1.5 million grant to America's community health centers. [sie.ag/2xFTVUa](https://sie.ag/2xFTVUa)

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**BBMG** @ItsBBMG · May 20  
"As we navigate this space between stories, this is a moment for fierce empathy, shared vulnerability, and creativity for the world we want." - @rbemporad  
#CECPSummit

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**Colgate-Palmolive** @CP\_News · May 20  
How have we rallied Colgate People across functions to make #sustainability integral to everything we do? Chief Sustainability Officer Ann Tracy shared our story today as a panelist at the Chief Executives for Corporate Purpose Annual Summit. @CECPtweets [bit.ly/368antp](https://bit.ly/368antp)

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**Rachel Hutchisson** @RachelHutchisson · May 20  
Looking forward to #CECPSummit today. Highlight for me yesterday was hearing Darren Walker from @FordFoundation - THX to @CECPtweets for keeping the conversation going. @blackbaud is proud to be in this community

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## Audience From Companies Representing:

**\$6.9  
trillion**

Market Cap



**\$12.8  
billion**

Social Investment



**8.8  
million**

Employees



**17 million**

Hours of  
Employee  
Volunteering



**3,000**

Years of Experience



## Programming Included:

**12**

Summit Sessions



**23**

Summit Speakers



**8 hours**

Of Content



The CECP Data Insights team presented findings from *Investing in Society*, an assessment of corporate purpose. A variety of indicators, including *Giving in Numbers™*, the unrivaled leader in benchmarking on corporate social investment, show that corporate purpose is on the rise.

## CECP Research

- › 65% of companies predict their 2021 budget will be stable
- › Community investment teams that report into Marketing have highest median community investment budget and highest average volunteer participation
- › Diversity, Equity & Inclusion resources are on the rise for 74% of companies



## 2020 Charles H. Moore Award

**The Charles H. Moore Award for Leadership in Corporate Community Engagement celebrates a corporate affairs professional who demonstrates perseverance in the pursuit of societal advancement.**

**Lata Reddy, Senior Vice President, Inclusive Solutions, Prudential Financial, and Chair, The Prudential Foundation**



# Attending Companies

3M	Citizens Bank	Mars, Inc.	The Coca-Cola Company
Abbott Laboratories	Cognizant Technology Solutions Corporation	Mastercard	The Hartford
AbbVie	Colgate-Palmolive Company	McKesson Corporation	The Hershey Company
Accenture	ConocoPhillips	Medtronic PLC	The Mosaic Company
Adobe	Corteva, Inc.	Merck & Co., Inc.	The Travelers Companies, Inc.
Aflac Incorporated	Credit Suisse	Mitsubishi Corporation (Americas)	The Walt Disney Company
Alcoa Corp.	CVS Health	Moody's Corporation	TIAA
Ally Financial	Dell Inc.	Morgan Stanley	Travelers
Altria Group, Inc.	Deutsche Bank	Newman's Own Foundation	Turner Construction Company
Ameren Corporation	Discovery Education	Nielsen Holdings plc	U.S. Bancorp
American Airlines Group Inc.	Dominion Energy	Northrop Grumman Corporation	UBS
American Express	Dow	Northwestern Mutual	UnitedHealth Group
American International Group, Inc.	DTE Energy Company	NRG Energy, Inc.	UPS
Ameriprise Financial, Inc.	Dun & Bradstreet, Inc.	ON Semiconductor Corporation	USAA
AmerisourceBergen Corporation	DuPont	Panasonic Corporation	Vanguard
Amgen Inc.	Ecolab Inc.	PepsiCo	Verizon Communications Inc.
Applied Materials, Inc.	Edelman	Pfizer Inc.	Visa Inc.
Assurant, Inc.	Empire State Realty Trust	Pitney Bowes Inc.	Voya Financial, Inc.
AT&T Inc.	Entergy Corporation	PricewaterhouseCoopers LLP	Wells Fargo & Company
BBVA	Equitable	Principal Financial Group	Workday
BD	FedEx Corporation	Prudential Financial, Inc.	Wynn Resorts Ltd
Best Buy Co., Inc.	Gap Inc.	Public Service Enterprise Group Incorporated	
Blackbaud, Inc.	Gartner	Qualcomm Incorporated	<b>Global Exchange Attendees</b>
Bloomberg L.P.	General Electric Company	Raytheon Technologies	Comunitas
BNY Mellon	General Motors	Regeneron Pharmaceuticals	CSR Turkey
Boston Consulting Group	Gerdau	Royal Bank of Canada	Donors Forum Russia
Boston Scientific Corporation	Guardian Life Insurance Company of America	S&P Global Inc.	Fondazione Dynamo
Bristol-Myers Squibb Company	HSBC Bank USA	Samsung Electronics America, Inc.	Fundación SERES
Capital One Financial Corporation	Interpublic Group	SANOFI	Gestion Social
CarMax	JM Family Enterprises, Inc.	Seyfarth Shaw LLP	Maala - Business for Social Responsibility
Catalent	Kohl's Department Stores, Inc.	Sidley Austin LLP	Mexican Center for Philanthropy
Centene Corporation	KPMG LLP	Siemens Corporation	The Conference Board of Canada
CenterPoint Energy, Inc.	Legg Mason, Inc.	Starwood Capital Group	Dialogue
Cheniere Energy, Inc.	Lockheed Martin Corporation	State Farm Insurance Companies	
Chevron	L'Oréal USA	Tata Consultancy Services	
Chubb Limited	Macy's, Inc.	TD Ameritrade Holding Corporation	
CITGO Petroleum Corporation	ManpowerGroup Inc.	The Allstate Corporation	
Citi			

## Summit Sponsors



# 2020 SUMMIT AGENDA



## TUESDAY, MAY 19, 2020

### CECP OPENING REMARKS AND WELCOME

**Kari Niedfeldt-Thomas**, Managing Director, CECP

### MAINSTAGE SESSIONS:

#### *Investing in Society: CECP Data and Trends*

**Carmen Perez**, Senior Director, Data Insights, CECP

#### *Authentic Leadership and Changing Narratives*

**Carla Harris**, Vice Chairman, Managing Director, and Senior Client Advisor, Morgan Stanley

#### *Building Back Better after Covid-19:*

##### *Lessons from Newark's Rise*

**Lata Reddy**, Senior Vice President, Inclusive Solutions, Prudential Financial, and Chair, The Prudential Foundation

### BREAKOUT SESSION:

#### *The Future of Work is Now*

**Kristen Titus**, Executive Director of the Cognizant US Foundation, Cognizant US

**Katie Clark Sieben**, Corporate Giving & Foundation Senior Director, Cargill

**Jinny Jeong**, Manager, Corporate Leadership & Company Services, CECP

### MAINSTAGE SESSIONS:

#### *Unlocking Hope through Nuance and Action*

**Darren Walker**, President, Ford Foundation

**Nandika Madgavkar**, Senior Director, CEO Investor Forum, CECP

#### *Winning Strategies for the Long-Term*

**Lars Kurznack**, Long Term Value Creation Lead, KPMG



## WEDNESDAY, MAY 20, 2020

### CECP OPENING REMARKS

**Daryl Brewster**, CEO, CECP

### MAINSTAGE SESSION:

#### *Tough Choices*

**Barbara Humpton**, CEO, Siemens USA

**Daryl Brewster**, CEO, CECP

### BREAKOUT SESSIONS:

#### *Cross-Functional Corporate Purpose Collaboration*

**Jenny Lewis**, Vice President of the Kimberly-Clark Foundation, Kimberly Clark Corporation

**Ann Tracy**, Chief Sustainability Officer, Colgate-Palmolive

**Kari Niedfeldt-Thomas**, Managing Director, CECP

#### *B2B and the Possibilities of Purpose*

**Carol Cone**, CEO, Carol Cone ON PURPOSE

**Michael Stroik**, Director of 3Mgives and Vice President of 3M Foundation, 3M

**Jennifer Brunelle**, Senior Director of the positive NRG program, NRG

#### *Brand-building Through Storytelling*

**Raphael Bemporad**, Founding Partner, BBMG

**Stacey Zolt Hara**, Head of Global Reputation Management and Public Affairs, Visa Inc.

**Jackie Albano**, Director, External Affairs, CECP

### MAINSTAGE SESSION:

#### *Brand Impact on Youth and Mental Health*

**Aria Finger**, CEO & Chief Old Person, DoSomething.org

### CLOSING REMARKS

**Kari Niedfeldt-Thomas**, Managing Director, CECP



### BREAKOUT SESSION:

#### *The Road to Recovery for Corporations and Society*

**Hala Mirza**, Senior Vice President, Corporate Communications & Citizenship, Regeneron

**Henri Moore**, Vice President/Head of Global Responsibility, Corteva, Inc.

**Kari Niedfeldt-Thomas**, Managing Director, CECP

### CLOSING REMARKS AND NETWORKING

**Daryl Brewster**, CEO, CECP



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CECP

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Chief Executives for Corporate Purpose (CECP) is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers — determines company success.

Founded in 1999 by actor and philanthropist Paul Newman and other business leaders to create a better world through business, CECP has grown to a movement of more than 200 of the world's largest companies that represent \$6.6 trillion in revenues, \$21.2 billion in social investment, 14 million employees, 23 million hours of employee engagement, and \$15 trillion in assets under management. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition.