

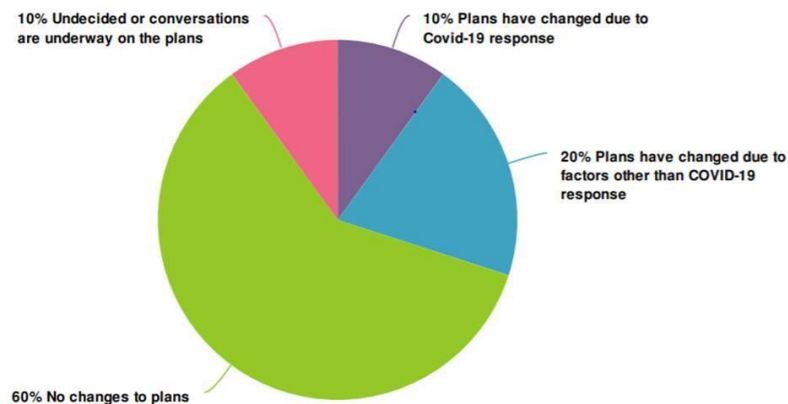
CSR Reports: Covid-19 Update

*as of 5/1/20

Covid-19 response has led to unprecedented change on so many levels along with shifting priorities, and adjusted timelines. How are companies adjusting plans for their annual CSR/Sustainability reports?

CECP DATA SUPPORTS STAYING THE COURSE

CECP Pulse Question: Typically, this is a time of year when many companies are preparing their CSR/Sustainability report. Has your company changed plans for this year's CSR/Sustainability report?



The results indicate that the **majority of companies (60%) have not changed plans for this year's CSR/Sustainability report**, while 30% indicated that plans *have* changed with 20% of these respondents relating those changes to factors other than COVID-19 response and 10% indicating plans changed due to COVID-19 response.

CECP INSIGHTS: KEY ITEMS TO DEMONSTRATE THROUGH YOUR CSR REPORT

- Your company's ongoing commitment to transparency. Do not skip or delay the report. Consider a condensed version but do not miss the opportunity to share your company's story.
- How your company pivoted to meet immediate needs and how you are planning for recovery and future innovation/renewal. Talk about the immediate past and plans for the coming years.
- How goals were adjusted. Be transparent about shifts and reductions that were made.
- How you supported key stakeholders through the virus, including community and employees.
- Focus on Community
 - How you adapted existing support to meet Covid-19 related needs (e.g., more support for health- and food-related partners)
 - How you kept up support for signature causes not immediately related to the virus (e.g., cancer research)
- Focus on Employees
 - All actions taken by the company to keep employees safe.
 - The way the company's volunteering, matching gifts, pro bono programs, etc. shifted given Covid-19.
 - Employees' actions to support the community and colleagues, both individuals (e.g., bringing food to neighbors) and groups (e.g., Employee Assistance Funds).