

CECP Pulse Survey

Topic: Unique COVID-19 Response Efforts
April 2020



CECP Pulse Survey Results

Topic: Unique COVID-19 Response Efforts

84%

of companies have unique COVID-19 response efforts

52%

of companies are counting them

Top (3) Responses on What They are Counting:

1. Fair Market Value (what a customer would pay) of a donated good/service
2. Value of Re-deployed Staff Time
3. Cost of Materials

Copyright © 2020 by CECP.

Results reflect data pulled on April 24, 2020. This Pulse survey will remain open until May 5th, 2020 after which CECP will share final results. CECP is sharing these in the interim as companies are making decisions on COVID response in real-time. The interim 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, April 2020. Topic: COVID-19 Response Community Partnership Changes, field dates: April 21, 2020 – May 5, 2020.*



CECP Pulse Survey Results

Topic: Unique COVID-19 Response Efforts

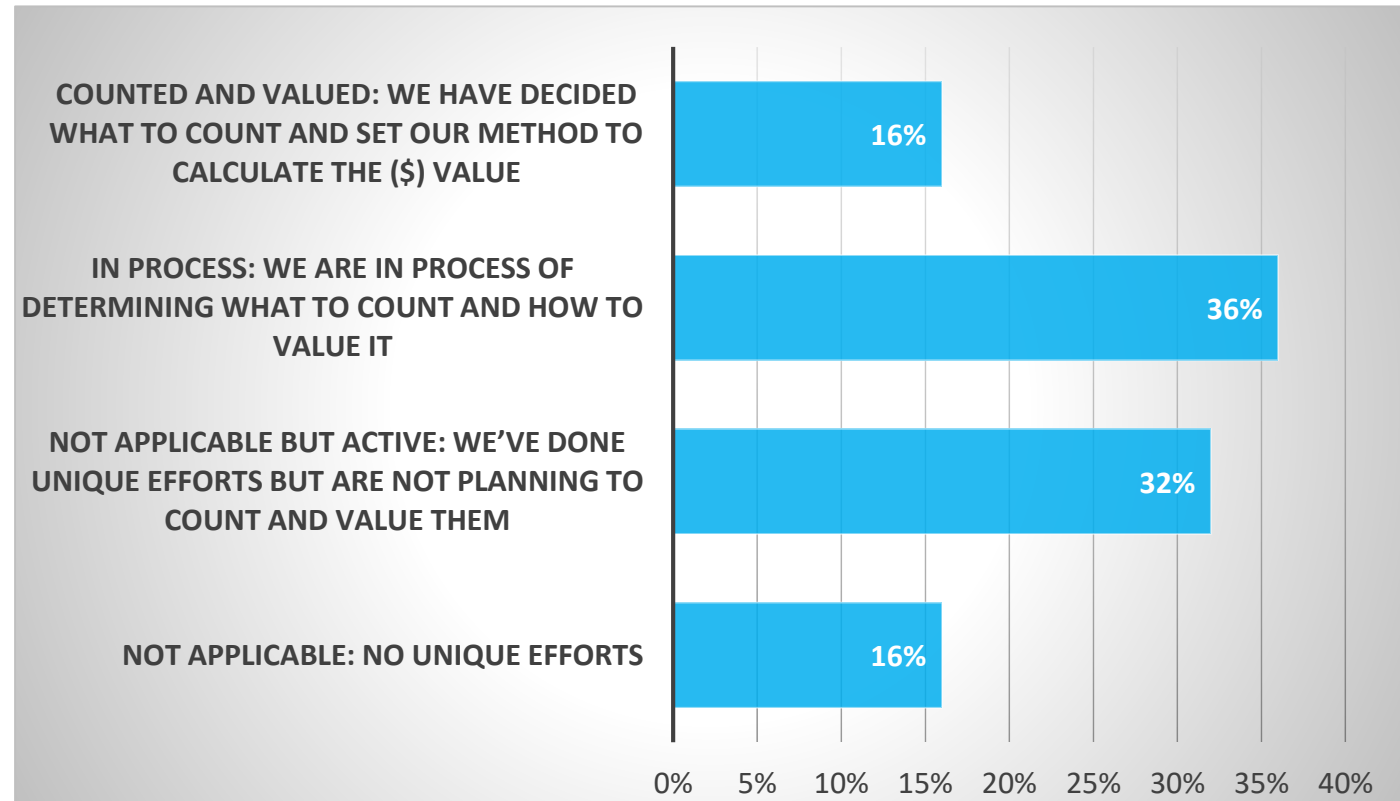
CECP's Pulse Question focused on understanding how companies are counting their unique COVID-19 response efforts.

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

Question 1: Companies are taking "out of the box" (unique) COVID-19 actions for which there isn't widely shared reporting standard. Has or will your company count and value your unique efforts? (For example, if a company re-assigned R&D staff to produce a COVID-19 test, they might use salary data for the team assigned to the project to calculate a \$1,000,000 investment).

Copyright © 2020 by CECP.

Results reflect data pulled on April 24, 2020. This Pulse survey will remain open until May 5th, 2020 after which CECP will share final results. CECP is sharing these in the interim as companies are making decisions on COVID response in real-time. The interim 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, April 2020. Topic: COVID-19 Response Community Partnership Changes, field dates: April 21, 2020 – May 5, 2020.*



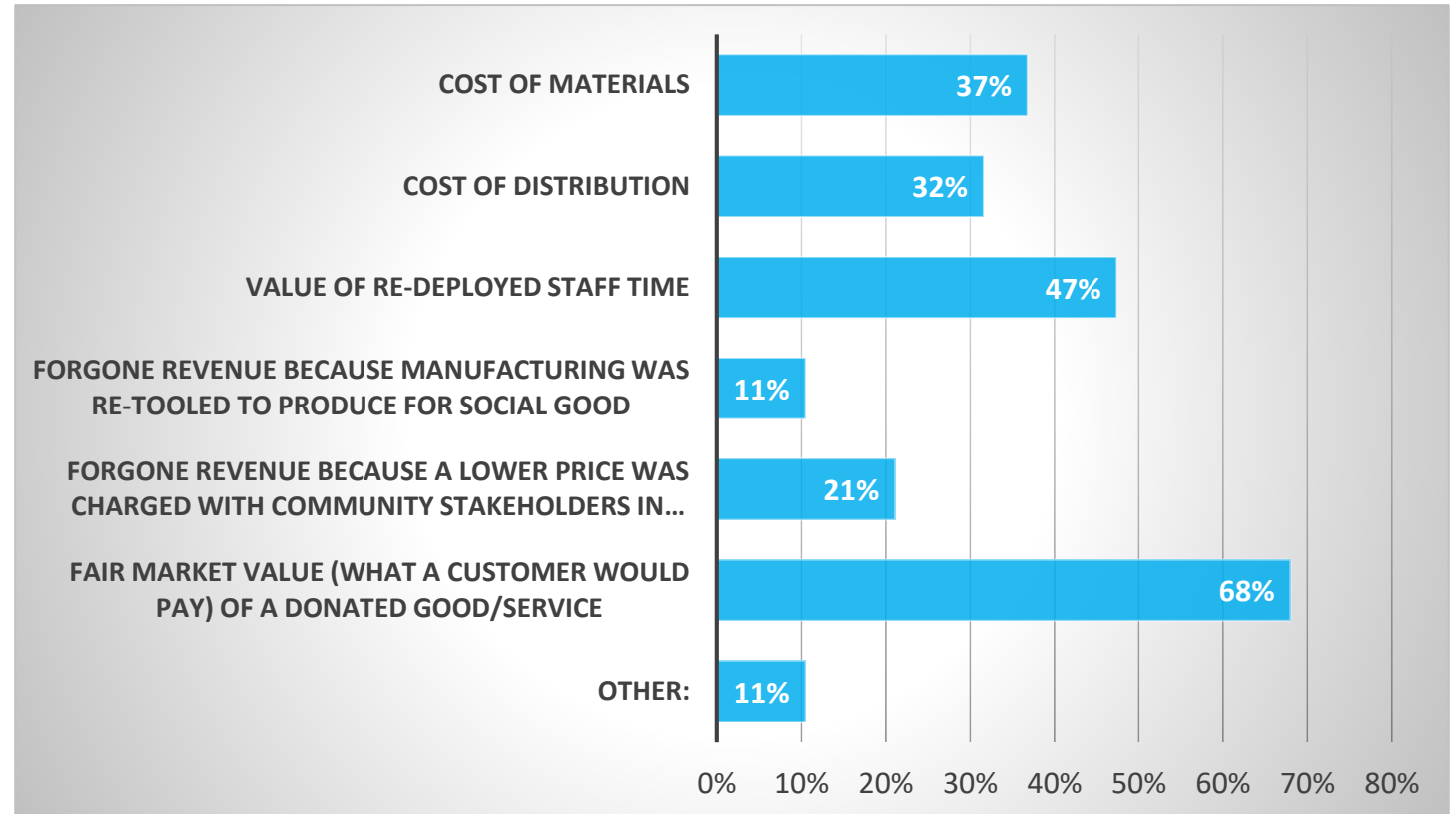
CECP Pulse Survey Results

Topic: Unique COVID-19 Response Efforts

CECP's Pulse Question focused on understanding how companies are counting their unique COVID-19 response efforts.

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

*Question 2: Next up is **what** to count. Read the list below. Each one could be one component to adding up the value (\$) of a company's unique effort. Check all that you would include in a standard method of adding up the value of companies' unique efforts.*



Copyright © 2020 by CECP.

Results reflect data pulled on April 24, 2020. This Pulse survey will remain open until May 5th, 2020 after which CECP will share final results. CECP is sharing these in the interim as companies are making decisions on COVID response in real-time. The interim 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, April 2020. Topic: COVID-19 Response Community Partnership Changes, field dates: April 21, 2020 – May 5, 2020.*

