

# New CECP Accelerate Communities

Fall 2020 - Summer 2021



## CONTEXT AND VALUE

CECP Accelerate Communities provide the opportunity for corporate responsibility leaders from CECP 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 CECP and partner expertise, virtual peer meetings, best-practice sharing, and framework creation. Accelerate Communities started in 2017 because companies asked CECP to offer more robust insights to advance their specific companies' priorities beyond *Essential Services* and in turn, to advance the field. CECP 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. Align your customized tools such as scorecards, dashboards, employee surveys, and partnership assessments to improve your programs and measure the outcomes of your strategy. [LEARN MORE](#).
- **[Reinventing 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 customers, employees, investors, supply chain partners, grantees, and society according to their varied expectations and needs. Additionally, each company will emerge with a plan to further their purpose communications strategy. [LEARN MORE](#).
- **[Future of Work](#)**: CSR leaders have long been critical to helping craft their companies' workforce strategies in unique ways. CECP believes that when CSR strategy is aligned with a company's own workforce development strategy in an integrated approach, there are better results for both. This is reinforced by the learnings from our past Accelerate Research and Community work on [Systemic Investments in Equity, Talent & Tech](#) and [Diversity & Inclusion in Corporate Social Engagement](#). This community will bring together the best research, knowledge and experts on these topics, in a forum for companies to share and learn together with fellow CSR leaders and HR peers. [LEARN MORE](#).

## BENEFITS

- 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; schedule to be shared at start of the community.
- 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.
- Access to resource center with insights and case examples, for community members
- Per company: \$7,500

## CONTACT

For more information, questions, and to join, please contact Caroline Monahan at [cmonahan@cecp.co](mailto:cmonahan@cecp.co).