

CECP Accelerate Community 2020-2021

Social Investment Measurement



OVERVIEW AND GOALS

CECP's *Giving in Numbers* is the unrivaled leader in benchmarking on corporate social investments in partnership with companies. This year's Social Investment Measurement Accelerate Community will leverage CECP's proprietary frameworks, including Total Social Investment (metrics recently adopted by the World Economic Forum), and experience as a measurement advisor to help companies identify how to better track, measure and report on vital corporate purpose/social impact/ESG metrics and their core business benefits.

Companies in this community will learn with each other and experts about how to align their customized tools such as scorecards, dashboards, employee surveys, and partnership assessments to improve their programs and measure the outcomes of their strategy. This community will think innovatively about how to quantify social investments across a company. Meeting Topics will include:

- Measurement Fundamentals
- Action Plans and Company Presentations
- Choosing Metrics
- Collecting Data
- Deep Dive into Social Results and Social Impact
- Understanding Social investment Metrics in the Larger ESG Metric Landscape

BACKGROUND

Last year, the CECP Business Impact Measurement Accelerate Community covered business results and other measurement topics and had speakers from Gallup, Ipsos, Project ROI, Rant, McKinsey, and more. Participants included companies such as Capital One, Comcast NBCUniversal, Credit Suisse, Dell, and Tata Consultancy Services.

BENEFITS AND VALUE

- Six/bi-monthly, virtual 90-minute meetings
- Two leaders per company encouraged to participate, optimal for corporate responsibility leaders with direct responsibility for measurement, whether a small portion or entire focus, or those with an active involvement and interest in this area.
- 8 hours of virtual strategic advisement consulting hours with CECP to assess current approach and provide customized recommendations.
- Opportunity to share examples and case studies from your company throughout the year with other community members.
- Per company: \$7,500

CONTACT

For more information, questions, and to join, please contact Caroline Monahan, CMonahan@CECP.co