



## Accelerate Research Project 2020-2021 *Focus on Diversity, Equity and Inclusion*

Amplify your company as a thought leader while creating new insights to advance the field

### **Partnership Opportunity:**

Sponsor CECP's research to build knowledge and tap CECP's network for an inquiry-based project resulting in published findings. CECP will be the research lead and hold responsibility to produce the research, writing, and design of the deliverable. An Accelerate Research Project requires a committed advocate from within the company.

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### **Research Overview:**

In past research, CECP uncovered how companies are increasingly addressing Diversity, Equity and Inclusion (DEI) through Corporate Social Engagement. While this trend has continued, corporations are in a moment of cross-sector urgency to go further on both the need to act by improving inclusion and to achieve consequential changes in corporate culture. This research will inquire on the "how" and "who" of improving equity in the structures and systems of the company through the cross-functional leadership of the corporate responsibility team. This research will explore how to develop a strategic, integrated approach across all business functions and how all levels (from senior to entry level employees) are best incentivized to champion inclusion and equity. Simultaneously, this research will track the meaningfulness of current metrics on equity and inclusion, and report how metrics should evolve.

### **Purpose:**

This thought leadership piece is intended to provide an overview of an urgent problem companies are facing, and a landscape assessment of practices, relationships, numbers affected, measurement, and lessons learned/best practices. The aim is to consolidate an unwieldy and broad conversation on DEI into something more manageable for practitioners, leaders managing DEI across companies and thereby inspire and engage more companies by showing proven models that can be scaled.

### **Audience:**

Corporate community investment teams, sustainability practitioners, nonprofits, and other stakeholders in DEI, academia, government, and non-corporate grantmaking institutions.

### **Timeline:**

This project is slated to launch in Fall 2021 and culminate in the release of a research report and accompanying executive summary. Publication in Winter/Spring 2022.

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### **Exclusive Accelerate Project Benefits**

- **Leadership:** Demonstrate the commitment of your company in a focus area that guides your priorities and strategy. Establish your company as a thought leader in how societal investment is a core business strategy, among global company CEOs and Corporate Social Engagement professionals by identifying key areas where corporate contributions are most needed related to specific topic area.

- **Advance the field:** CECP will leverage our network of leading companies, unparalleled repository of corporate societal investment data, convening power, and insights in service of Accelerate Research Projects, which will push boundaries to uncover new solutions for greater integration of the focus area into corporate social engagement strategies. Insights uncovered by Accelerate Research Projects are used throughout the years and repeatedly promoted through CECP's communications channels.
- **Reach:** Upon publication, trends and insights will be shared through convenings, conference presentations, media articles, and CECP's and its partners' communications channels such as newsletters, websites, and social media. The thought leadership is evergreen and will be referenced by CECP for multiple years. Company name prominently displayed as a CECP sponsor on the paper and in report press releases and materials.

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#### **Partnership Tier:**

Limited opportunity for 6 companies to partner at \$15,000 for the project total of \$90,000.

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#### **Past Accelerate Research Projects:**

[Diversity and Inclusion in Corporate Social Engagement;](#)

[Investing with Purpose;](#)

[Making Work Meaningful;](#)

[What Counts: The "S" in ESG](#)

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#### **About CECP:**

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 \$11.2 trillion in revenues, \$23 billion in total community investment, 14 million employees, 30 million hours of employee engagement, and \$21 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. For more information, visit [cecp.co](http://cecp.co).

Final project summary to be shared prior to project launch.  
Please contact [Meka Moskowitz](#) with interest and for additional information.