

TELLING THE STORY:

Companies' Role in Society



CECP

CECP
Recognition
Opportunities
2022

CECP Creates Opportunities for CEOs and Companies to Tell Their Stories and Be Recognized

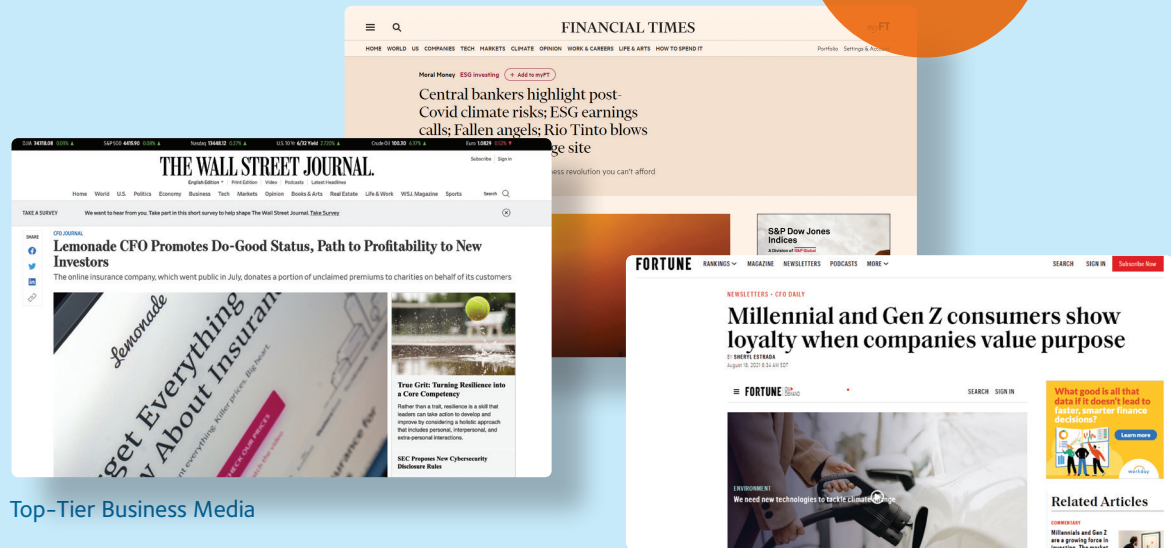


As a part of CECP's mission to create a better world through business, we have developed a variety of opportunities to share company stories and case studies that demonstrate excellence in applying the skills and resources of the business to solve societal challenges. CECP advises companies through a **communications support process**

to source and develop the stories that communicate the purpose-oriented nature of their work. We translate those narratives into targeted outreach opportunities that influence and inform key stakeholders, such as customers, employees, media, communities, investors, and others.

Top-Tier Business Media

CECP taps its long-standing, deep relationships with top-tier media to weave case studies of corporate purpose into the trends and topics covered by influential outlets such as *The Wall Street Journal*, *Financial Times*, *Fortune*, *Bloomberg*, *The New York Times*, *Harvard Business Review*, and others, resulting in billions of impressions. In addition, CECP leverages its partnerships with media to provide thought leadership and special advertising opportunities.



Top-Tier Business Media

CEO Thought Leadership Pieces



CREATING A BETTER WORLD THROUGH BUSINESS

STRATEGIES TO DRIVE LONG-TERM BUSINESS SUCCESS THROUGH POSITIVE SOCIAL IMPACT

PEOPLE. PURPOSE. PROFIT. HOW DO CEOs AND LEADERS IN CORPORATE RESPONSIBILITY ALIGN ALL THREE to achieve sustainable business performance while also addressing social challenges? In 2022, Fortune will answer that question in **Creating a Better World Through Business**, a branded-content series produced in partnership with CECP. At a time of increasing political divisiveness and accelerating planetary crisis, it's a series that offers CECP coalition members a platform from which to highlight the big ideas and bold actions they are implementing to build a better world through business.

Honoring Net-Zero Commitments

Today, many companies are making bold commitments around carbon emission reduction. But how many are actually making the organizational and strategic changes necessary to turn those pledges into reality? This feature will highlight CECP-affiliated companies who are not only leading the way in developing net-zero business commitments—but are also investing in the technological innovations and communications strategies that are needed to truly make product and behavioral changes happen.

Building a Sustainable Supply Chain

What does a truly sustainable supply chain look like? How can a global company accelerate the transition to cleaner energy sources even when manufacturing in countries that still rely heavily on fossil fuels? This feature will look at the strategies CECP-affiliated companies are using to reduce environmental impacts on communities and the planet, to deliver products that more fully reflect their consumers' values—and to reduce opacity with transparency throughout the supply chain.

Succeeding at Stakeholder Capitalism

Wall Street is waking up to the fact that building long-term value means more than making quarterly numbers. And more and more investors are screening stocks to make sure they meet ESG criteria. This feature will show how CECP-affiliated companies are driving profits by focusing on the needs of customers, suppliers, employees, and communities—in addition to delivering for investors. We'll also highlight the latest research showing the positive effects of ESG integration on stock performance.

Helping Employees Find Purpose

If the "Great Resignation" has underscored anything, it's this: today's employees want more than just a paycheck. They want to work for companies that reflect their values and are committed to making a positive impact in the world. This feature will showcase CECP-affiliated companies whose corporate culture is a proven asset in helping employees find purpose—and who are seeing measurable results in terms of employee engagement, workplace volunteering, and increased retention.



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CORPORATE PURPOSE: INVESTING IN SOCIETY



"I helped to start CECP with the belief that corporations could be a force for good in society."

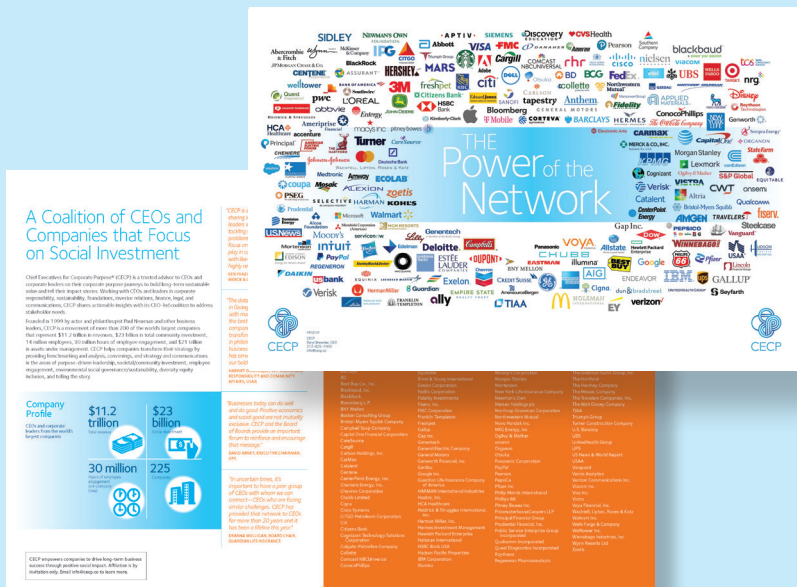
PAUL NEWMAN, FOUNDER CO-CHAIR, CECP; FOUNDER, NEWMAN OWN (1993-2008)

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Sponsored by ConantLeadership

CECP Website

Designed with engaging features and tools in corporate purpose, CECP's website is a vital information hub and repository of hundreds of case studies of excellence in corporate social strategy, searchable by multiple filters. In addition, the website is the home of CECP's thought leadership reports, measurement and benchmarking tools, a searchable list of CECP-affiliated companies, CECP Insights Blog, and links to social media, videos, and photos. The site is also the portal to MyCECP, which unlocks the Knowledge Center and Data Center, accessible only to affiliated companies.

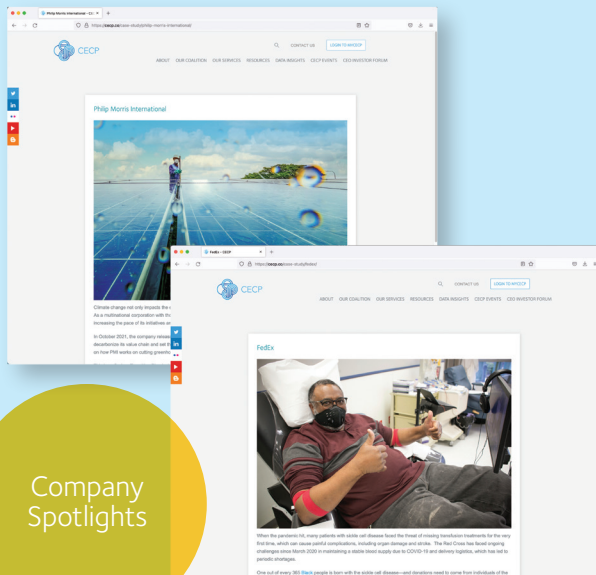


CECP Roster

The CECP Roster is a powerful visual collection of the 220+ logos of leading global corporations that make up CECP's coalition of companies. To have your logo here is a demonstration of your company's commitment to society.

Company Spotlights

On a quarterly basis, CECP selects companies for the sought-after Company Spotlight through a thoughtful information-sharing and communications-support process. Companies are selected through a review of the CECP Pillars of Excellence: CEO Leadership, Partnership, Innovation, Measurement, and Integration into the Business. Company Spotlights are sent to our 2,000 affiliated corporate contacts, posted on the CECP website as case studies, and recognized at the CECP Summit.



Company Spotlights

➤ Redefining What's Possible SEPTEMBER 2021

Stanley Black & Decker

- SBD announced a five-year commitment of up to \$25 million to fund vocational skills training in construction and manufacturing. The program is a critical component of Stanley Black & Decker’s corporate social responsibility program that includes a goal to empower 10 million makers by the year 2030.
- Due to a lack of skilled trade workers, there are 430,000 open construction jobs in the U.S. alone, and 10 million unfilled manufacturing jobs globally. The pandemic has exacerbated this problem with millions of workers displaced since early 2020.
- Over the last several decades, vocational schools and careers in the trades have been overshadowed, despite the excellent, well-paying jobs and career paths they offer. The goal is to recognize and advance those organizations that are working to create the skilled workers and tradespeople of the future that our society needs.
- Stanley Black & Decker’s “Empower Makers” Global Impact Challenge will award up to \$5 million in grants to nonprofits supporting trade workforce development initiatives.



Tata Consultancy Services

- *Digital Empowers* is aimed at accelerating innovation for social impact. The platform seeks to facilitate the generation of new ideas and foster the spread of these ideas while facilitating action through a cross-collaborative process.
- TCS engaged with thousands of experts to create and expand the knowledge base and explore technology solutions that have exponential impact on the most pressing problems.
- The program has also opened doors for social entrepreneurs and changemakers to ideate and collaborate with business and technology leaders to bring novel social impact innovations to the community.
- The program's goal is to raise awareness of new technologies and their role in solving societal issues, explore the art of the possible through real world examples of technology-led innovations, and provide a common ground to foster cross-sector partnerships at a local, regional, and national level.
- A key part of *Digital Empowers* is Pitch for Purpose, a startup competition launched in 2020 celebrating social entrepreneurs and their innovative ideas that seek to solve some of the thorniest issues we face today.

Digital Empowers

Gallup

- › The traditional college-to-career path has not worked for many Americans—and has limited U.S. economic growth. Since 2008, the economy has been growing at about a 2% rate, but Gallup believes it should be at minimum of 2.5% growth, or “the train is headed to the cliff,” said Gallup Chairman and CEO Jim Clifton.
- › Gallup’s Straight to Business (STB) is a program that disrupts current entry-level hiring practices for corporate America. It is based on identifying highly talented high school students and placing them directly into full-time entry-level corporate jobs. A key aspect of this program is access to a more diverse talent pool versus hiring from traditional four-year college programs.
- › The goal of STB is to provide participants with a debt-free bachelor’s degree and accelerated career development, setting them on a path of unlimited career progression after four years.
- › Gallup is on a mission to get the economy working for everybody. “We think it can solve it,” says Clifton.



› Innovating to Meet the Needs of All Community Stakeholders

DECEMBER 2021



Sempre

- › Sempra invested more than \$700,000 in several projects addressing energy poverty.
- › They partnered with GRID Alternatives to install five grid-tied solar projects on community buildings and off-grid solar projects benefitting 40 families in Mexico.
- › They also partnered with Fundacion Mozcalti to distribute cleaner cookstoves in small communities across Mexico.
- › To date, five organizations, two indigenous communities in the U.S.-Mexico border region, and five residential neighborhoods within four separate tribal communities in California are benefitting from access to clean, renewable solar energy.
- › In addition, Sempra replaced three-stone stoves or U-type stoves that openly burn firewood with the distribution of nearly 2,400 clean cookstoves in 28 communities across five states in Mexico.
- › Sempra encourages community engagement by supporting the 19,000 employees who work for Sempra and its operating companies, helping them deliver their energy with purpose in communities.

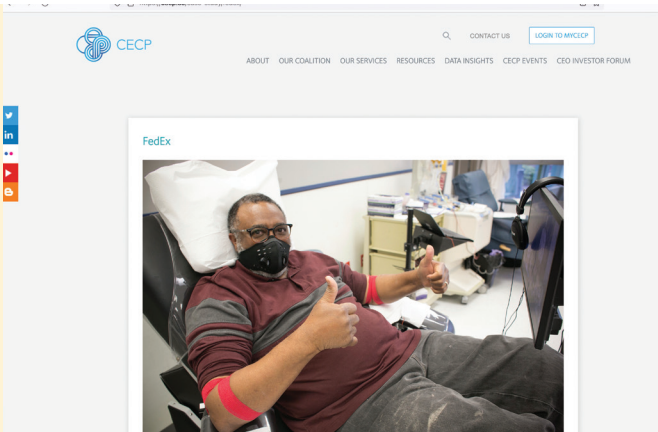


Campbell Soup Company

- › Campbell announced Full Futures, a \$5 million five-year program to foster a school nutrition environment that ensures all students are well-nourished and ready to thrive at school and in life.
- › In September 2021, approximately 2,000 students began to pilot Full Futures in three schools and engage in direct programming such as nutrition education, school gardens, taste tests, and menu expansions. An additional 5,000 Camden students will see enhancements through district-wide nutrition policy and menu changes
- › Campbell is the co-creator and primary funder of Full Futures, with FoodCorps providing coordinating support for the initiative. They plan to develop a blueprint that will compile the lessons learned from the Camden pilot to establish an open-source, customizable model for other districts, funders, and nonprofits to adopt.
- › They are a leader in building community programs that bring together public, private, and non-profit partners to create lasting change.
- › Campbell concluded the final year of its Healthy Communities program, a 10-year, \$10-million effort to improve the health of young people in Camden.

FedEx

- › When the pandemic hit, many patients with sickle cell disease faced the threat of missing transfusion treatments for the very first time, which can cause painful complications, including organ damage and stroke. The Red Cross has faced ongoing challenges since March 2020 in maintaining a stable blood supply due to COVID-19 and delivery logistics, which has led to periodic shortages.
- › Fedex supported the Red Cross over the last 20 years through disaster relief efforts and blood donation distributions.
- › Aligned with their FedEx Cares 50 by 50 campaign, FedEx is providing additional services to transport blood donations, and has increased its monetary donations. Together, these contributions have totaled more than \$2 million in support in 2021, while directly helping many individuals suffering from sickle cell disease across the U.S.
- › “FedEx is a great partner for the American Red Cross because of how quickly and efficiently we work in getting these packages to their designated areas,” said Margo Westcott, a FedEx Express courier based in Henrietta, N.Y., who is a FedEx driver and blood donor herself.



» Living Out Corporate Purpose FEBRUARY 2022



Colgate-Palmolive Company

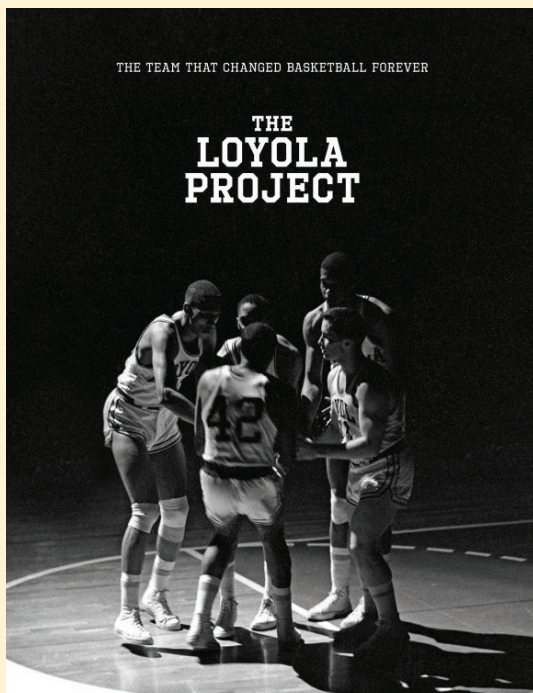
- » Launching a public health initiative to advance oral health worldwide and promote oral health literacy, Colgate will commit more than \$100 million over the next five years to address a hidden global health crisis and ensure oral health is incorporated into broader public health strategies.
- » The program will empower people to Know Your OQ: to understand—and improve—their oral health quotient by visiting www.KnowYourOQ.com and taking a free, interactive quiz to discover their OQ score.
- » Just as people may know their IQ or EQ, which measures cognitive and emotional intelligence, Colgate wants people to know their OQ: to understand the links between oral health and overall health and wellbeing and to maintain proper oral hygiene.
- » In addition to using the new Know Your OQ website as a tool to improve oral health literacy and provide oral care resources for primary care physicians, nurses, educational leaders, and consumers, Colgate’s efforts to promote oral health worldwide include groundbreaking research studies, a new accelerator challenge with Enactus, product innovation and advancements in connected health technology, and scholarships that support diversity within the dental profession.

Philip Morris International

- Climate change not only impacts the environment, but also people's livelihoods. Urgent action is needed to tackle this crisis. As a multinational corporation with thousands of stakeholders around the world, Philip Morris International (PMI) is increasing the pace of its initiatives and bringing forward its target dates for carbon neutrality.
- PMI released a Low-Carbon Transition Plan, which included ambitious new targets to decarbonize its value chain and set the scene for how it will operate in the future. It includes taking the urgent action required to tackle climate change in PMI's direct operations by adjusting its target five years from 2030 to 2025



- By presenting its Low-Carbon Transition Plan, PMI hopes to foster engagement with investors, employees, communities, and other stakeholders who believe companies must adapt businesses now to succeed in a net-zero carbon economy.



Northwestern Mutual

- At the height of the civil rights movement in 1963, the Loyola Ramblers of Chicago broke racial barriers on their way to a national championship. Now, nearly 60 years later, Northwestern Mutual, sponsored *The Loyola Project* to help tell the story.
- In connection with Black History Month, Northwestern Mutual – Chicago hosted a viewing event on Feb. 10, 2022, to debut the film in Chicago. Additionally, more than 70 college campuses across the nation watched the film for the 63 for 63 Screening Series.
- Among those campuses were Mississippi State University where the 1963 Ramblers played The Bulldogs during the NCAA tournament in a game that broke racial barriers and changed college basketball forever.
- This partnership deepens Northwestern Mutual's ongoing commitment to support and advance diversity, equity, and inclusion (DE&I) across the nation – and to help foster long-term solutions against racism and discrimination.

➤ **Combatting Racism and Discrimination** **APRIL 2022**

S&P Global

- Following the murder of George Floyd and the increased calls for racial justice action across the U.S, S&P Global Foundation committed \$1 million to partner with organizations that support equity and racial justice.
- S&P supported the groundbreaking work of three leading U.S. nonprofit organizations with grants identified in partnership with members of the S&P Global BOLD people resource group (PRG).
- They continue to expand and evolve commitments by engaging with S&P Global PRGs, and other organizations to identify nonprofit grantees that combat hate and discrimination, support systemic change, and advance advocacy and public education efforts to eliminate disparities and ensure justice.

S&P Global Foundation

- Below are a few highlights of the foundation’s diversity, equity, and inclusion (DEI) anti-discrimination grants from 2020 and 2021.
 1. AAPI Civic Engagement Fund/Anti-Racism and Intersectional Justice (ARIJ)
 2. FundAmerican Civil Liberties Union
 3. (ACLU)Anti-Defamation League
 4. (ADL)Asian Americans for Equality (AAFE)
 5. Asian American Legal Defense and Education Fund
 6. Center for Policing Equity (CPE)
 7. Equal Justice Initiative (EJI)

Zoetis

- Veterinarians and farmers face immeasurable challenges globally—from rising student debt to lack of diversity to mental health challenges, including higher risks of suicide and access to resources to drive long term sustainability and resiliency. To address these challenges, the Zoetis Foundation announced that it will distribute \$4.9 million during its first-round of 2022 grants, supporting 20 initiatives based in 19 countries to help enable thriving professions and livelihoods for livestock farmers and veterinary professionals, as well as relief efforts in Ukraine.
- Zoetis selected grantees that will provide greater access to education and mental wellness resources, expand veterinary debt relief, inclusion efforts and help enable thriving livelihoods by funding programs that support veterinary practices and farmers adopting sustainable and resilient business practices.
- They’ve committed an initial \$35 million to support scholarships and diversity initiatives for the veterinary community in the U.S.
- Zoetis provided critical support to affected communities with an initial donation of \$150,000 to the Red Cross and is matching colleague donations made to the organization globally



Adobe

- Adobe has invested in building a diverse and inclusive environment for its employees, customers, partners, and the tech industry. They call this vision “Adobe for All”.
- They believe that when people feel respected and included at work, they can be more creative, innovative, and successful. This also leads to higher employee retention, according to a recent study completed by Deloitte.
- Adobe launched the “Adobe Equity and Advancement Initiative”, which is a multi-faceted grantmaking program that supports 11 leading international and domestic non-profit organizations. They started with an initial \$20 million investment in these organizations, along with product, public



- policy, and volunteering support.
- They partnered with Adobe’s Employee Network groups to help create equal access to education and economic opportunity, provide career development opportunities to empower and equip the next generation of leaders, and fight for the protection and advancement of human rights.
- The initiative is an evolution of how the company funds and works with non-profit organizations to create greater, more lasting impact and to meaningfully support the development of non-profit leaders and their own business.

2022 CHARLIE AWARD

Leaders in Corporate Citizenship: The Charles H. Moore Award for Leadership in Corporate Community Engagement (The Charlie Award) is named to honor CCEP’s first Executive Director, who led CCEP for more than a decade. This award celebrates a corporate affairs professional who demonstrates perseverance in the pursuit of societal advancement.

Harriet Dominique, former Chief Diversity, Inclusion, and Corporate Responsibility Officer, USAA

Harriet Dominique retired from USAA in December of 2021, after 32 years of dedicated service to the association, its employees, and its membership. Dominique grew up rooted in values instilled by her parents: humility, faith, and service. She remained anchored to those values to lead all philanthropic and DEI strategies, including related investments, engagements, data and analytics, reporting, and oversight of corporate responsibility (CR) and DEI communications for USAA, a \$40B net worth, 36,000 employee financial services Fortune 100 company.

Under Dominique’s leadership, USAA developed a focused, data-driven, and results-oriented approach to CR strategies and impacts, aligned with USAA’s mission and brand. She oversaw the transformation of the USAA Educational Foundation to improve financial readiness among military service members and their families. Additionally, she drove significant, increased commitment for USAA CR, more than doubling their financial investment to 1% of pre-tax income and the addition of two paid volunteer days. Lastly, she led

the development of USAA’s strategic vision and imperative to advance DEI, to include a three-year \$50 million philanthropic commitment to help close gaps in education, job training, employment, and wealth building.

Dominique is widely recognized as a champion for military philanthropy and social impact and is sought-after for public speaking, mentoring, and guiding strategies to support the military and veteran community and DEI. She has been recognized and received numerous awards for her passion and commitment to military families and inclusion for all. While she has held a wide variety of leadership positions throughout her career, Dominique remains most proud of starting at USAA, in 1989, as an entry-level call center representative. She is grateful for the privilege of supporting those who dedicate and sacrifice so much for our nation through military service.



CCEP is grateful for the generosity of its Advance the Movement supporter, **Newman’s Own Foundation**; its sponsors for the Strategy & Impact Roundtables, **Travelers, USAA**, and **Philip Morris International**; and its 2022 Summit sponsors, **Bank of America, BNY Mellon, EY, Mastercard, Newman's Own Foundation, State Farm Mutual Automobile Insurance Company, USAA**, and **Wynn Resorts**.



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