



Unlocking Growth through Sustainable Innovation

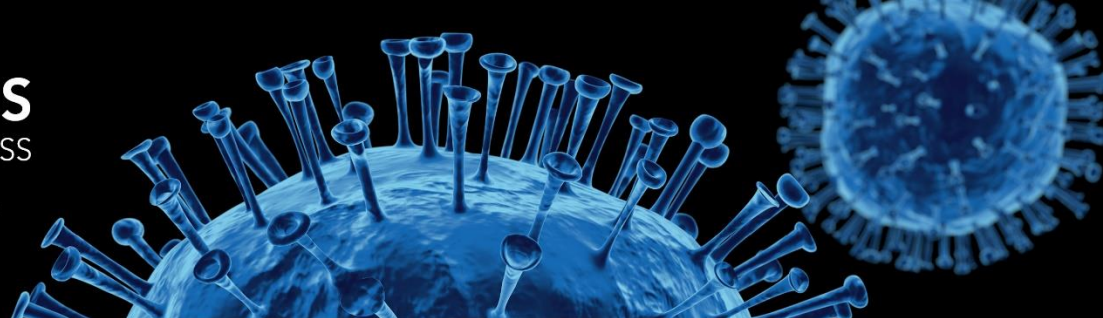
ESG Center


Global Sustainability Center

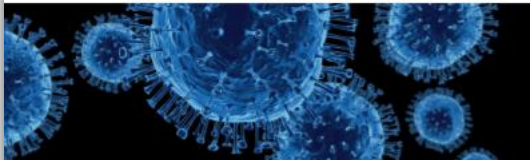


COVID-19 CORONAVIRUS IMPLICATIONS FOR BUSINESS

Updates >>



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Responding to the Coronavirus Crisis: Selected Ideas and Learnings for Asia's CSR Leaders

Over a month into the Novel Coronavirus (COVID-19) outbreak, most companies have mobilized to address critical priorities like employee wellbeing and business continuity. The CSR function also has a big role to play, not least in providing emergency relief for affected areas and populations and in supporting communities and constituencies where your company has the reach and resources to do so. The following assemblage of insights on CSR practices – gathered from our internal experts and member network – will be helpful as you formulate, adapt, implement and manage your crisis response strategy.

The catalog below¹ essentially resolves down to three executive actions to address the challenges ahead:

1. Be strategic – “live the brand”: Wherever possible, focus your CSR initiatives on providing products, services, and competencies that align with the key strengths and values of the Company. This will ensure maximum impact.

¹This list is not arranged in any order of priority.

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Responding to the Coronavirus Crisis: Selected Ideas and Learnings for Asia's Finance Management Leaders

Measures to contain the Novel Coronavirus (COVID-19) outbreak – including factory shutdowns, town-level lockdowns and quarantines, and transport bans affecting regional, national and international movement of goods and people – are resulting in a steep decline in household consumption. In parallel, ongoing disruptions of production, distribution, and retail have brought key industrial sectors to near standstill, set off ripple effects throughout regional supply chains, and created intense cash flow shortages from beginning to end of value chains. As of March 1, 2020, there has yet to emerge a definitive path to containment and remission of the crisis. Financial pressures on firms are increasing.

The challenges wrought by the crisis for finance managers are complex and cascading: cash flows are strained by stalled supply chains and channel operations, increasing uncertainty requires wider scenario forecasting, and access to capital has tightened. If virus containment and remission cannot be achieved in the short-term, financial markets are vulnerable to both private sector bankruptcies and household mortgage defaults. The specter of financial crisis looms large.

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Responding to the Coronavirus Crisis: Selected Ideas and Learnings for Asia's Supply Chain Management Leaders

Every company with a supply chain in China is impacted significantly by the coronavirus (COVID-19) crisis, some to the point of paralysis. As of 20 February 2020, definitive progress on containment and remission is still not in sight. Business disruptions are expected to continue and with broad ripple effects. Impacts will amplify significantly if and when significant numbers of small- and medium-sized businesses begin to go bust for lack of cash flow.

While many firms have likely built some cushion of parts in inventory and in transit ahead of the Chinese Lunar New Year holiday, as is typical, backup supplies will start to run out if factories cannot get back to work soon, trucking and delivery services do not return to some level of normality, or flights to and from China remain limited.

In this time of complex and cascading challenges for supply chain professionals, we have gathered some insights and learnings from our internal experts and member network which we hope will be helpful as you formulate, implement, and manage your own crisis response.

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conference-board.org/topics/natural-disasters-pandemics



Our panelists today



Virginie Helias
Chief Sustainability Officer
The Procter & Gamble Company



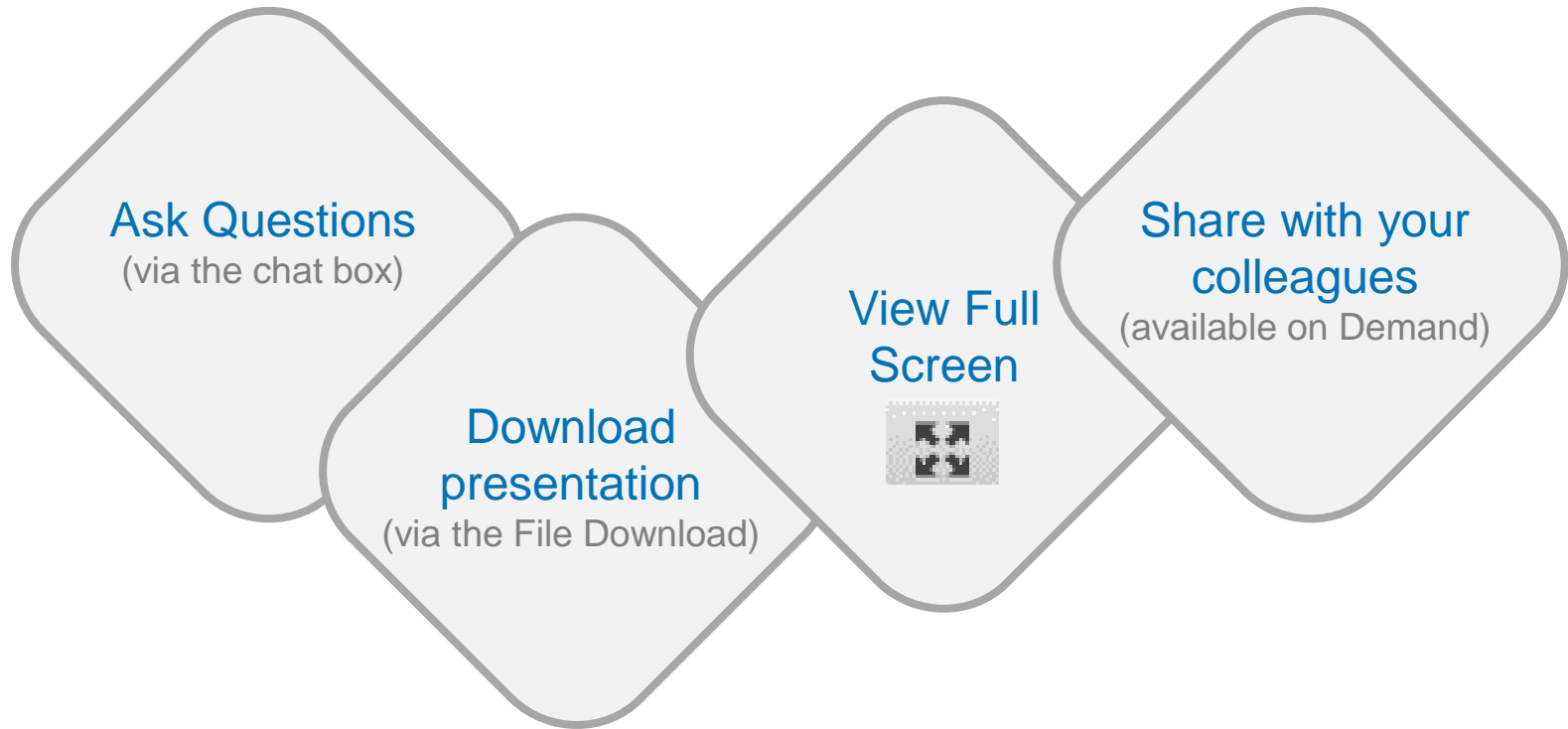
Anuj Saush
Senior Researcher
The Conference Board



Dr Uwe G. Schulte (Moderator)
Leader, Global Sustainability Center
The Conference Board



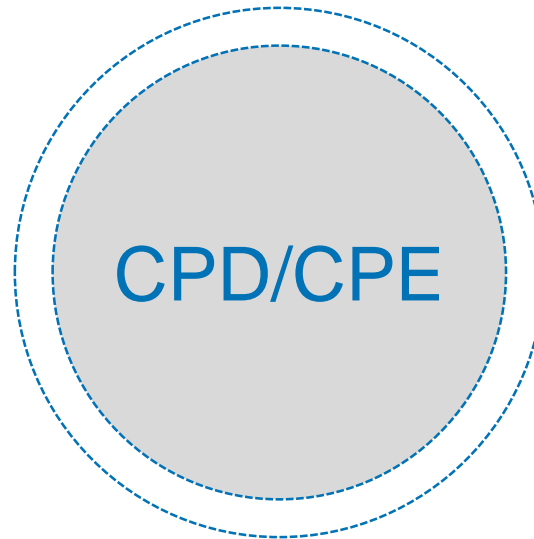
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Our purpose

Support member companies to **create long-term value and positive impact** through **sustainability integration**

Timely, thought-provoking and relevant research



Fact-based

Independent



World in a transition & Sustainable Innovation

We're living in a rapidly evolving, uncertain and complex world



Companies need to look for new ways to grow and create value



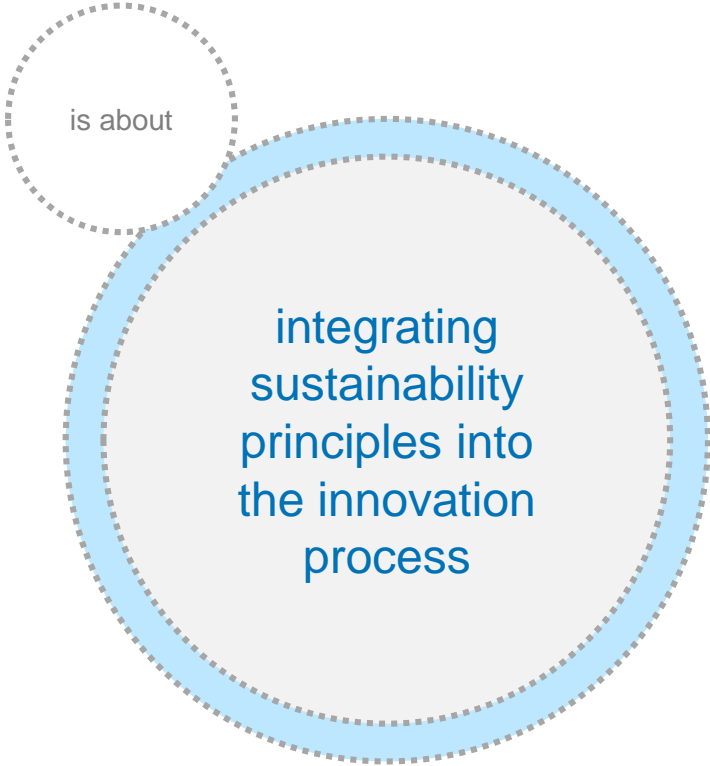
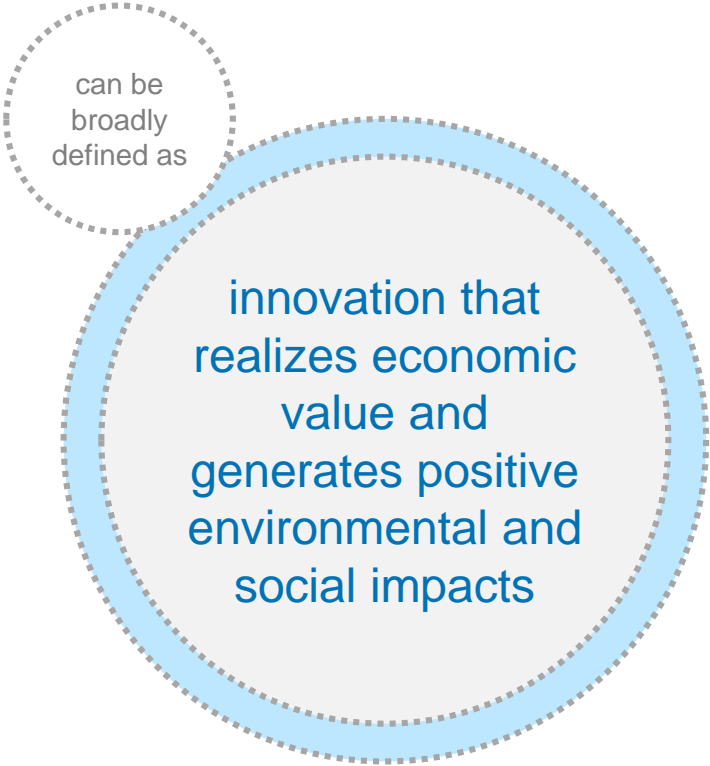
“ For me, sustainability is a business opportunity.

It makes you more innovative, as it forces you to question your old habits and rethink the way you do business. ”

François-Henri Pinault
CEO, Kering



Sustainable Innovation....

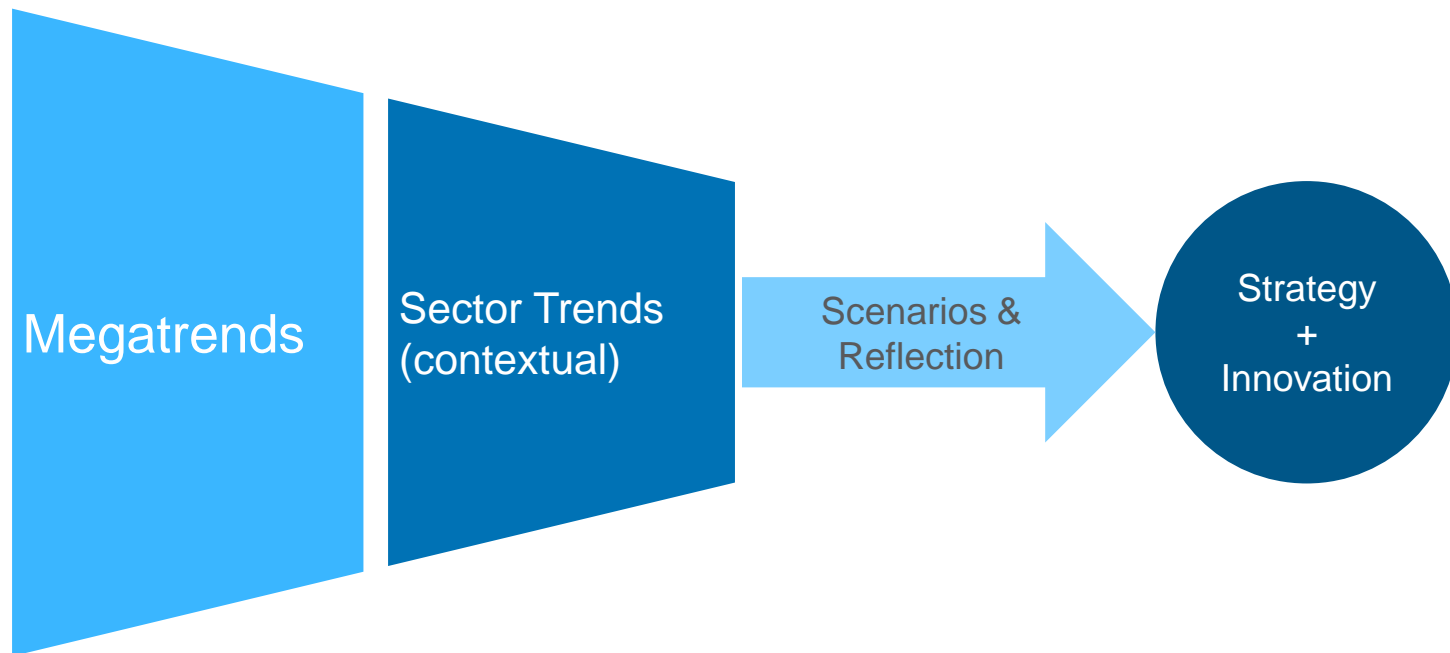


Jens Horbach, ed., *Indicator Systems for Sustainable Innovation (Sustainability and Innovation)*



Guiding your sustainability innovation

Scenario planning can help companies develop insights for the future and guide their strategy as they develop sustainable innovation goals



Systems to create and enable sustainable innovation



Unlocking Growth through Sustainable Innovation



Upcoming webcasts

Organizational Characteristics of US Benefit Corporations

Thursday, April 16

03:00 PM CET (Brussels) | 09:00 AM ET (New York)



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