

## Corporate Citizenship Watch

Corporate Citizenship: At the heart of the new normal(s)  
July 7, 2020



## Some of the issues we will be addressing today

- Understand how corporate citizenship and philanthropy executives inspire change and what changed or should change in providing a voice for your company
- The evolution of the corporate citizenship function in response to current health, economic, humanitarian and social crises
- Achieving impact with limited resources
- Building successful partnerships in and out-of-sector, with community partners, and government
- Learnings from past crises to inform actions for what's ahead



# Today's Presenters



**Paurvi Bhatt**  
President  
**Medtronic  
Foundation**  
Vice-President  
**Medtronic  
Philanthropy**



**Shané Harris**  
Vice-President  
Corporate Giving,  
Executive Director The  
Prudential Foundation  
**Prudential Financial**



**Alexandra van der  
Ploeg**  
Head of Corporate  
Social Responsibility  
**SAP**



**Jeff Hoffman (Moderator)**  
Institute Leader,  
Corporate Citizenship &  
Philanthropy  
**The Conference Board**



## Earn Credits

- Stay online for the entire webcast
- Credit available for participation in the live webcast only

## HRCI

- ✓ Type your full name, email address, and specify “HRCI” in the space provided

## SHRM

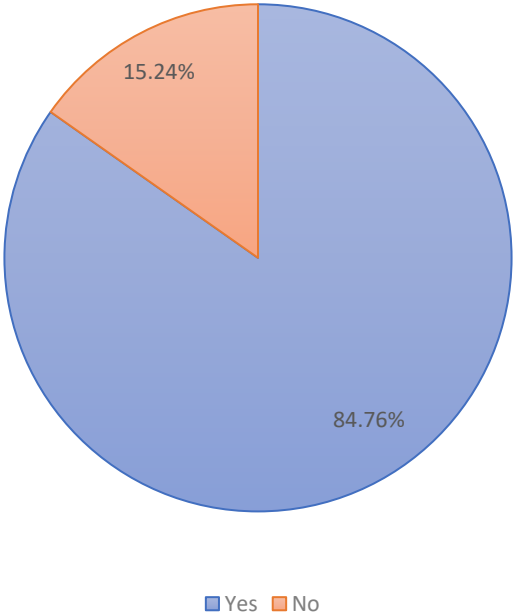
- ✓ Type your full name, email address, and specify “SHRM” in the space provided

## CPE (NASBA)

- ✓ Type your full name, email address, and specify “CPE” in the space provided
- ✓ Click ‘ok’ for 3 popups that occur during the program



# Has the internal prominence of your company's corporate citizenship (CC) program increased as a result of the social and/or economic effects of COVID-19?



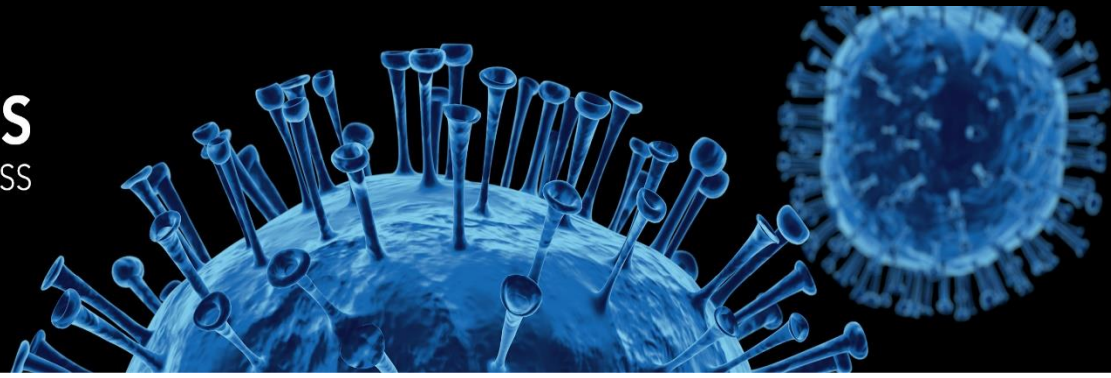
Answer	%	Count
Yes	84.76%	89
No	15.24%	16
Total	100%	105



## Changes companies are seeing and/or expect to see for their corporate citizenship (CC program) as a result of the social and/or economic effects of COVID-19

Increase in the amount of CC communications and messaging	72.12%
Increased engagement from the executive committee on CC matters	60.58%
Functional and operating executives seeking more guidance from the CC program	50.00%
Further integration of CC considerations into business strategy	48.08%
Greater community involvement into CC strategy and giving priorities	45.19%
Change in intent of CC strategy/program	17.31%
Greater employee input into CC strategy	13.46%
Expansion of the CC program into markets wherein your company does not operate	9.62%
Increased employee influence on governance matters via worker's councils and/or board representation	6.73%
Addition to CC staff	4.81%
Board representation via director(s) with CC/CSR/ESG/sustainability expertise	3.85%
Other	6.73%
None of these	8.65%





## Want to hear more about how the spread of COVID-19 will impact business and the global economy?

The Conference Board has gathered insights and learnings from our thought leaders and member network which we hope will be helpful as you formulate, implement and manage your own crisis response.

Explore all of these resources on our website at <https://www.conference-board.org/COVID-19>.





## Corporate Citizenship & Philanthropy

A blog series & newsletter brought to you by The Conference Board Environmental, Social and Governance Center

**The Conference Board Corporate Citizenship & Philanthropy blog & newsletter** provides compelling insights and information in corporate citizenship, philanthropy, and social impact as well as a forum for an ongoing conversation with our members interested in making a difference in society.

Subscribe at

<https://www.conference-board.org/us/blog/corporate-citizenship-philanthropy>







## Upcoming Webcast Programming from The Conference Board

- [The View from the C-Suite: Geo-Political and Economic Challenges \(July 09 @ 11am ET\)](#)
- [ESG Watch: Board Practices: A Look Ahead \(July 13 @ 12pm ET\)](#)
- [COVID-19 & The Future Of Global Supply Chains \(July 16 @ 11am ET\)](#)
- [Beyond COVID-19: John Chambers and Hampton Bridwell on Brand as the Ultimate Leadership Tool \(July 22 @ 3pm ET\)](#)

[View all of our upcoming webcast programs](#)

