Measurement for maximum impact

Corporate Philanthropy Institute

12 November 2014
“Corporate Citizenship helped us to understand the issues, anticipated what’s next and realize the opportunities for growth.”

Global VP, Sustainable Business
“I have been struck again and again by **how important measurement is to improving the human condition**… You can achieve amazing progress if you set a clear goal and find a measure that will drive progress toward that goal”

Bill Gates, 2013
Measurement timeline

1990’s
- How much?
  “We will give 1% of pre-tax profit”
- Inputs

2000’s
- How many?
  “We will help 1,000,000 people”
- Outputs

2010’s
- So what?
  We will get 1,000 unemployed people into work
- Impacts

What’s the contribution?
Who benefited?
What will change?
Using LBG to address the measurement challenge
The LBG framework: Overview

- LBG is embedded in the leading Sustainability Indices **Global Reporting Initiative (GRI)** and **Dow Jones Sustainability Index (DJSI)**

- There over 300 companies in the global LBG network. In 2013, over $3.6 billion was invested by members of the global group, supporting 93.5 million people.
The LBG framework: Outputs

**Outputs**

**Community outputs:** Numbers helped, activities held etc.

**Leverage:**
Additional funds raised

**Business outputs:**
Media coverage, awareness among customers, employees etc.
The LBG framework: Impacts

**Inputs:** What’s contributed?
The resources a company provides to support a community activity.

**Outputs:** What happens?
The resources a company provides to support a community activity.

**Impacts:** What changes?
Community impacts: Change in beneficiaries, organisations and/or society

**Business impacts:** Change in business performance
# Applying the LBG framework

**Dentsu Aegis Network: GlobalgivingTime**

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Impact</th>
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<tbody>
<tr>
<td>• $140,000 in cash support and running costs</td>
<td>• 217 charity organisations received volunteer support to help address a range of issues including education, social welfare and the environment</td>
<td>Among beneficiaries: 60% reported a change in their quality of life</td>
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<td>• 573 employee volunteers contributed $24,000 of time</td>
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<td>Of the supported charities:</td>
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<td>• 26% improved their communication capacity</td>
<td>• 24% increased their profile</td>
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<td>• 15% were able to spend more time with beneficiaries</td>
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The business benefited from upskilled employees with greater commitment to the company. Of those involved:

• 56% improved their job-related skills
• 83% increased their personal impact
• 89% made a positive change in behaviour or attitude
 Adding it all up

Dentsu Aegis Network: Program-wide results

**PROGRESS & PERFORMANCE**

Since our launch in 2010 we have made fantastic progress and we are on track to achieve our 2015 targets.

- £7.9m community investment in cash, time and in-kind
- 3,128 volunteers
- 17,490 hours volunteered
- 346 charity partnerships
- 60% of beneficiaries reported a change in quality of life
- 9% reduction in water consumption
- 5% lower electricity consumption per employee
- 58% rate of recycling across our network
- 13% reduction of carbon footprint per employee
- 3% reduction of business travel per employee

- 4,477 beneficiaries of our work
- 56% report increased employee pride and commitment
How is measurement changing the way we work?
From linear measurement

Plan activity ➔ Deliver activity ➔ Measure benefit
To life-cycle assessment

Set program wide objectives

Plan activities in-line with objectives

Assess program against objectives

Assess activities

Deliver activities
Setting big strategic goals

The way we interact with and contribute to our local and global communities is fundamental to being a Responsible Business.

As growth takes us into new places, we want our expertise and resources to help deliver tangible results. We strive to inspire and equip the next generation for a more sustainable future and to create opportunities for advancement by making improvements to daily life for millions of people.

Working closely with key partners, by 2020 we aim to:

- **Advance Knowledge**: Inspiring 2 million young people with engineering innovation
- **Improve Lives**: Creating opportunity for 10 million people around the world

**Our strategy**

The three community issues on which we will focus are identified through consultations with our stakeholders:

1. Poor employability skills and knowledge of working groups, leading to underachievement and increased unemployment.
2. Poor access to professional employment for young groups.
3. Challenging conditions for local communities: increasing demand for their services at a time of policy environment. Coupled with continued economic difficulties facing the communities which need these services the most.

**Supporting our communities**

Our goal is to help change 5 Million Young Futures by 2015.
What have we learned?

- Work with and support your partners
- You can’t measure everything
- Accept the grey areas
- Learn from others
- Use the information
- Have realistic expectations
Thank you!

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