

COLLECTIVE CORPORATE IMPACT STRATEGIES

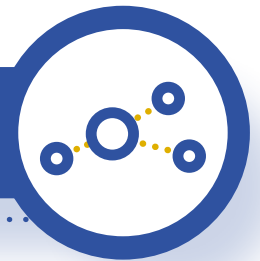
Multiple **corporate social investors*** (CSIs) and their related company can **move towards a collective impact strategy**



BY ALIGNING ON A COMMON AGENDA TO

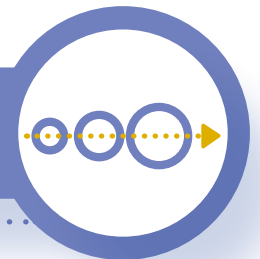
broaden the impact on society

SCOPE



scale the impact of a social solution

SCALE



deepen the impact on particular communities

DEPTH



* Corporate Social Investors (CSI) are investors *for* impact related to a company: a corporate foundation, corporate impact fund, corporate impact incubator, accelerator, a social business.



BENEFITS OF A COLLECTIVE CORPORATE IMPACT STRATEGY

WORKING TOGETHER, THE CSIS AND THE COMPANY CAN...

- move towards a more **holistic approach to address complex societal challenges**
- **leverage each other's knowledge and tools** (e.g. financial instruments)
- **enhance the company's know-how on various societal challenges**
- **ring-fence resources around multiple social challenges**
- **mobilise more stakeholders**

SCOPE



The CSIs and their related company aim to **broaden their impact on society**. They realise that there are **multiple social causes where corporate resources and capabilities can have an impact on society** and thus address **various social challenges related to the common vision**.

THIS STRATEGY ENABLES THE CSIS AND THE COMPANY TO...

- **broaden their impact** on society
- **pioneer innovations and social solutions** (with potential business relevance) in various areas
- **signal the company's far reaching commitment to societal progress**

SCALE



The CSIs and their related company aim to **scale the impact of particular social solutions**. Thus, they build an enabling environment for social innovations or social purpose organisations to grow and succeed, by offering **continuous support from incubation to maturity**.

THIS STRATEGY ENABLES THE CSIS AND THE COMPANY TO...

- use different financial instruments to **help investees grow and overcome the 'valley of death'**
- help the company **spot scalable social innovations and services** with business relevance
- help investees **scale their impact through the company's value chain**

DEPTH



The CSIs and their related company aim to provide **deeper support to particular communities**. Thus, they address **different root causes and challenges** the final beneficiaries face to provide more holistic support and instigate long-term change.

THIS STRATEGY ENABLES THE CSIS AND THE COMPANY TO...

- **instigate profound and long-term social change** for particular communities
- catalyse **systemic change**
- build the right conditions to **accelerate the development of pre-commercial markets** with business relevance

PRACTICAL EXAMPLES

SCOPE



Danone and its CSIs collectively support the vision that business can be a force for good. While the company pursues this vision through the core business and B Corp certification, **Danone Ecosystem** co-creates inclusive business solutions around Danone's value chain, and **Danone Communities** empowers social entrepreneurs to achieve sustainable social impact.

SCALE



Rabo Foundation

Rabobank and its two CSIs collectively support farmer cooperatives. While the **Rabo Foundation** supports early-stage farmer cooperatives in developing countries by means of low interest credit, the **Rabo Rural Fund** can provide them with the next step financing during their pre-commercial phase, before they can become eligible for 'normal' financial loans from local partner banks of Rabobank or other local commercial lenders.

DEPTH



Schneider Electric and its CSIs collectively support the vision to

provide electricity access to all. In Sub-Saharan Africa for example, the company does so by providing inclusive business solutions and technology, while the **Schneider Electric Foundation** helps communities build local capacities through vocational training and the **Energy Access Ventures fund** offers capital to local energy access start-ups.

For more information:
bit.ly/EVPAcollective

Are you interested in joining our Corporate Initiative, exchanging your experience with peers and shaping the knowledge around corporate social investing?

Get in touch with us at corporate.initiative@evpa.eu.com

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