

# SOCIAL IMPACT THROUGH STRATEGIC ALIGNMENT INFOGRAPHIC



## CORPORATE SOCIAL INVESTOR

generates social impact on

by primarily focusing on beneficiaries

by focusing both on beneficiaries and either company or industry



### Nonmaterial Alignment

The CSI aligns its operations with **nonmaterial areas of the business** (e.g. geographical presence), with the aim of **enhancing its ability to create social change**. The CSI's mission and core focus areas are thereby unrelated to the company or industry.

### Thematic Alignment

The CSI aligns its mission and/or core focus areas with **social issues** (e.g. SDGs or core values) that are **materially important to the company** with the aim of **creating stronger coherence between the CSI's social impact and the company's**.

### Industry Alignment

The CSI aligns its mission and/or core focus areas with **social issues related to the corporate industry** with the aim of **advancing best practices or setting new industry-wide standards**.

### Business Alignment

The CSI aligns its mission with the company's purpose or long-term **(inclusive) business strategy**, with the aim of **investing in social innovations that can potentially be scaled** through the company's value chain.



This infographic is part of EVPA's study on strategic alignment. Within this study, we looked into how alignment between a Corporate Social Investor (corporate foundation, corporate social impact fund or corporate social business) and the related company can help to increase social impact. The findings are based on the collective expertise and insights of the almost 70 members of EVPA's Corporate Initiative programme.

Are you interested in joining our community, exchanging your experience with peers and shaping the knowledge around corporate social investing? **Get in touch with us.**

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