FSG

Background	• FSG hosted a one-day CSV Leadership Summit in June 2011 with 40+ global corporations as well as senior government/NGO leaders
Objectives	• FSG facilitated interactive conversations with CSV Summit attendees on key CSV topics building a learning agenda throughout the day
Next Steps	• Develop a "community of practice," informed by research and analysis that will guide companies on their CSV journey

Key Learning Agenda Questions to Answer:

Starting the CSV Journey

- **CSV Philosophy:** What is CSV & how does it build on/differ from the CSR/Sustainability/Philanthropy agenda?
- **Issue Selection and Goal Development:** What are the most important first steps to take in selecting and prioritizing the right issues for CSV at corporate, market and brand levels?
- **Executive Buy-in:** How do companies successfully establish CSV buy-in among senior executives?

Making the Business Case

Making the Case Within the Business

- **Crafting the Case:** How do companies make the CSV case, and how does it differ for the three types of CSV (e.g., products, value chain, and cluster)?
- **Short-Term v. Long-Term ROI:** How do companies satisfy the need for short-term returns with balancing the often longer-term return of CSV initiatives?

Making the Case Beyond the Business

- **CSV Messaging:** How do you clearly explain the motivations and importance of CSV to relevant external stakeholders:
  - Customers, investors, governments, nonprofits, and communities

Integrating CSV

Integration Within the Business

- **Governance:** How do you set up proper structures to manage CSV across the entire business?
- **Measurement:** What are proven models to measure what is working and what isn't working with CSV?
- **Training:** What are skills needed to manage CSV?
- **Scale:** How can you effectively scale CSV efforts to go beyond incremental progress?

Integration Beyond the Business

- **Innovation:** How can open innovation transform or trigger CSV?
- **Co-Creation:** To what extent should a company's CSV strategy integrate with external stakeholders (e.g., NGOs, governments)? When and how should a company co-create with these stakeholders?

For more information on supporting the CSV Learning Agenda, contact FSG's Dane Smith (Dane.Smith@fsg.org) or Justin Bakule (Justin.Bakule@fsg.org)