

# Corporate Philanthropy Activities Can Be Assessed Against two Key Dimensions

1. How Core to Business

2. Do they make measurable contribution to SDGs. Rated by indices such as B Corp/GIIN/IRIS

high



Immediate: \$\$\$\$\$\$

- Sales
- Margins
- Costs
- Demand
- Shareholders
- Regulators

high



Direct

Helps business Sustainability

Indirect

Footprint

Licence to Operate

Negative

low

PR

low

# Corporate Philanthropy



# Corporate Philanthropy

SDG Contribution

Direct

\$\$\$\$\$

Indirect

Negative

\$\$

PR/CSR

License

Footprint

Sustainability

P&L

Core



# Corporate Philanthropy

SDG Contribution

Direct

\$\$\$\$\$

Indirect

Place your project. Be authentic about where it is

If want to improve, find ways to move it up and right

Negative

\$\$

PR/CSR

License

Footprint

Sustainability

P&L

Core

