

Corporate Social Responsibility (CSR) Advisory for Multi-Billion Dollar Food Company

A leading global producer, marketer, and distributor of food recently underwent a business transformation to bring differentiated focus to their end consumer, including a greater degree of unity and collaboration across the different teams and regions.

Recognizing the continuously growing significance for end consumers, customers, and partners, this client sought to better demonstrate the organization's commitment to health, safety, quality, sustainability, community, and philanthropy through a strategic corporate social responsibility (CSR) effort.

Since its founding, sustainability has been ingrained in this client's DNA. The organization chose Clarkston as a partner to reinvigorate sustainability as a core strategic pillar, develop the sustainability strategy and bring their CSR story to life through a CSR report and dedicated website.

Consumer Products Case Study

PROJECT OVERVIEW

INDUSTRY:



Food

PRODUCTS + SERVICES



Leading producer, marketer, and distributor of food

PRIMARY OBJECTIVES:

As partners, Clarkston and this client set out to:

- Increase awareness of the client's long-standing history of sustainability,
- Build a strategy that unites this client's business goals and sustainability efforts across their different regions and business units,
- Create an effective and modern visual identity to reflect this client's new strategic direction and consumer-first ideology,
- Create a digital platform to house and display CSR content and to allow this client greater agency to continuously update and adapt as needed, and
- Develop the process for sharing, updating, and communicating CSR content with internal and external stakeholders on an ongoing basis.

RESOLUTION:

In order to meet the objectives set forth, the client and the Clarkston team:

- Assessed a variety of CSR reporting methodologies to disclose sustainability performance to internal and external stakeholders,
- Completed a multi-stakeholder materiality analysis that identified material economic, environmental and social topics and created a sustainable framework for conducting the analysis in the future,
- Leveraged the materiality analysis and best practices to advise on the structure for the 5-year global CSR strategy and alignment with the business' objectives across their diverse business units and regions,
- Developed 5-year goals leveraging current-state data and material topics with established metrics and KPIs to measure progress,
- Performed a current-state assessment by analyzing natural resource usage across the client's various regions and business units and created a regional reporting framework to enable consistent and accurate reporting in the future,
- Constructed a multi-year plan inclusive of all regions and business units for successful execution against strategic milestones and goals,
- Advised on brand guidelines, corporate positioning and communications strategy to ensure message would resonate and engage the client's internal and external stakeholders,
- Conceived and executed new visual identity and CSR brand standards to effectively demonstrate the modern vision and speak directly to internal and external stakeholders,
- Designed and developed an externally facing CSR website that would work across desktop, tablet, and mobile devices to host all CSR content while establishing a process and framework for future content creation,
- Collected input from leadership and internal stakeholders to draft, revise, and finalize CSR content leveraging global and regional data, and
- Developed legal substantiation glossary to host data to support all reported claims.

KEY BENEFITS:

As a result of this collaborative engagement, the client has realized a:

- Holistic approach to sustainability that aligns with the organization's business strategy across all regions, business units, and teams,
- Harmonization of metrics across all regions, and the creation of a consistent reporting methodology that ensures accurate and regular reporting from each region and allows for a singular, global view of progress,
- Communication strategy that allows the client to easily share their CSR performance and provide progress updates through a digital platform, and
- Multi-year strategy and tactical plan that has created a platform for sustainable, focused growth and realization of goals.

CLARKSTON
CONSULTING



Increased awareness, both internally and externally, around the client's sustainability initiatives due to major launch event. The report's release was widely shared by top industry news sources.



Consistent and trusted data from the different regions through a regional reporting methodology



Multi-year plan to achieve five-year goals that has material impacts on key sustainability topics.



Framework to keep CSR data up-to-date and ability to share progress on an ongoing basis

