

# The Collective

The Collective network is an intimate group of senior sustainability leaders interested in raising their sustainability-related ambition, sharing best practices, and offering mutual support. The Collective fosters peer-to-peer exchange and learning to accelerate and scale the impact of sustainability efforts in member organizations and broader society.

## Who is this intended for?

Participants are senior sustainability leaders from public and private companies in North America who are seeking a trusted community of cross-sector peers.

## Purpose

Program content is centered on how to influence others inside and outside your company, in order to accelerate and scale the impact of sustainability efforts in the wider world.

Collective conversations, research, and guest speakers inform members on current thinking and trends in sustainability, stimulating group discussion around current lived experiences and how to be more effective leaders.

This takes place in an intimate, high-trust environment, freeing members to share their insights and challenges openly, and creating a sense of mutual accountability among changemakers.

## Value Proposition

- ▶ Provide a "brain trust" of peers
- ▶ Create a safe space for sharing challenges and solutions as well as a sense of accountability to one another
- ▶ Tailored and early access to research on sustainability leadership and trends
- ▶ Exclusive engagements with guest thought leaders
- ▶ Expert design and facilitation by GlobeScan and the SustainAbility Institute by ERM plus access to subject matter experts across our teams

## Structure & Logistics

The Collective will operate virtually in 2022, offering a mix of briefings and discussions led by GlobeScan and the SustainAbility Institute, presentations from members on their own strategic challenges, and insight from select speakers.

The schedule includes relatively informal monthly meetings, usually one hour in length, as well as longer and more structured quarterly sessions, plus ad hoc sessions as appropriate to allow the group to respond to external events. Ad hoc responses may also include circulation of analysis from GlobeScan and the SustainAbility Institute by ERM interpreting what's happening and stimulating discussion among members in such moments.

## Program Content

Topics for regular video roundtables will be informed by participant interest throughout the year and may include the following:

- ▶ Discussions on the key sustainability trends that will shape corporate sustainability leadership in the year ahead
- ▶ An exploration of the increasing importance of ESG performance to corporate access to capital – at preferred pricing and terms
- ▶ The Nature Agenda, and the import to business of the COP 15 UN Biodiversity Conference (part two) pending April–May 2022
- ▶ Best practices in social impact measurement
- ▶ Tactics for collaboration, partnerships, and communications

## Membership Benefits & Dues

The following benefits are accessible to network members and can be extended to additional colleagues for applicable topics:

- ▶ Monthly video roundtables, including:
  - ▶ Informal discussions and peer feedback sessions on individual company strategies and challenges
  - ▶ Deep-dives on specific topics, with some sessions featuring external expert guest speakers
- ▶ Preferred access to research, current events analysis, and a wide range of subject matter expertise
- ▶ \$10,000 per annum for 2022

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