SUMMER WEBINAR

CAMPBELL SOUP COMPANY: A CASE STUDY

WHEN:
Wed. 8/29/18 at 12 PM (EST)

Expanding upon the definitions of “Corporate Social Responsibility” (CSR) and “Creating Shared Value” (CSV), a recent inductive qualitative study examines the effectiveness of two distinct methods: collective impact and cause-related marketing. This webinar will review a case study on the Campbell Soup Company that was conducted to investigate the usage of both collective impact practices and cause-related marketing campaigns within one single firm. The speakers will present the current CSR and CSV work being done at Campbell, the findings of the study and expand upon practical application of the collective impact framework for the business community to effectively engage in cross-sector collaboration.

JOIN THE WEBINAR:
Join from PC, Mac, Linux, iOS or Android: https://nasem.zoom.us/j/278269229
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  Dial(for higher quality, dial a number based on your current location):
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ABOUT THE COLLABORATIVE:
Mission: To catalyze and facilitate private sector partnerships and actions of business, health, community, and public sectors to work together to enhance the lives of workers and communities by improving the nation’s health and wealth. Vision: To create an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, societal value and improves population health.

Questions? Please contact Carla Alvarado, calvarado@nas.edu
Kim Fortunato was named Director-Community Affairs and President-Campbell Soup Foundation in May 2016. Kim is responsible for Campbell’s community affairs strategy and program, including employee volunteerism, Campbell’s Healthy Communities, and enterprise-wide expansion of the community affairs strategies. She joined Campbell in 2010 as the founding Director of Campbell’s Healthy Communities, the company’s signature philanthropic program based on a collective impact approach.

Kim speaks nationally on the role of the private sector in public/private partnerships employing a collective impact approach. In December 2015, the National Academy of Medicine published her discussion paper on “The Private-Sector Role in Building Healthy Communities: A Collective Impact Approach.”

Kim earned her B.A. degree in French and comparative literature from Duke University, and her J.D. degree from Widener University School of Law.

Diana is a Global Marketing Manager for the iTero brand, working for the health care company, Align Technology. She has spent her career working in Sales and Marketing in the health care industry working for companies such as Johnson & Johnson, 3M Health Care and Align.

Diana earned her B.S. degree in Psychology from Arizona State University, and her MBA degree from the Paul Merage Business School at the University of California, Irvine.

In July 2018, she completed a second Master’s degree in Social Innovation at the University of Cambridge in the United Kingdom. She plans to utilize this new degree to be the representative of the business community in social innovation projects through approaches like Collective Impact.