



**ACTION COLLABORATIVE**  
**ON BUSINESS ENGAGEMENT IN**  
**BUILDING HEALTHY COMMUNITIES**

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>

Or iPhone one-tap :

US: +16699006833,,278269229# or +16465588656,,278269229#

Or Telephone:

Dial(for higher quality, dial a number based on your current location) :

US: +1 669 900 6833 or +1 646 558 8656 or +1 877 853 5257 (Toll Free) or +1 855 880 1246 (Toll Free)

Meeting ID: 278 269 229

International numbers available: <https://zoom.us/j/278269229>

### **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.

## **SPEAKERS:**

**KIM FREMONT**  
**FORTUNATO**

DIRECTOR-  
COMMUNITY  
AFFAIRS -  
PRESIDENT-  
CAMPBELL SOUP  
FOUNDATION

**DIANA DAY BOIES**

SENIOR GLOBAL  
MARKETING  
MANAGER  
ALIGN  
TECHNOLOGY

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**WEBINAR SERIES**

### **KIM FREMONT FORTUNATO**

DIRECTOR-COMMUNITY AFFAIRS  
PRESIDENT-CAMPBELL SOUP FOUNDATION



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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 DAY BOIES**

SENIOR GLOBAL MARKETING MANAGER  
ALIGN TECHNOLOGY



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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.