

# HOW CAN A CORPORATE SOCIAL INVESTOR (CSI) ALIGN WITH ITS RELATED COMPANY TO MAXIMISE SOCIAL IMPACT?



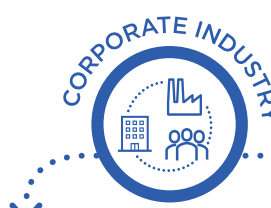
## CORPORATE SOCIAL INVESTOR

generates social impact on



by primarily focusing on beneficiaries

by focusing both on beneficiaries and either company or industry



### Non-material Alignment

The CSI aligns on **non-material corporate areas** (e.g. geography, partners, etc.) with the aim of **enhancing its ability to create social change**. The CSI's mission and core focus areas are thereby unrelated to the company or industry.

### Thematic Alignment

The CSI aligns its mission and/or core focus areas with **themes** (e.g. SDGs, core values) that are **of (material) importance to the company** with the aim of **creating stronger coherence between their respective social impact**.

### Industry Alignment

The CSI aligns its mission and/or core focus areas with **social issues related to the corporate industry** with the aim of **changing industry standards** or stimulate the adoption of sustainable best practices.

### Business Alignment

The CSI aligns its mission with the company's overall **(inclusive) business strategy**, with the aim of **supporting the business in advancing sustainable practices** into its value chain.


This infographic is part of EVPA's study on strategic alignment. Within this study, we looked into how alignment between a Corporate Social Investor (corporate foundation, corporate social impact fund or corporate social business) and the related company can help to increase social impact. The findings are based on the collective expertise and insights of the almost 70 members of EVPA's Corporate Initiative programme.

Are you interested in joining our community, exchanging your experience with peers and shaping the knowledge around corporate social investing? **Get in touch with us.**

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