

Leadership in Addressing Inequality: A Research Program to Catalyze Corporate Action on Inequality

The Challenge of Inequality

Rising inequality is a defining challenge of our time, yet there is a lack of recognized corporate leadership and action in this area. Despite corporate interest to address inequality issues, the systemic nature and depth of the challenge can make it difficult to identify a clear pathway to impactful corporate action.

In the wake of COVID-19 exacerbating economic inequality and the rise of new dominant social movements such as MeToo and Black Lives Matter, tackling inequality has become an urgent challenge and one that companies must play a pivotal role in addressing.

To help catalyze corporate action in this space, GlobeScan, an insights and strategy firm, has launched a new program to help companies better understand how to develop leadership strategies to address inequality that have impact and are based on best practice insights.

Approach:

GlobeScan recognizes that there is a need and opportunity for companies to strategically address inequality.

GlobeScan is creating a shared research program based on peer information exchange and analysis to identify the most practical and impactful ways for companies to address the challenge of rising inequality.

The research program will be structured around three core components:

- | In-depth interviews with senior corporate leaders across a range of sectors and geographies to surface key challenges, current practices, and perspectives on addressing inequality in the corporate sector
- | Detailed conversations with influential stakeholders on inequality (e.g., NGO leaders, academics, UN officials, etc.) to get an authoritative perspective on how companies can best approach addressing inequality
- | Desk research to collect and showcase the latest corporate approaches and best practices in resolving inequality and develop a framework and playbook to guide leading practice
- | Online collaborative webinar with all participating companies to share learnings and facilitate a robust discussion on implications and next steps

Shared Insights, Shared Investments:

GlobeScan intends for this program to involve participating companies across all geographies and sectors, with approximately 15-20 participants in total. Companies participate by (1) agreeing to a one-hour in-depth interview with GlobeScan to explore their experience and perspectives on addressing inequality, and (2) investing \$5,000 into the shared program.

Benefits for participating companies:

- | Access to the confidential research which will include a detailed report of the findings, a catalogue of high impact case studies and best practices highlighting the current landscape of corporate action on inequality, and a roadmap and set of attributes for impactful corporate work on inequality
- | Opportunity to externally demonstrate commitment to addressing inequality as GlobeScan will publicly announce the sponsors of the study and publish a short executive summary to contribute to thought leadership in the space, with participating company logos included
- | Participation in briefing with all member companies on results and chance to develop a shared understanding of opportunities and implications and to develop connections and networking with peers

Next Steps: We are looking to finalize the group of participating companies in June, conduct the research and interviews in July and have a final report for end of August. Please contact: chris.coulter@globescan.com