

# INTERNATIONAL CITIES OF PEACE ICP CORPORATE CONNECT™ PLAYBOOK FOR CITIES:



## Chapter 1 – Getting Started

***Real People, Real Programs, Real  
Impact ... & Ready to Go***



# WHAT IS ICP CORPORATE CONNECT™?



Uganda

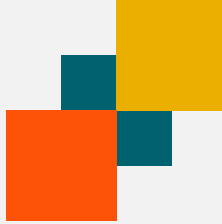
A global initiative connecting **International Cities of Peace** with **Corporate Social Responsibility (CSR) sponsors** that are seeking local partners

The ICP Cities' programs are:



- Locally designed, based on local needs
- 'Partner ready', based on ICP standards
- Often joined up with local Rotary
- Seeking funding, know-how, or both
- Aligned with CSR goals -- Operating in pursuit of peace

# ABOUT CORPORATE SOCIAL RESPONSIBILITY PROGRAMS...



Corporate social responsibility (CSR) is the idea that a business has a responsibility to the society that exists around it, according to the online course [Sustainable Business Strategy](#).

Firms that embrace CSR are typically organized in a manner that empowers them to act in a socially responsible way to positively impact the world.

It's a form of self-regulation that can be expressed in initiatives or strategies, depending on an organization's goals. Many organizations communicate these efforts to external and internal stakeholders through [corporate social responsibility reports](#).

There are various [examples](#) of what “socially responsible” means from organization to organization. Firms are often guided by a concept known as the [triple bottom line](#), which dictates that a business should be committed to measuring its social and environmental impact, [sustainability](#) efforts, and profits. The adage “profit, people, planet,” known as the “three P’s,” is often used to summarize the driving force behind this concept.

Most firms embrace CSR due to moral convictions, which can result in several [benefits](#) and important [social change](#). CSR initiatives can, for example, be a powerful marketing tool, helping a company position itself favorably in the eyes of consumers, investors, and regulators. These initiatives can also improve [employee engagement](#) and satisfaction—key measures that drive retention. They can even attract potential employees who carry strong personal convictions that match those of the organization.

Finally, CSR initiatives inherently force business leaders to examine hiring and management practices, where and how they source products or components, and the steps they take to deliver value to customers.

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*Source: Tim Stobierski, Harvard Business School Online, April 4, 2021*



# 4 BASIC TYPES OF CORPORATE SOCIAL RESPONSIBILITY PROGRAMS: All of these can align with a Peace-building program



## 1. Environmental Responsibility

Environmental responsibility is the belief that organizations should behave in as environmentally friendly a way as possible. It's one of the most common forms of CSR. Some companies use the term "environmental stewardship" to refer to such initiatives.



## 3. Philanthropic Responsibility

Philanthropic responsibility refers to a business's aim to actively make the world and society a better place. In addition to acting ethically and environmentally friendly, organizations driven by philanthropic responsibility often dedicate a portion of their earnings. While many firms donate to charities and nonprofits that align with their missions, others donate to worthy causes that don't directly relate to their business. Others go so far as to create their own charitable trust or organization to give back and have a positive impact on society.



## 2. Ethical Responsibility

Ethical responsibility is concerned with ensuring an organization is operating in a fair and ethical manner. Organizations that embrace ethical responsibility aim to practice ethical behavior through fair treatment of all stakeholders, including leadership, investors, employees, suppliers, and customers.



## 4. Economic Responsibility

Economic responsibility is the practice of a firm backing all of its financial decisions in its commitment to do good. The end goal isn't just to maximize profits, but also to make sure the business operations positively impact the environment, people, and society.



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Source: Tim Stobierski, Harvard School Online,  
April 4, 2021 Business

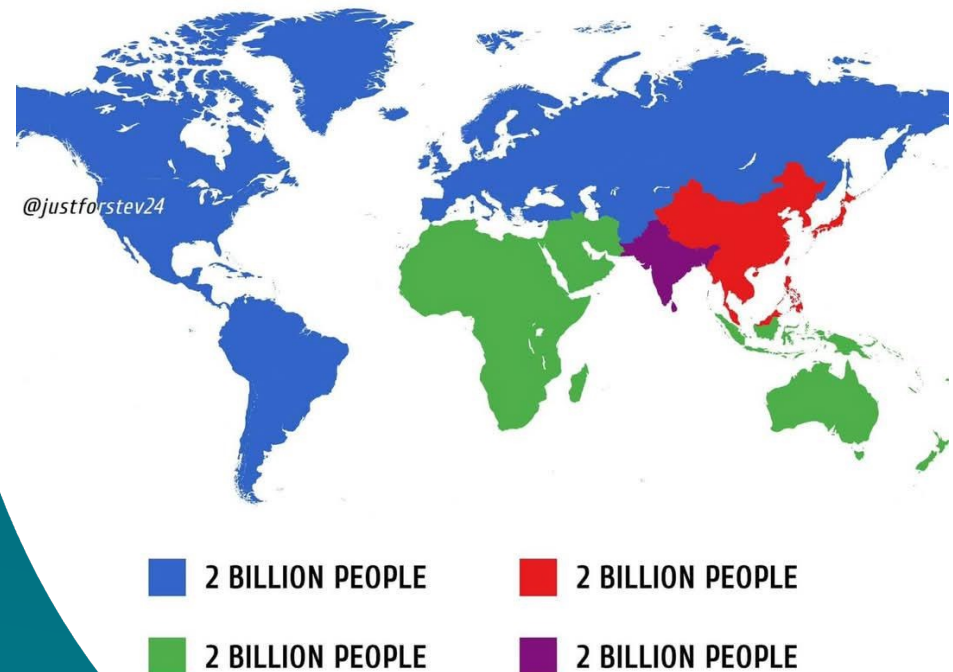
## CSR programs can also enable corporates to connect with local consumers and decision makers

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## THE WORLD DIVIDED IN 4 EQUAL PARTS



Source: Tim Stobierski,  
Harvard Business School Online, April 4,  
2021





# ID'ING YOUR LOCAL PROSPECTS: CSR PROGRAM SPONSORS OFTEN INCLUDE

Global and regional multi-national companies (MNCs)



Charitable foundations (eg, Gates Foundation, IBM Foundation)



Businesses operating in regulated or nationally-owned industries such as:

•Banks

•Telephone providers

•Airlines



























Businesses in locations or industries that are mandated to have CSR programs (eg, India “2% rule”)



Companies in search of new consumer markets – All of the above

# EXAMPLES OF MULTI-NATIONALS WITH CSR PROGRAMS

 Microsoft	▼	 ITC Limited	▼	 Reliance Industries Limited	▼
 Starbucks	▼	 Google	▼	 Infosys Limited	▼
 Ben & Jerry's	▼	 HDFC Bank	▼	 Hindustan Zinc	▼
 NTPC Limited	▼	 Patagonia, Inc.	▼	 Tata Consultancy Services	▼
 Tata Steel Ltd	▼	 Unilever	▼	 Wipro Ltd	▼
 Adidas	▼	 Bosch	▼	 HCL Technologies Limited	▼
 Hindustan Petroleum Corporation	▼	 Lego	▼	 Apple	▼
 Coca Cola	▼	 Engine	▼	 Mahanadi Coalfields Limited	▼

# ICP CORPORATE CONNECT IS DESIGNED TO MAKE IT EASY FOR POTENTIAL CSR SPONSORS TO CONNECT WITH ICP's **400+ CITIES OF PEACE**



Mexico



No up-front cost -- simple registration process, only



No-obligation ability to explore what ICP cities can offer



Use the ICP Peace Match tool to match your interests with partner-ready initiatives



Contact local ICP program leaders to get going!



# WHAT IT CAN BRING TO YOUR CITY: A READY-MADE WIN-WIN

## FOR CITIES OF PEACE:



- Access to skilled volunteers in a variety of relevant fields such as Finance, IT, Marketing/ Communications, HR/Training, etc.
- Potential for grant opportunities or in-kind donations (eg, computers)
- Increased visibility & validity within the community through association with a respected brand
- Amplifier and accelerator for the impact of their local ICP initiatives

## FOR CSR SPONSORS:



- Ready partners where you want to be: Over 400 cities in 70 countries on all continents
- 'Partner-ready projects' – For speed to impact
- Direct avenue for youth engagement – Particularly in regions such as Asia and Africa where majority populations are <30 years in age
- Accelerator for your corporate Peace mission

## RESULTS COME FROM BRINGING IT ALL TOGETHER AT A LOCAL LEVEL



India



## GETTING STARTED IS EASY

- ❑ **IDENTIFY:** Make your 'dating list' of possible CSR partners that are active in your area
- ❑ **SELECT:** Check their web sites to see how their CSR priorities align to your programs.  
Prioritize the companies with the best fit.
- ❑ **MATCH:** Determine how they like to give: Manpower (Volunteers), Materials (In-kind donations, such as sports equipment, computers, software), or Money.

Many CSR programs give all three.

- ❑ **STRATEGIZE:** Determine the best way to contact them – do you 'know someone who knows someone' inside the company?, check LinkedIn to learn about the people who lead CSR and find common interests or backgrounds to help start the conversation.
- ❑ **APPROACH:** Make initial contact, tell your story as clearly and persuasively as you can!  
(Chapter 2 will provide more information on how to do this.)
- ❑ **BE CONFIDENT:** Remember: The company may need you as much as you think you need them.

Your programs and knowledge could offer them a match made in heaven.

# ICP Corporate Connect™:

## Joining together to Accelerate Peace



[info@internationalcitiesofpeace.org](mailto:info@internationalcitiesofpeace.org)



[www.internationalcitiesofpeace.org](http://www.internationalcitiesofpeace.org)



[www.linkedin.com/company/international-cities-of-peace](https://www.linkedin.com/company/international-cities-of-peace)



[www.facebook.com/InternationalCitiesOfPeace](https://www.facebook.com/InternationalCitiesOfPeace)



# ABOUT INTERNATIONAL CITIES OF PEACE



International Cities of Peace (ICP) is an all-volunteer, altruistic yet practical organization dedicated to facilitating the establishment of Cities of Peace worldwide. The central organization is a registered 501(c)3 nonprofit association, a cooperative much like an industry trade association. International Cities of Peace members include hundreds of self-established Cities of Peace on all six continents. In 2017, Cities of Peace, Inc. achieved Special Consultative Status with the United Nations Economic and Social Council for NGOs.

The ICP Association offers flexibility for membership in terms of the diversity of cultures, languages, political systems, and other important aspects of global humanity. ICP central is comprised of a Board of Directors and a small volunteer staff of Facilitators with responsibilities for standard organizational needs, such as database and outreach. Since its founding in 2009, the Association has inspired hundreds of Cities of Peace in large and small cities, towns, villages, and neighborhoods to take practical and impactful actions to increase the safety, prosperity, and quality of life for all in their community.

## VISION, MISSION, AND GOALS: WHY, WHAT, AND HOW

### WHY International Cities of Peace?

**Foundational Vision:** To ensure everyone's right to safety, prosperity, and quality of life, the consensus values of global peace.

### WHAT do we do?

**Essential Mission:** To build a scalable network of "in situ" teams committed to peace-building in Cities of Peace around the world.

### HOW do we organize to achieve our vision?

**Essential Goal:** To certify and recommend thousands of self-organized municipalities as Cities of Peace in order to put in motion a tipping force for global peace.

