

# The Case for Corporate Community Investment

Dr Marina Martin Curran, Villardi  
Consulting

Rita Sully, Hewlett Packard



# Global citizenship at HP

## Corporate accountability and



- Ethics
- Privacy
- Supply chain

## Environmental responsibility and



- Products
- Operations

## Community investment and



- Investment
- Volunteerism
- Public policy
- Stakeholder relations

# Community investment at HP

Economic  
development



Environmental  
sustainability



Educational  
opportunity



Business alignment

Employee involvement

Brand identity

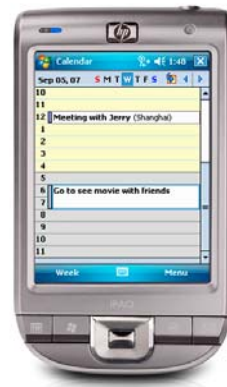
***‘I want to do the HP training to learn, to add to my knowledge, to improve my business’***

**Mr Nasril, Micro Entrepreneur, Clothing  
Business  
Indonesia  
ASEAN Foundation**



# Community Investment – a case study

## Micro enterprise Development Program Asia- Pacific and Japan



# Community Investment: M and E



# Monitoring and Evaluation



# The Case for Community Investment



- The need to establish a Social Value Formula
- Closed Loop: investment = social & economic value
- Beyond PR and Brand
- It's not good for business if it's not measured
- HP's knowledge and resources