

the Swedish Life Cycle Center invites you to the webinar

Developing the Social Capital Protocol: Collaboration, alignment and progress

OCTOBER 12, 2015 | 14:00-15:00



WEBINAR

WHAT: A webinar on the WBCSD initiative to develop a Social Capital Protocol – a harmonized approach for business to measure and value their interactions with society. Join the webinar to find out more about the results of this collaborative process so far and plans going forward.

WHEN: October 12, 2015 at 14:00-15:00

HOW & WHERE: From your computer or phone. To join the webinar - click [here](#) to register your e-mail address and a link to Lync will be sent before the meeting.

FOR WHOM: For Partners in the Swedish Life Cycle Center

PRESENTATION & CONTENT:

In June 2015, the World Business Council for Sustainable Development (WBCSD) launched a call for collaboration to develop a Social Capital Protocol – a harmonized approach for businesses to measure and value their interactions with society. This sprung from a call for WBCSD member companies: although there are a significant number of tools available for social impact measurement, businesses are struggling to identify fit-for-purpose approaches that will enable the use of social information to inform strategy and decision-making. Developing a credible and broadly accepted approach is essential, not only to demonstrate business performance to stakeholders and shareholders, but also to ensure effective measurement informs a continuous movement towards more socially sustainable practices.

Kitrhona Cerri, Manager of the Social Capital program at the WBCSD, is working with a diverse group of WBCSD members and partners to advance the development of a Social Capital Protocol. She will share insights into the aims of the initiative, progress to date and ambitions going forward.

The WBCSD is a CEO-led organization headquartered in Geneva, Switzerland, bringing together some 200 of the world's leading corporations spanning a wide range of sectors and geographies. The Council's mission is to galvanize the global business community to create a sustainable future for business, society and the environment. Together with its members, it applies a mix of thought leadership and advocacy to generate constructive solutions and take shared action to tackle sustainability challenges. The WBCSD also benefits from a network of 60 national and regional business councils and partner organizations, a majority of which is based in developing countries.

More information about [WBCSD and Social Capital Protocol](#).

There will also be time for questions and discussion. Welcome to join this webinar!

REGISTRATION: Click [here](#). Rsvp by October 11.

QUESTIONS: lifecyclecenter@chalmers.se

[Register here »](#)



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