



09/01/10

Social Media Makeover Nestlé

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The problem

<http://vimeo.com/10236827>

Needs & Objectives

Create a **Responsive Engine** to Address Social Media Attacks



Create a **Proactive Engine** to Build Awareness & Equity Around Corporate Responsibility Initiatives

Creating a Responsive Engine

Planning for the worst...

- Create a “Hot List” of potential issues
- Monitor these issues and beyond
- Define crisis response team and plan for immediacy
- Multi-format response communications plan
- Hire an experienced Community Manager
- Create a network of “friends”
- Secure buy-in from the CEO



- Engage employees for eyes and ideas as well as voice

Creating Shared Value

Creating Shared Value is a fundamental part of Nestlé's way of doing business that focuses on three specific areas of our core activities – nutrition, water and rural development – where we can best create value both for society and our shareholders.



nutrition

Creating Shared Value in Africa The next edition of the Financial Times supplement This is Africa will have a special focus on what progress has been made towards the achievement of the UN Millennium Development Goals on the continent since they were set in ... ▶



water

Empowering responsible entrepreneurs in Setiu Wetlands Last month at Nestlé Malaysia, we were honoured to receive an Asia Responsible Entrepreneurship Award (AREA) for our collaborative project, Empowering Women in Setiu Wetlands. In 2006, along with WWF Malaysia, we set up a sustainable community ... ▶



rural development

Beyond the cup All eyes in my office were on Mexico City last Friday, where our CEO Paul Bulcke and Tensie Whelan of the Rainforest Alliance announced the global launch of the Nescafé Plan at a live press conference webcast in English and Spanish. ... ▶

Building a proactive engine:
Solid but hidden platform...



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Marc Pfitzer, Foundation Strategy

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Nestlé Creating Shared Value IDE Cambodia win the first Nestlé Prize in Creating Shared Value. Read more below, or watch a video of the entry (http://youtu.be/50xm29AqU7a)

Nestlé Advisory Board awards first Creating Shared Value Prize
www.nestle.com
Today we are holding our Creating Shared Value Forum - what role do you think business should take in solving global challenges?

May 27 at 10:28am - Comment - Like - View Feedback (3)

Nestlé Creating Shared Value Today is the 2010 Creating Shared Value Forum. You can follow all the action from London by watching live and submitting your questions for our expert panel (from 0845 GMT) http://bit.ly/a4p6pt

Second Annual Creating Shared Value Forum
On 27 May 2010, Nestlé and the International Business Leaders' Forum, with the participation of the UN Office for Partnerships, will hold the second Creating Shared Value Forum. The Forum gathers world's ...

May 27 at 12:18pm - Comment - Like - View Feedback (11)

Information

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Weakly supported by social media



*450'000 farmers
work with NESCAFÉ worldwide*



Rich with good intentions...



The Cocoa Plan

Working together, step by step

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Helping Farmers improve quality

Our Objective

is to help cocoa farmers improve the quality of their crops, ensuring the sustainability of responsibly farmed cocoa.

DISCOVER MORE



Welcome to The Cocoa Plan

Like many things in life, the story of how cocoa beans produce a scrumptious and tasty bite of chocolate isn't as simple as it might seem... [more](#)



Continuing to build a better future

The Cocoa Plan is one of Nestlé's latest initiatives to actively support cocoa communities across the world... [more](#)



Latest news

Updates on Cocoa Plan activities... [more](#)



And the potential to make a difference...



Supporting Grass Roots Development...

“Creating Shared Value Prize Winner”

International Development Enterprises (IDE) Cambodia

Creating Shared Value Forum: Business & Global Development 2010-2020

London, UK, Thursday 27th May 2010, Mermaid Conference Centre



But often overly elite
Did I miss my invite?

What's The Missing Ingredient?

Moving towards a dialogue...

- Participation
- Accessibility
- Transparency
- Connectivity

Quarterly global call for ideas to help
“Save the World”

CSV Collaboration Platform

R&D from Nestle + External Advisory Board



FOREST TRUST



nutrition

water

rural development

- Each quarter ONE of the three areas is the focus of the call for proposals
- The best ideas selected, acknowledged and supported

- Continual rotation through the three pillars
- Call for ideas to improve existing Nestle programs
- Leverage partnerships for publicity

- Extend the functionality of the CSV.org site
- Support with cross-product badging and promotion
- Support w/existing Social

Thank you!



ORGANIC

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Good Food, Good Life

www.nestle.com

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