Sustainability

Roundtable Summary

With a rapidly changing climate from economic, social, to humanitarian crises, now more than ever, there is a need to look creatively at how we can work together for the greater societal good.

One way in which this can be achieved is through close collaboration and partnership with NGOs, charities and startups who are working towards solving these critical issues.

However, with small teams, limited data, technology, and specialist capabilities, they simply do not have the resources to generate insights and learnings needed to take some of the initiatives to the next level and create the impact they are looking for.

The "data for good" movement is synonymous to "pro bono" projects where businesses "donate" their data and the expertise to derive insights generated for the public good. The benefits of such movements are mutual; combining talent, passion, and empowering teams to work on these types of projects whilst being able to support crucial environmental, social and economic causes– a sweet spot for Data driven roles.

In this session we will share, discuss, and explore perspectives on the following topics:
- How can we as individual companies as well as collectively as research communities work together to support humanitarian and environmental issues? (How can we as individual companies come together as a research community to….)
- What are the CSR areas that you are actively supporting?
- What areas of social impact are you currently driving? t?
- What do you think it will take for us to get stated?
- Are there any barriers with partnerships with organisations or certain initiatives?

Roundtable Chairs

Deepa Patel
Retail Media &
Performance Marketing
Manager
Unilever, UK
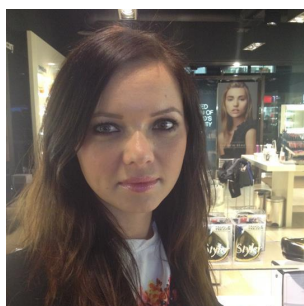
Christi Kobierecka
CMI PDC Labs Director
Unilever
UK

Deepa Patel is a proven data driven marketing professional, with 8+ years' experience in digital and data marketing, media technology, retail media & performance marketing and digital transformation. She is currently leading Unilever's Digital Marketing, Media and Commerce Hubs in retail media and performance marketing, working in partnership with retailers, technology partners and retail media networks. Alongside Deepa's day-to-day, she leads Unilever's Data for Good team by business partnering with NGOs, charities, and startups to bring passion projects to the team.

Christi Kobierecka has an extensive, 10+ years' experience in all things related to consumer understanding and market research. She is currently in between roles, for the past five years Christi has been leading Global Homecare PDC team, but soon she will be taking a new role leading the CMI PDC Labs team. Christi has a passion for strategy, idea creation and innovative and agile methodologies. She has been one of the brains behind the Data for Good initiative, advocating for doing good by leveraging power of Unilever, for the better of people and the planet.