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|  | Fortune - Fortune 500 Daily & Breaking Business News |

**2020 Fortune Change the World List** Fortune's Change the World list recognizes companies that have had a positive social impact through activities that are part of their core business strategy. We prioritize companies with annual revenues of $1 billion or more. Fortune writers and editors, with help from Shared Value Initiative, evaluate the companies by these four factors:   
    
**Measurable social impact:** We consider the reach, nature, and durability of the company's impact on one or more specific societal problems. This category receives extra weight.

**Business results:** We consider the benefit the socially impactful work brings to the company. Profitability and contribution to shareholder value outweigh benefits to the company's' reputation.

**Degree of innovation:** We consider how innovative the company's effort is relative to that of others in its industry and whether other companies have followed its example.

**Corporate Integration:** We consider how integral the initiative is to a company's overall strategy, and how well that strategy is communicated through the ranks and elsewhere.

Applications must be received by 11:59pm ET on Tuesday, June 30. Only applications received through the online survey will be accepted but you may download a Word version of the application for drafting purposes. (Applications that have been submitted to Fortune do not need to be resubmitted here.)

**Note:** COVID-19 has changed the reality on the ground for many businesses and the communities they serve. We welcome applications related to COVID-19, but also encourage submissions about corporate efforts that existed before the pandemic and address issues independent of it.  
   
The 20202 Change the World List will be published on Fortune.com on or around Thursday, September 17. You can see last year's list here - <http://fortune.com/change-the-world/>  
   
 Please contact [Alicia Dunn](mailto:alicia.dunn@sharedvalue.org?subject=2019%20Fortune%20Change%20the%20World%20List) at the Shared Value Initiative with any questions.  
   
 Thank you for your interest!

**Company Details**

Company Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Website\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Industry \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annual Revenues** (Companies must have some revenue to be considered)

* $1 billion or greater
* Less than $1 billion

**Contact Information**

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Provide a BRIEF description of your company's shared value activities. Limited to 500 words.**    
*What is it? Why and when did the company begin the work? Why should Fortune consider it for its Change the World list?*

**Measurable contribution to societal impact.**  
High-ranked companies typically have had a transformational impact on tens of thousands of peoples' lives or more and/or on the global environment. Indicators of impact must be validated by an independent source separate from the company’s own reporting. e.g. NGO partners, bi-lateral partners or independent reporting bodies.    
    
*What is the scale and durability of the company’s impact on a specific social problem? Limited to 500 words.*

**Is the impact of the initiative/s being measured?**

* Yes
* No

**Scale of business results**  
Bottom line profitability or contribution to shareholder value generally outweighs the indirect benefits of reputation and employee satisfaction. Preference is given to examples that are core to the company’s business model and competitive strategy. High-ranked companies can point to substantial impact on overall corporate profitability. Please include available data on revenue and other economic indicators.   
    
***How significant is the economic benefit to the company? How much revenue does it generate? Is it profitable? In what other ways does it benefit the company? Limited to 500 words***.

**Business impact of the initiative**

* The initiative is profitable
* The initiative generates revenue but is not profitable
* The initiative does not generate revenue

**Degree of innovation**  
High-ranked companies have developed unique innovations that substantially deviate from industry norms and often define the company’s competitive differentiation. Consideration is also given to innovative partnerships with competitors, governments or NGOs that represent new forms of collaboration.    
    
***How innovative is the company’s effort relative to others in its industry? Limited to 500 words.***

**Corporate Integration**     
Companies pursuing purpose-driven growth have demonstrated commitment from boards of directors and other executives. The strategies is well-communicated to employees, investors and other external stakeholders. Consideration is given to companies where shared value thinking is infused across business units and not limited to singular projects or initiatives.    
    
***How does this initiative fit in the company's broader corporate strategy, and how is the importance of the initiative communicated to employees, investors, and other stakeholders? Limited to 500 words.***

**Additional Comments**

***Limited to 400 words***