



## Business Impact Bulletin July 2023



*MACP companies, and many others around the state, continue to lead the way on promoting a better tomorrow through numerous social responsibility initiatives. Yes, the private sector is first and foremost an employer, providing good jobs for individuals and families to prosper. Increasingly, in addition, MACP companies are at the state, national, and international forefront on important topics that have much more far-reaching impact. In this edition of the business impact bulletin, I am happy to share more examples of our MACP companies making a difference, here and everywhere.*

*Jay Ash  
President & CEO*

## Social Giving

**The Kraft Group - Robert Kraft launches  
\$25 million campaign to fight  
antisemitism**

New England Patriots owner Robert Kraft recently launched a new ad campaign to combat rising anti-Jewish bigotry across the country.

The campaign, called “Stand Up to Jewish Hate.” received a \$25 million investment from Kraft and his family. The effort will be managed by the Foundation to Combat Antisemitism, which Kraft formed in 2019.

The initiative “is designed to raise awareness for the fight against antisemitism, specifically among non-Jewish audience and to help all Americans understand that there is a role for each of us to play in combating a problem that is unfortunately all too prevalent,” Kraft said.

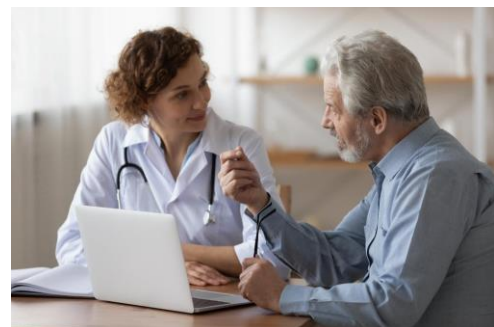


Robert Kraft forms partnership with Brandeis University to combat antisemitism

## Innovation

### Mass General Brigham - Bridging the Digital Divide

“We know that across our country, people have unfair differences in health and healthcare based on race, ethnicity, language, sexual orientation, gender, and ability,” says Allison Bryant, MD, MPH, Senior Medical Director for Health Equity at Mass General Brigham. “Making sure everyone gets the same excellent healthcare starts with knowing more about each person. Healthcare needs to be fair and open to all. Equity is our goal.”



## **Baystate Health - Awarded \$5 Million Grant Towards Digital Equity**



Baystate Health was awarded \$5.1 million from the Massachusetts Broadband Institute (MBI) on behalf of the Alliance for Digital Equity in Western Massachusetts.

“Baystate Health along with the Alliance and MBI share the purpose and primary goal of the Digital Equity Partnerships Program (DEPP) to ensure that low-income communities and households in the Western Massachusetts region, including those in Hampden, Hampshire, Franklin, and Berkshire counties, have access to a wide range of digital equity support and services,” said Frank Robinson, vice president, Public Health, at Baystate Health.

## **Sustainability**

### **Bank of America - CEO Brian Moynihan meets with President Biden and King Charles III on Climate**

In his capacity as Co-Chair of the **Sustainable Markets Initiative (SMI)**, Bank of America CEO Brian Moynihan joined 22 other leading philanthropists and financiers for a meeting with President Biden and King Charles III to discuss financing climate initiatives. On the top of the list was private-sector support for green technologies to combat climate change.

**According to the White House,**

"(The) gathering builds on longstanding UK-US efforts to turbocharge the net zero, resilient transition already underway in developing and emerging economies on the road to COP28. The Forum brought together key players to identify how we can go further faster to mobilize the private investment needed to expand clean and renewable energy across the globe, reduce both potent CO2 and non-CO2 emissions, halt deforestation and restore forests, and build resilience to a changing climate."



Britain's King Charles III, center left, flanked on his right by U.S. Special Presidential Envoy for Climate John Kerry, and U.S. President Joe Biden, flanked on his left by Bank of America CEO Brian Moynihan, meet with participants of July's Climate Finance Mobilisation Forum at Windsor Castle, England. (Chris Jackson/Pool via AP)

## **Bank of America - Joins one of the World's Largest Sustainable Aviation Fuel (SAF) Programs**



This collaboration between Amex GBT, Shell Aviation, and Bank of America ties together several private sector efforts to help finance aviation's transition, further amplifying collective efforts to scale SAF. Shell is a partner of and Bank of America's CEO Brian Moynihan is co-chair of the Sustainable Markets Initiative, which is enabling the private sector to accelerate the transition to a sustainable future.

[GRID Alternatives Receives New Funding from Bank of America for Solar Workforce Development Program](#)

[BofA Launches Electric Vehicle Resource Center to Power EV Adoption](#)

## [Wayfair - Releases Corporate Responsibility Report - Pathway to Energy Efficiency](#)



Wayfair has recently conducted energy-efficiency audits at several fulfillment centers in North America and the U.K., and developed roadmaps for lighting and air conditioning retrofits, submetering, and solar implementation. These efficiency audits allowed Wayfair to identify energy-saving features across its network that can be incorporated into existing and future buildings. Additionally, Wayfair launched an energy-efficiency project that achieved a 34% electricity and 68% gas consumption reduction across two main fulfillment centers overseas.

[Read the full report here.](#)

[Wayfair Celebrates Black Makers](#)

## **Social Impact**

[Fidelity - Details Meaningful Progress Toward Lasting Change With Release of 2022 Diversity & Inclusion Report](#)

Fidelity's third annual Diversity & Inclusion Report details the progress that Fidelity has made against its five core commitments: Diversity, Inclusion, Opportunity, Transparency, and Accountability.

As the working world continues to transform, Fidelity continues to adapt and evolve its hiring processes and working environments. Fidelity remains committed to building a diverse workforce that matches its growing customer base and ensuring a culture of inclusion and belonging for all associates.

[Review the infographic here.](#)  
[Read the report here.](#)



[Fidelity Named a LinkedIn Top Company for 2023](#)

## Recognition Corner

### [Mass General Brigham - Named to Newsweek's 'America's Greatest Workplaces for Diversity 2023'](#)

Mass General Brigham has been named as one of America's Greatest Workplaces for Diversity by Newsweek and Plant-A Insights Group. The recognition results from a large-scale employer study based on over 350,000 company reviews. The complete ranking can be found online [here](#).

"We're delighted to receive this outstanding recognition from Newsweek for Mass General Brigham's efforts in the workplace," said Anna Brown, Mass General Brigham's Chief



Diversity, Equity, and Inclusion Officer. "This work is critical in accomplishing our mission to advance our inclusive workplace goals, dismantle the barriers, systems, and actions inside and outside our walls, and to provide excellent healthcare for our patients. There is still much to do, but we are moving in the right direction and hopefully inspiring other organizations to invest the resources necessary to make real progress in advancing DEI."

## **Liberty Mutual, Point32Health, and Vertex Make the Civic 50 List**



Liberty Mutual Insurance, Point32Health, and Vertex Pharmaceuticals have been named to The Civic 50 list by Points of Light, which recognizes the 50 most community-minded companies in the United States. The Civic 50 sets the standard for corporate civic engagement and creates a roadmap for companies seeking to best use their time, talent, and resources to improve the communities where they do business.

**Liberty Mutual Shares Sustainability Progress in 2022 Review and TCFD Report**

**Vertex - Representation matters: Investing in changemakers**

**Liberty Mutual Insurance Releases Annual Giving Report**

# **MACP Spotlight**

## **MACP Mobility Hub Launch and Report**

MACP, Zipcar, and the Cambridge Innovation Center (CIC) recently held a convening of cross-sector leaders to discuss the creation of the Massachusetts Mobility Innovation Hub.



The mission of the Mobility Innovation Hub is to bring together leading mobility companies, entrepreneurs, policymakers, and thought leaders to advance sustainable transportation solutions. The Hub seeks to create a dynamic ecosystem that fosters collaboration, innovation, and economic growth in the Commonwealth.

Through its efforts, the Mobility Innovation Hub aims to drive forward the development and deployment of cutting-edge technologies and services that support a cleaner, more efficient, and more equitable transportation system for all throughout Massachusetts.

For more information on the Mobility Innovation Hub, [click here](#).

---

### **Connecting Communities through Digital Equity Report**

**Western Mass. group gets \$5.1 million to address 'digital divide' in skills, devices and fiber coverage**

**Mass. Broadband Institute Announces Municipal Digital Equity Planning Program Participants**

# MACP

## COMPETITIVENESS CONVERSATION SERIES:

Tuesday, July 25

9:30 - 11 AM

UMass Club

*Supporting Startups and Fostering Growth  
with a Strong Entrepreneurship Ecosystem*



**Featuring:**



Mass. Economic  
Dev. Secretary  
**Yvonne Hao**



Wayfair CEO and  
Co-founder  
**Niraj Shah**



Leah Ellis  
Sublime Systems

Evaguel Rhys  
United Aircraft Techno

Moderated by: Scott K  
InnoLead and The Boston

[REGISTER HERE](#)

Please join us for the inaugural installment of MACP's Competitiveness Conversation Series. Niraj Shah, CEO & Co-Founder of Wayfair and Massachusetts Secretary of Economic Development Yvonne Hao will join us for the release of a report presenting key recommendations for the State to continue to position itself as a global leader in innovation and entrepreneurship to enhance economic competitiveness. A panel moderated by Scott Kirsner of InnoLead and The Boston Globe will include Cait Brumme of MassChallenge, Leah Ellis of Sublime Systems, and Evaguel Rhysing of United Aircraft Technologies, Inc.

### About MACP

*The Massachusetts Competitive Partnership (MACP) is a non-profit, non-partisan, 501(c)(4) public policy group comprised of chief executive officers of 19 of the Commonwealth's largest businesses. MACP's goals are to promote job growth and competitiveness by working in collaboration with stakeholders from the public, private and not-for-profit sectors across Massachusetts.*

# MACP

MASSACHUSETTS COMPETITIVE PARTNERSHIP

[See What We're Up To](#)



Massachusetts Competitive Partnership | 535 Boylston Street, Top Floor, Boston, MA 02116

[Unsubscribe kcintolo@masscompetes.org](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by jash@masscompetes.org powered by



Try email marketing for free today!