

social responsibility news

Corporate Social Responsibility: How You Can Do It – Part I

Utah Business, 6-03-09

Consultants say businesses may be surprised by how many organizations have incorporated corporate social responsibility (CSR) into their strategic plans. The Fortune 500 are doing it, and small businesses are talking about it. Whether a company plants a tree, gives scholarships or creates informative CSR reports, the “how” is equally important as the “what.” Many times companies get caught up in objectives or “what” they are going to do without spending time to carefully plan tactics or “how” to most effectively achieve those objectives. Through strategically planned tactics, a company can utilize opportunities for customer involvement, while at the same time achieving its CSR objectives.

Give Back, Get Back - Doing Well By Doing Good

Incentive, 7-02-09

There is good data to back up why companies would do well to embrace “give back, get back” programs. A study by Boston-based consultant Cone, Inc. found that 80% of Americans have a more positive image of companies that support a cause, and a Deloitte & Touche survey found that nearly 87% of employees at companies with corporate social responsibility (CSR) programs feel a strong sense of loyalty. In difficult economic times, employees are concerned for their futures, and overall morale may be low. Giving them an opportunity to make a difference in the lives of others will significantly give back to them.

Economic Downturn Remakes Corporate Social Responsibility Programs

News.com.au, 7-01-09

The global economic downturn is sorting the true believers from those who just paid lip service to corporate social responsibility (CSR) and may boost business for companies that already have a meaningful commitment to community projects. While some businesses are cutting back across the board, they aren't singling out green or social programs for the chopping block, experts say, noting that thinking about a business' impact on the world has become so key to strategy that it can't just be switched off. A tough economy and a new range of green opportunities mean businesses are actually more interested in how going green can save them money, says Chris Wilson, head of climate change and sustainability at consultancy Deloitte. Businesses now are less concerned about 'greenwashing' - or talking up environmentally friendly initiatives while doing little behind the scenes - and more interested in how socially responsible programs can save money.

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