

The Business Case for CSR and Social Innovation



Connecting People. Shifting Perspectives

Corporate Social Responsibility is No Longer Optional!



Why, Oh Why?



Talent

- Recruiting
- Engagement
- Team Building

Clients

- Attractiveness
- Requirements
- Brand Awareness
- New Connections
- Loyalty
- Better Relationships

Investors

- Requirements
- Alignment

Government

- Tax Savings

Connecting People. Shifting Perspectives

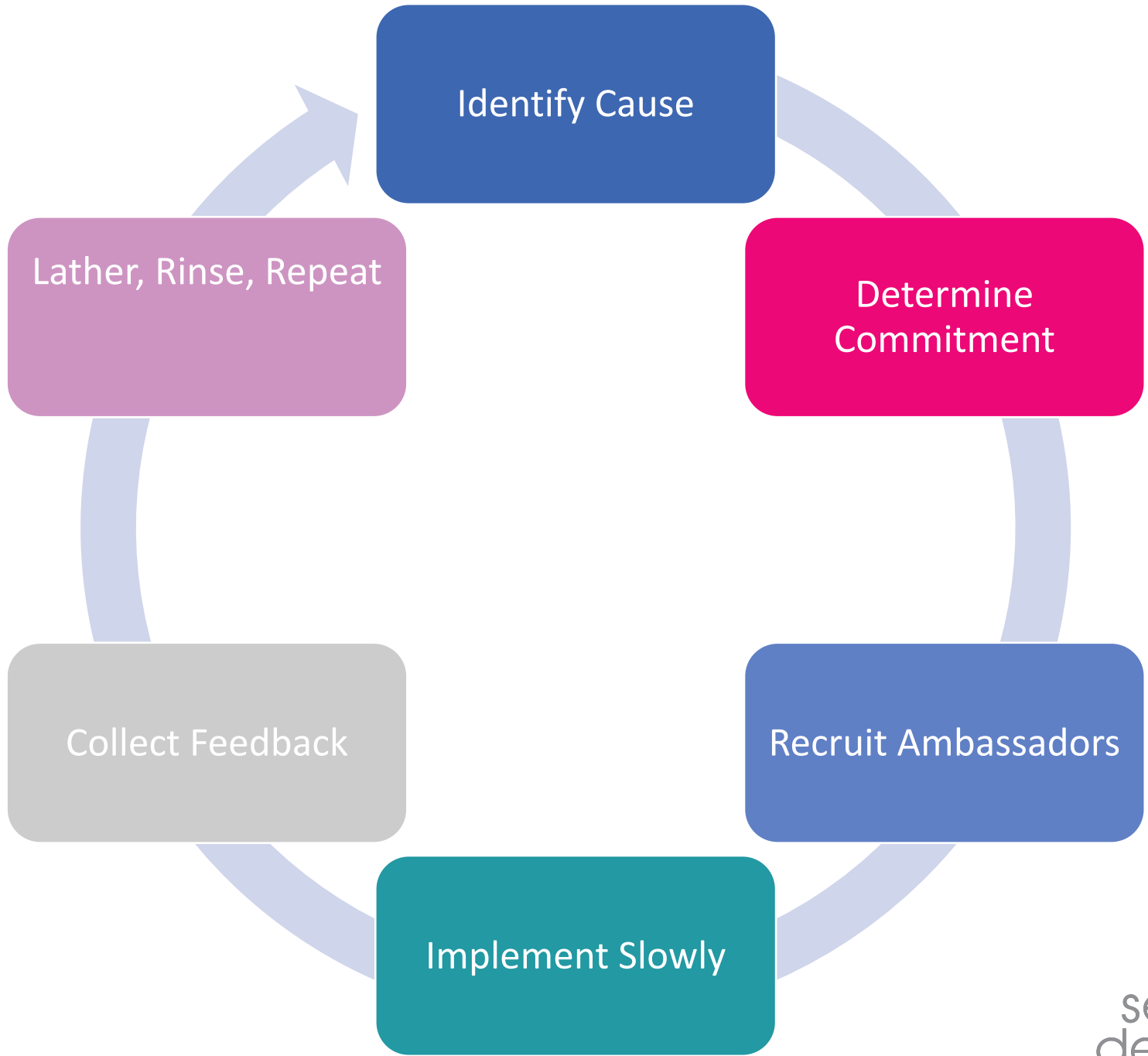
Just the Facts Ma'am

- 9 out of 10 Millennials will switch brands over social cause.
- 78 % of employees would chose to work for an ethical and reputable company rather than receive a higher salary (Deloitte)
- 81% of Millennials expect companies to publicly pledge to be good corporate citizens. (Horizon Media)



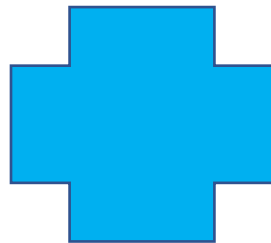
“Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

Larry Fink, CEO, Blackrock – to Executives



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Let's Connect

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