

## Social Responsibility Services

*Corporate Citizenship as a brand booster*



**To what extent does your company provide benefits for its community?**

**How does your company fulfill its role as a good corporate citizen?**

**How is your company perceived by its workers? Customers? The community?**

***Increasingly, consumers expect more from the products and services they purchase and from the companies that make them.*** Does that mean there is more to a product than lowest price? Consumers are more aware than ever before and are making purchasing decisions based on the use of 'natural' or organic ingredients as well as whether the product is kind to the environment. The companies that make these products are held under increased scrutiny in terms of how they manufacture their products and how they treat their workers and suppliers.

***Being a good citizen is about more than giving to charity.*** For decades, having a charitable giving arm was considered commendable. However, with the influence of multinational corporations in a global economy, working conditions in developing countries have not kept pace with corporate

profits. As a result, many non-profit organizations, consumers, and other stakeholders have begun to hold companies accountable for their business practices. Businesses are being required to improve their efforts as global citizens to protect their image and brand value.

***Doing the right thing for the business*** now means doing right by suppliers and their communities, assuring transparency in corporate governance, offering products that are kind to the environment, vigorous adherence to local laws and standards, and reaching out to communities where businesses operate.

***And that's good for business:*** companies with stellar Social Responsibility records also lead their industries in financial performance. They gain values-oriented customers early, and hold them longer.

# Sustainnovation Consulting is your clear choice for Social Responsibility guidance

## ***At Sustainnovation Consulting we start with your business as it is...***

- Evaluate your existing business context: your goals and challenges, company culture, products and services, markets, competition, and resources.
- Determine the current state of the enterprise in terms of your own metrics and the perceptions of management and staff.
- Envision a more socially responsible future state, employing Strategic Questioning sessions with key staff

## ***...then build the business case....***

- Determine the financial and other business benefits from:
- More positive employee morale and engagement, enhanced recruitment and employee retention
- Compliance with typical social responsibility procurement standards in your industry
- Increased "soft capital" from enhanced social reputation and improved brand image

## ***...and help you to chart and steer the course***

- Educate your staff on sustainability and social responsibility generally, and your plan specifically
- Determine appropriate performance metrics
- Monitor and guide the effort – from the broad strategic vision to the nitty-gritty tactical specifics

## ***Affiliations:***

- Co-op America
- 1% for the Planet
- Sustainable Business Network
- Green Roundtable
- NEXUS
- Zero Emissions Research & Initiatives (ZERI) Foundation
- Open Circle Innovations

**For more information on  
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