



Better Together

CSR continues to become an integral part of the engagement strategy in leading organizations.

To many leaders, CSR is becoming more than “doing good.” It’s about doing good business. A decade ago, corporate social responsibility (CSR) was an emerging trend for organizations looking to formalize investments in communities across the street and around the world. Today, many organizations have policies, departments and infrastructure dedicated to CSR initiatives – an effort that extends to incentive travel programs. The 2015 SITE Index found that more than two-thirds of Buyers and Sellers are incorporating CSR into their incentive programs.

It is increasingly becoming the norm to incorporate a corporate social responsibility (CSR) component, with approximately

7 in 10 programs
including at least one CSR activity



The uptick and formalization of CSR initiatives isn’t simply a case of something new and different in the creation of incentive programs. More often than not, it’s a reflection of CSR’s ability to drive employee engagement and build corporate culture – two strategies that are becoming increasingly integral to organizations.

The link between CSR and engagement by the numbers.

A recent Cone Communications survey announced the link between engagement and the increasingly important Millennial workforce – finding that 65% of these employees find that an organization’s dedication to social/environmental causes is directly linked to employee loyalty. Meanwhile, a Net Impact survey of more than 3,330 MBA students saw an overwhelming 91% of employees describe social and environmental issues as integral to the long-term success of an organization. Finally, a Towers Watson survey made a direct link between CSR and engagement – specifically calling out CSR as a driver of engagement.

In short, organizations are looking at CSR as an integral component of a successful people strategy.

Trends – CSR initiatives are evolving in complexity and ability.

As organizations take a more sophisticated approach to the strategies behind CSR investment, they're also realizing the need for programs that aren't simply short term and transactional. SITE Board Member, Daryl Keywood, Managing Director, Walthers DBS in South Africa was an early proponent for CSR that's not simply a single event, but something that has resounding impact. "In my

view, CSR is ideally something you use as an incubator – to start something that has a real sustainable benefit down the road." As a proof of concept, he cites multi-year commitments by an organization to build an entire school. Walthers DBS has long been recognized as a leader in CSR, winning multiple SITE Crystal Awards for their work.

Where CSR once resembled a more formalized approach to an organization's commitment to a not-for-profit, it now serves as a multi-layered approach that empowers and engages employees, as it makes a difference to people and communities.

Learn more about making the most out of the connection between engagement and CSR.

A reading list of materials on engagement and CSR:

Book – *The Engaged Enterprise: A Field Guide for the Servant-Leader*
Joseph M. Patrnczak

Blog – Culture Matters,
Doug Kirkpatrick

Research –
SITE Index 2015