

Carenomics For Beginners

Unit 2

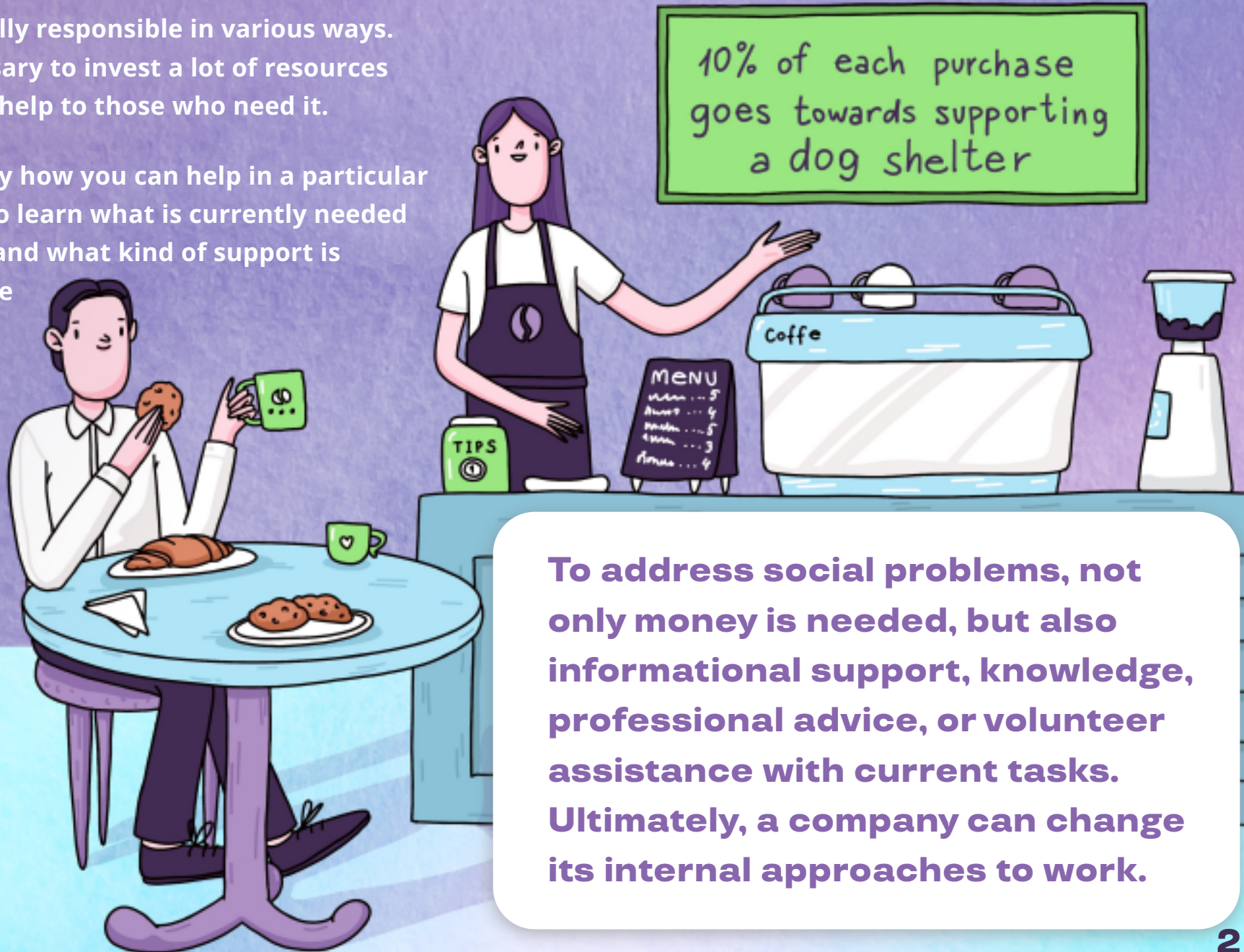
Not Just Money: How Businesses Can Be Socially Responsible



Unit 2 Not Just Money: How Businesses Can Be Socially Responsible

Business can be socially responsible in various ways. It's not always necessary to invest a lot of resources and effort to provide help to those who need it.

To understand exactly how you can help in a particular area, it's important to learn what is currently needed for positive changes and what kind of support is required by charitable organizations working in that field. Then, you can devise a format that aligns with your goals and resources. Here are just a few examples.



To address social problems, not only money is needed, but also informational support, knowledge, professional advice, or volunteer assistance with current tasks. Ultimately, a company can change its internal approaches to work.

Unit 2 Partner Projects

Joint campaigns and programs with charitable foundations and NGOs are the primary and most popular form of corporate social responsibility. The variety of joint projects depends solely on the goals and creativity of the creators.



A Percentage of Profits for Solving a Problem

For example, Apple releases a series of red iPhones every year, a portion of the profits from which are donated to the HIV/AIDS fight fund (in 2020, to the coronavirus relief fund).



Donation for a "Like"

Kraft Highz, a famous ketchup manufacturer, regularly conducts a campaign where for each like on a Facebook post about charity, the company donates the cost of one meal to the Rise Against Hunger foundation. Last year, they contributed 2.5 million dollars towards combating global hunger.



Fundraising Assistance

McChain, a frozen food manufacturer, collaborates annually with the Family Fund to raise money for grants to provide food for families with critically ill children. Each year, more than 150,000 such families receive grants.



Money + Motivation

Many companies participate in the doublethedonation program, matching their employees' donations. This helps charitable organizations receive more funds, and employees to contribute meaningfully, demonstrating the value of even small investments.

Unit 2 Partner Projects

Purchases and NGOs

Helping charitable organizations can be even simpler: for example, by purchasing their products as gifts for your employees. Often, NGOs earn additional funds through workshops where people in need or children with complex diseases make dishes, clothes, or jewelry; many also produce their own merchandise. An order from a large company can bring them significant profit, and employees will receive unique gifts with added value.



Unit 2 Volunteering: Help by Acting

Corporate volunteering is not only about supporting those in need, but it's also a good team-building exercise and raises employees' own moral values.



Many large companies have a system of volunteer grants: the company donates a certain

amount to charity for each hour of an employee's volunteer work. Microsoft, for example, donates \$25 for every hour an employee volunteers at a charity of their choice. However, there are many other ways to motivate your team to engage in volunteerism.

There are many options for corporate volunteering.

You can collectively plant trees, distribute food to animal shelters, gather warm clothes for the homeless, and help in other ways. **This assists organizations in their primary work.**

Often, charitable organizations need **simple and clear assistance**: to bring something, take something away, assemble, disassemble, organize. At Bilderlings, colleagues helped doctor-clowns to pack red noses for a fundraising campaign. It was fun and pleasant!

Volunteering can be intellectual and professional. Any employee can share their knowledge and thus solve some work-related problem for which the charitable organization does not have its own resources: from creating websites and offering free legal consultations to conducting lessons for children in orphanages.

Unit 2 Awareness: Spreading Information



The more people understand a problem and know how to help, the better the outcome. Thus, spreading information about the activities of NGOs is just as valuable as donations.

This can be a social media post, an article in a corporate blog, or a mailing to clients. Agree, it's not too costly?



For example, Starbucks joined the mental health awareness week, sharing information about this date on social media and publishing stories of employees struggling with mental health issues.

ESTÉE LAUDER JIMMY CHOO

Additionally, information campaigns can be integrated into products. Many fashion and cosmetics brands, such as Estée Lauder and Jimmy Choo, regularly release special collections for breast cancer awareness month. This reminds people of the importance of early screenings and also helps with fundraising for thematic foundations.

Unit 2 **CSR Inside the Company**



You can also change your approach to business: from the materials you work with to your hiring practices and corporate culture

- **Eco-friendly materials**
- **Accessibility of products/services for everyone**
- **Principle of equality in hiring employees**
- **Inclusivity and accessible environment**
- **Paternity leave**



For example, the company Who Gives A Crap uses only plastic-free products and sustainable materials for packaging. Among other things, they make toilet paper from recycled materials.



In restaurants and cafes, one can replace plastic straws with metal ones, eliminate plastic for to-go orders, and offer discounts for drinks ordered in personal thermal mugs.

Unit 2 CSR Inside the Company



Hiring employees is a part of corporate social responsibility. Companies can demonstrate responsibility by providing equal hiring opportunities for people with various disabilities, for example, by creating office conditions suitable for wheelchair users or offering the option to work from home for such employees.

This also includes adhering to the principle of gender equality, providing fair maternity and paternity leave, and supporting families with children.

Any change in a company that makes the environment more eco-friendly, prosperous, and humane is also part of social responsibility! And this change does not necessarily have to be global.

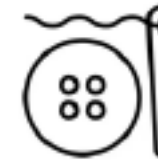
TOMBOY X



Love at First Wear



Sustainable Fabrics



Built to Last



Inclusive Design

The clothing brand TomboyX produces clothes from renewable materials for people of all body types and gender identities. In their advertising campaigns, they consistently support the LGBT+ community and women. The company also strives to adhere to the principle of diversity in hiring: 80% of the company's senior management are women, with 63% identifying as part of the queer community.

Unit 2

Every company can come up with its own approach, depending on the needs of its audience, region, and the country it operates in.

Moreover, it's crucial to consider the company's resources and carefully select the organizations you plan to support: ensuring they align with your values, operate transparently, and engage in systematic charity work.

Our next Unit will cover what needs to be considered when working with social projects!

