

# Corporate Social Responsibility

*Trends*

2023

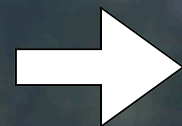
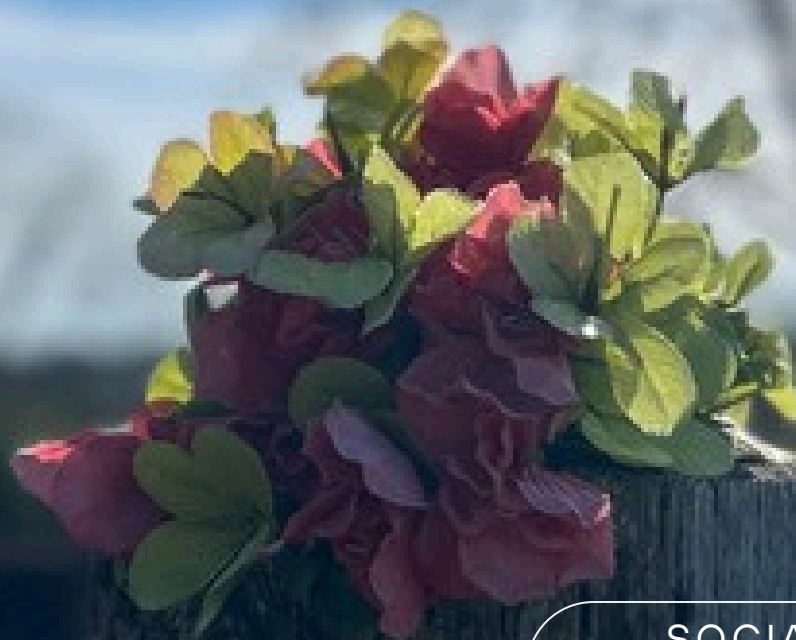
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01

## *Brand Integration*

Cohesiveness of brand values across all stakeholders' messaging, including but not limited to marketing-communications, foundation, supplier diversity programing, supply chain, employee engagement, sponsorships and partnerships.

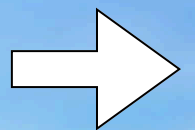


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02

## *Practical Alignment*

Hyperfocus on social causes that respond to business goals; aligned to regulations, risk prevention, stakeholders' engagement and amplification of brand values' message.

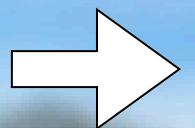


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03

## *Meaningful Partnerships*

Business are co-creating efforts with deeper purpose, stronger metrics, and defined results to justify the investment. While, accountability of traditional philanthropy is gaining strength.



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# 04

## *Data-driven CSR*

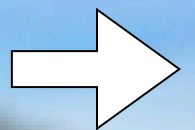
Business investments must be tied to measurable results. Leverage data driven tools and reports to analyze results, project impact, reach, and initiatives' scalability.



05

## *AI all the way*

From grant applications to accountability system integration. Artificial intelligence is becoming key in creation processes, partnership alignment, which accelerates the identification of opportunities.



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06

## *Employees as Main Characters*

Engaging employees in communicating community involvement messages via Employee Resource Groups (ERGs), donation matching opportunities and volunteer programs.



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07

## *Thriving Communities*

Sustainable economic growth is now driven by influencers without titles. Cities are becoming more resilient as public is increasingly engaging in healthy lifestyles, climate-smart policies, and collaborative community spaces that strengthen social bonds.



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