

Let's rebuild Australia through CSR & Social Good

Why CSR investment must increase not decrease in recessionary 2020



It's common for Business to slash 'non-essential' activities during a recession. In the past, CSR & Social Good may have been on that list, but not in 2020. As the economy recedes, social problems will increase. The call for Business to be a force for GOOD, to solve social problems, will be deafening, writes DoGoodologist Hailey Cavill-Jaspers. CSR & Social Good delivers many benefits to numerous audiences across multiple platforms and through countless touchpoints. Here's just 5:

01 WIN BACK TRUST

- Trust is the glue of relationships & the single most important factor driving Corporate reputation
- Corporate scandals have eroded trust in the Corporate sector - to the lowest ever
- A mere 17% of Australians trust business leaders¹ yet 78% say they should lead social change²

¹ Ipsos, Most Trusted professions 2020
² Edelman, Trust Barometer February 2020

02 ENJOY CUSTOMER SUPPORT & LOYALTY

- Frustrated customers are demanding change – using their voice, skill & wallet to be heard
- Vigilante & conscious consumers are exposing unethical Corporate behaviour
- 1 in 5 Australians have actively bought brands doing good, 1 in 5 have wilfully boycotted brands misbehaving³

³ Cavill + Co, Talking the Walk @ 2, 2019

03 ATTRACT & RETAIN BEST TALENT

- Half the workforce are Millennials - revolutionary, connected & values-driven
- Purpose over paycheque – CSR drives motivation, productivity & loyalty
- 2 out of 3 Australian Millennials say companies' only ambition is profit, 83% believe companies should measure societal impact⁴ yet 3 in 4 Australian Millennials believe Corporations have the greatest potential to solve society's problems⁵

⁴ Deloitte Millennial Study 2018
⁵ Deloitte Millennial Study 2018

04 CUT THROUGH THE NOISE

- In isolation, Australians are reflecting on what's important in life – people, planet, kindness, those that serve (ie teachers & nurses) are trending. Social issues will be high on the agenda - companies not part of the conversation will be perceived as irrelevant & out of touch
- Australians are hungry for positive, uplifting stories that give hope – emotive storytelling changes brain chemistry⁶
- Stories that align to values & consumer sentiment will cut through the noise

⁶ Paul Zak

05 IMPROVE PERFORMANCE, REDUCE RISK & SAVE MONEY

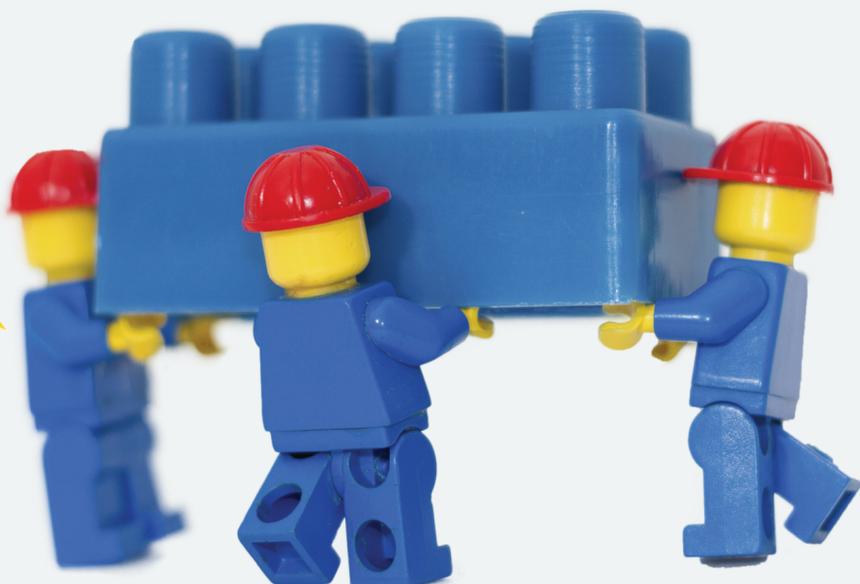
- CSR positively impacts market value & stock price. Stocks with strong corporate citizenship and reduced risk to climate & public backlash appeal to investors. 75% of professional investors evaluate a company's CSR performance prior to investing⁷
- Sustainability leaders outperform companies slow to embrace CSR⁸. McKinsey predicts scrutiny on governance, dividends & executive pay in coming months
- CSR can reduce costs. In 2019, General Mills reported a \$4.8M saving on 60+ energy reduction projects

⁷ Responsible Investment Association Trend Report 2016
⁸ Bloomberg and Goldman Sachs 2020

Increasing CSR investment and forging social sector partnerships in a recessionary world isn't just the **right** thing to do but the **smart** thing. It's time for uncommon behaviour, with a focus on the Common Good. Let's collaborate to restore our environment, our fire-ravaged towns, our communities. Let's unite to reverse species extinction and habitat degradation. Let's breathe new life into our economy, our social sector, **YOUR BUSINESS**. Let's rebuild Australia through partnerships.

"Trust in multilateralism and official institutions is crumbling...the world needs your leadership."

Larry Fink,
Chairman & CEO of
BlackRock



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Contiki, Pfizer to name a few. We also help Corporates and brands to communicate their CSR & Social Good through sharable, digestible content including infographics.

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