



# Moving CSR into the Mainstream: Challenges and Strategies

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# Moving CSR Into the Mainstream

## ◆ Key question:

– How to make CSR part of “mainstream business”?

- Sales and Marketing
- HR
- Purchasing
- Finance

## ◆ Challenges and Strategies



# Challenges

## ◆ Challenges

- Prohibitive cost structure
- Difficult to differentiate products
- Inadequate information about CSR market
- Organizational structure and cultural biases
- Unsupportive enabling environment

## ◆ Strategies to Respond to Each



# Cost Structure

## ◆ Strategies

- Technology innovation
  - Citigroup “Access Account”
- New distribution channels
  - Arvind “Ruff and Tuff” jeans
- Partnerships to change market costs
  - National Insurance Task Force



# Product Differentiation

## ◆ Strategies

### – Certification

- Toys ‘R’ Us and SA8000

### – Cause-related marketing

- Avon’s “Breast Cancer Awareness”



# Information and Analysis

## ◆ Strategies

- “Learning Laboratories”
  - HP e-inclusion projects
- Market information brokers
  - Social Compact (retail industry)
    - Example: new data sources showed inner city market in Washington DC to be 70% larger than standard data sources



# Structure and Culture

## ◆ Strategies

- Align structure, reporting and incentives to support CSR activities
  - Safeco
  
- Build diversity into culture
  - Texaco



# Enabling Environment

## ◆ Strategies

- Collective action to change environment
  - Bay Area Council equity fund
- Partnerships with local organizations to build capacity and create change
  - Cisco Networking Academies





# For More Information

- ◆ Conversations with Disbelievers
  - [www.brodyweiser.com](http://www.brodyweiser.com)
- ◆ [www.conversations-with-disbelievers.net](http://www.conversations-with-disbelievers.net)
- ◆ Innovations through Partnership
  - [www.accountability.org](http://www.accountability.org)
- ◆ [www.winwinpartner.com](http://www.winwinpartner.com)



# Contact Information

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