

Corporate Social Responsibility (CSR) is the real deal.

No less an authority than Michael Porter, Professor of the Harvard Business School and a leading expert on business competitiveness, has said, “.. CSR can be much more than a cost, a constraint, or a charitable deed – it can be a source of opportunity, innovation, and competitive advantage.”

An incredibly wide range of phenomena are driving the business advantages of CSR, from crowdsourcing to climate change, from ‘purple cows’ to productivity.

This presentation will discuss these converging forces and examine the business case for CSR.