

New Year, New CSR? What the Experts Say About 2015

Summary:

The CSR Food for Thought series is a weekly roundup of relevant news from around the Web, presented to you in one bite-sized blog post. Follow us on Twitter for CSR news and trends throughout the week: @VM_Solutions.

VolunteerMatch offers easy-to-use technologies for companies committed to making a difference - whether across the street or across the globe.

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Blog

CSR Food For Thought: New Year, New CSR? What the Experts Say About 2015

Eight CSR Trends to Watch Out For in 2015

In this Forbes article, Susan McPherson asked CSR experts to share their thoughts on what the field will look like in 2015. They predict new technologies for tackling social issues, shifts in the language we use when discussing CSR, and emphases on important and growing cause areas – to name a few. There's certainly a lot to consider – and to get excited for.

How to Make 2015 the Year of Corporate Social Responsibility

After looking at hundreds of corporate social responsibility (CSR) programs, FrontStream noticed four themes they believe will lead to an amazing new year in CSR. They include two of my personal favorites: Creating shared value and promoting skilled volunteering. Read the full post to find out the others.

Twitter Chat Recap: 2015 CSR Trends w/ PwC & Campbell Soup Co.

This week, TriplePundit joined representatives from PwC, PwC Foundation and Campbell Soup Company for a Twitter chat all about CSR in the New Year. If you're like me and missed the chat, don't worry. You can read all the tweets in this post from TriplePundit, as well as a short summary of the highlights.

Doing Good is Good for Business – Corporate Social Responsibility in 2015

In this blog post, Huffington Post tells us what so many of us already know: CSR is no longer just an option or an obligation – it's a central, critical strategy for a successful company. Using data from CECP's annual Giving in Numbers report, we're reminded that employee engagement is one of the greatest driving factors behind CSR. This internal CSR culture among companies will drive efforts forward in 2015.

Read the original post and more on our blog: Volunteering is CSR.

πηγή: justmeans

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