

3 Ways Businesses Show That They Care

As new businesses are cropping up on a daily basis, customers have grown savvier in choosing not only the best business for the products they want, but those that are also helping the wider world. That's why corporate social responsibility has become so popular and brands are constantly trying to show customers ways in which they are able to benefit the individual as well as the greater good.



Source: [Pixabay](#)

Environmental Commitments

The most obvious way of showing dedication to the planet is to literally show dedication to the planet. Whether this is attempting to go carbon neutral, switching out single-use plastic for other alternatives, or ensuring that the means of production aren't damaging to the environment. Toy brand Lego

has already committed to running on renewable energy, while Toyota has led the charge for electric and hybrid cars. McDonald's power their lorries with used cooking oil, while [Starbucks has been using sustainable packaging for years](#) and have a strong environmental commitment.

Helping the Community

Helping the community is another way that brands can show they care about people. Fashion brand Toms donates a pair of shoes for every pair bought from them, while Fairtrade has partnered with dozens of brands to bring products to market that pay fairly and equitably across the entire supply chain. Even the Coca-Cola Foundation has worked to give back \$820 million since 1984 to the community, showing their commitment to using a platform for good. Although, even just [offering loyal customers a special offer every now and then](#) can show a dedication to certain customers to make them feel valued. After all, charity starts at home and can benefit those locally.



Source: [Pixabay](#)

Helping Employees

How a company treats its employees can also affect consumer decisions. UK department store giant John Lewis & Partners give each employee (or partner) a small share of the business via a bonus. This not only improves morale and productivity but adds to the feeling of community within the business. Nike has been known to provide strong benefits at work, as well as a commitment to fair pay. They even offer help for sick relatives and new parents. Accenture has a commitment to diversifying its staff, with a goal of 40% of its global workforce being women by 2020. Unilever UK and Ocado have no gender pay gap – and indeed have a deficit for the male workers due to the seniority of roles held by women.

The three main areas of corporate social responsibility mentioned are in no way exhaustive, but all culminate in creating a strong impression to customers that they are

forward-thinking and determined to make the world a better place through their position and platform as a successful business. Each area can influence a customer's shopping habits and can sometimes make or break a brand. Indeed, it's beneficial for businesses, [too, as studies have found that companies that give back](#) are actually more set to gain as well.