




KARENKRAKOWITZER
PHILANTHROPISE™

Advancing Business Objectives through Meaningful Social Investment Strategy

Presentation by: Karen Krakowitzer
- Karen Krakowitzer Consulting -

Corporate Social Investment/ CSI



- Core purpose
 - Reduce negative impact of business
 - Improve living conditions
 - Quality environment
- CSI strives to:
 - Make impact
 - Do good
 - Leave a legacy
 - Achieve bottom line gains



CSI Continued..

- The potential of CSI
 - Improve reputation
 - Improve labour conditions and pipeline
 - Reduce socio-economic risks in the external environment
 - Grant a social license to operate – better community relations
 - Build relationships with stakeholders:
 - Trust: consumers
 - Loyalty: employees
 - Engagement: investors
 - Increase company profits
 - Taxation/ B-BBEE incentives
- The challenge of CSI
 - Linking a tangible outcome like ‘company profit’ to the abstract developmental variables often related to CSI

CSI Continued..

- Missed opportunities of the past
 - Measuring investment
 - Awareness of positive local impact
 - Communicating impact to stakeholders
 - Justification for CSI spend
- The key to meaningful social investment
 - Understanding that it is an investment with tangible benefits, and not merely pure expenditure

Properly Planned CSI and B-BBEE

- Government priorities
- Alignment with products and services
- Community engagement and needs assessments
- Partnerships
- Longer periods of commitment
- Beginning with the end in mind
- Intervention selection
- Involvement of customers, suppliers, stakeholders, employees
- Improvement of your candidate brand
- Communication/ visibility
- Shared learnings
- Measurement of impact
- Alignment of CSI and B-BBEE

Opportunities

- An approach
 - Case study
- Specific opportunities
 - Assistance in developing (and possibly implementing) a CSI strategy that looks to maximise ROI
 - Calculating SROI
 - Consolidating CSI and B-BBEE spend in a few, larger social causes, where possible

Wrap Up

karen@krakowitz.co.za
082 943 8687

Questions and Answers
Thank You

