

The business case for companies to do social good

64% of consumers globally buy, choose, or avoid brands based on their personal beliefs about what's going on in society, and more than half are more likely to buy from brands which combat climate change, or promote racial or economic equality (Edelman Trust

46% of all consumers and 51% of millennial consumers say they pay close attention to a company's efforts to be socially responsible when deciding to buy something (Markstein,

45% of consumers identify as Purpose-Driven Consumers, meaning they seek products and services that align to their values (IBM, 2024)

CSR programmes can raise company profitability by as much as 21% and decrease staff turnover by as much as 57%, at the same time as making existing employees more productive by up to 21% (Project ROI, 2025)

Hark

Thank you

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