

TRANSFORMATIONAL CSR CONTINUUM



Sustainability mega-trends are changing the context in which business can compete and thrive. Through global research CBSR has documented how leading companies are shifting their approach to corporate social responsibility in response to these macro forces. They are evolving their CSR strategies to become more transformational in their sectors, value chains, markets and regions.

The following is a continuum of how CSR models are transitioning to become more transformational. See the [Transformational Qualities](#) for details of this new CSR philosophy. See [Case Studies](#) for examples of transformation in action. See the [Transformational Company Roadmap](#) for a 3-step process to catalyze transformation in your company.



	TRADITIONAL CSR	MANAGED CSR	TRANSFORMATIONAL CSR
Objective	<ul style="list-style-type: none"> Incremental footprint reduction Giving back to society 	<ul style="list-style-type: none"> Improve social and environmental performance 	<ul style="list-style-type: none"> Societal value creation
Approach	<ul style="list-style-type: none"> Operational efficiency Philanthropy Screening 	<ul style="list-style-type: none"> Measure, set goals and targets on material CSR impacts 	<ul style="list-style-type: none"> Sustainable business model Whole of enterprise Collaboration
Assumptions	<ul style="list-style-type: none"> Business as usual growth will continue External environment will stay the same Resources are infinite Customers are not interested in sustainability 	<ul style="list-style-type: none"> Compliance and reputation are top priorities 	<ul style="list-style-type: none"> Business as usual growth not guaranteed Mega-trends are reshaping external environment Resources are constrained Customers want better, healthier and more efficient options.