



**jedlangdon** Really enjoyed my first **#commschat** tonight. Great chatting about the role of **#csr** and **#sustainability** in modern business -9:04 PM May 16th, 2011



**malscovil** thanks **@Commschat** ... so fun. Great to meet you all, please find me over at <http://www.leapcr.com/> if interested in connecting. **#commschat** -9:03 PM May 16th, 2011



**EmLeary** RT **@neilcomm**: **@jedlangdon** Exactly. Imagination. No much is said about the need for creativity in CSR. It's often grey and samey. **#CommsChat** -9:03 PM May 16th, 2011



**jgombita** **@DiegoMI82** **@GnosisArts** don't have a problem with "marketing PR." I have a problem with PR being limited to (and under) marketing. **#commschat** -9:03 PM May 16th, 2011



**Rachel B Berry** RT **@Communicatomag**: RT **@malscovil**: Bold prediction: "CSR" will die...purpose will be integrated into every company on the planet. Just like profit. **#commschat** -9:03 PM May 16th, 2011



**BenjaminEllis** RT **@malscovil**: Bold prediction: In next decade, "CSR" will die...purpose will be integrated into every company on the planet. Just like profit. **#commschat** -9:03 PM May 16th, 2011



**BenjaminEllis** **@malscovil** **@brandguardian** I really hope so. **#commschat** -9:03 PM May 16th, 2011



**Communicatomag** thanks Molly **#commschat** -9:03 PM May 16th, 2011



**CommsChat** A final thought **@malscovil** In next decade, "CSR" will die...purpose will be integrated into every company. Just like profit. **#commschat** -9:03 PM May 16th, 2011



**brandguardian** **@malscovil** Is that really so bold? I'd say it's a given. Thanks for your comments & good to meet you. **#commschat** -9:03 PM May 16th, 2011



**BeyondBamboo** **@CommsChat** Great thanks - good to see CSR as a comms topic on here! **#csr** **#commschat** -9:03 PM May 16th, 2011



**jedlangdon** **@malscovil** I really hope your prediction does come true :) **#commschat** -9:02 PM May 16th, 2011



**Communicatemag** RT **@malscovil**: Bold prediction: "CSR" will die...purpose will be integrated into every company on the planet. Just like profit. **#commschat** -9:02 PM May 16th, 2011



**CommsChat** Thanks everyone for contributing - the transcript will be going up soon. Keep an eye on [www.commschat.com](http://www.commschat.com) for next week details. **#commschat** -9:02 PM May 16th, 2011



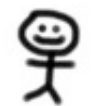
**brandguardian** RT **@malscovil**: Bold prediction: In next decade, "CSR" will die...purpose will be integrated into every company on the planet. Just like profit. **#commschat** -9:02 PM May 16th, 2011



**BeyondBamboo** CSR as company culture + 6.Make it fun 7.make it easy 8.embed in appraisals **#commschat** -9:02 PM May 16th, 2011



**igombita** **@davidcoethica** my niece inspired ME to dedicate a blog post to her! <http://ow.ly/4VSYV> (she's off to uni this September) **#commschat** -9:02 PM May 16th, 2011



**neilcomm** Right, night everyone. Off to watch Adam Curtis on BBC 2. Bye! **#CommsChat** -9:01 PM May 16th, 2011



**BeyondBamboo** CSR as company culture 4.show biz innovation eg supply chain as CSR 5.share success ! **#commschat** -9:01 PM May 16th, 2011



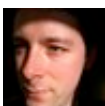
**CommsChat** Ok, I think that's all we have time for tonight - thank you to **@MalScovil** for a really interesting discussion! **#commschat** -9:01 PM May 16th, 2011



**malscovil** Bold prediction: In next decade, "CSR" will die...purpose will be integrated into every company on the planet. Just like profit. **#commschat** -9:01 PM May 16th, 2011



**DiegoMI82** RT **@jedlangdon**: **@CommsChat** In fact, according to this, having fun is one of the most important tips to living sustainably: <http://bit.ly/gaBMaX> **#commschat** -9:01 PM May 16th, 2011



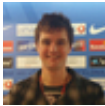
**adamcranfield** **#commschat** how many people do large corps employ to manage CSR? (I mean as sole responsibility) -9:01 PM May 16th, 2011



**jedlangdon** RT **@RobertPickstone**: **@commschat** Rather than making doing



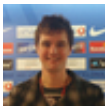
good a choice, build it into roles and processes [#commschat](#) -9:00 PM May 16th, 2011



[jedlangdon @neilcomm](#) Absolutely, its the old carrot and stick dilemma... [#commschat](#) -9:00 PM May 16th, 2011



[BeyondBamboo](#) CSR as a part of company culture 1: link to biz goals & values 2. create role models 3. thank peo + [#commschat](#) -9:00 PM May 16th, 2011



[jedlangdon @CommsChat](#) In fact, according to this, having fun is one of the most important tips to living sustainably: <http://bit.ly/gaBMaX> [#commschat](#) -8:59 PM May 16th, 2011



[davidcoethica @jgombita](#) Only takes one inspired bold person to act that changes the world :) [#commschat](#) -8:59 PM May 16th, 2011



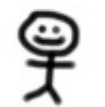
[jgombita @davidcoethica @CommsChat](#) in addition to letting her see the world & help build schools, it has changed her outlook/perspective. [#commschat](#) -8:59 PM May 16th, 2011



[DiegoMI82 @GnosisArts](#) actually I was saying to include PR in a marketing plan. ROI about PR? not straight but few indicators can measure it [#commschat](#) -8:59 PM May 16th, 2011



[CommsChat @malscovil](#) think celebration and gratitude extremely important here - and often overlooked. [#commschat](#) -8:58 PM May 16th, 2011



[neilcomm @jedlangdon](#) Exactly. Imagination. No much is said about the need for creativity in CSR. It's often grey and samey. [#CommsChat](#) -8:58 PM May 16th, 2011



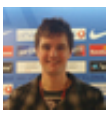
[jgombita @davidcoethica @CommsChat](#) I'm thinking of my niece, who was inspired by [@CraigKeilburg](#). Did 2 trips (Kenya, Ecuador) with group. [#commschat](#) -8:57 PM May 16th, 2011



[SteveKuncewicz](#) RT [@Communicatemag](#): sadly there's more than a handful of FTSE250 CEOs who have the sole reason of setting CSR agenda as getting their CBE earlier [#commschat](#) -8:57 PM May 16th, 2011



[CommsChat](#) RT [@malscovil](#): CSR as a part of culture 1. Dont force it. 2. Integrate healthy competition. 3. Weave in skills and team-building. [#commschat](#) -8:56 PM May 16th, 2011



**jedlangdon @CommsChat** Sustainability can definitely be both fun and inspiring. All it requires is some imagination [#commschat](#) -8:56 PM May 16th, 2011



**EmLeary RT @RobertPickstone: @commschat** Rather than making 'doing good' a choice, build it into roles and processes [#commschat](#) -8:56 PM May 16th, 2011



**malscovil** CSR as a part of company culture... 4. Make it easy and social. 5. Celebrate impact (v important). 6. Say thank you to staff. [#commschat](#) -8:56 PM May 16th, 2011



**EmLeary RT @londoncharlotte: @BeyondBamboo @EmLeary** Agreed. Consumers see through greenwash. [#commschat](#) -8:56 PM May 16th, 2011



**BeyondBamboo RT @RobertPickstone: @commschat** Rather than making doing good a choice, build it into roles and processes [#commschat](#) -8:56 PM May 16th, 2011



**BeyondBamboo @londoncharlotte @BeyondBamboo @EmLeary** Exactly exciting times ahead esp w. Social Enterprises leading new biz models [#csr](#) [#commschat](#) -8:55 PM May 16th, 2011



**CommsChat @jgombita** sure. long-term impact is always going to be preferable. but fun doesn't nec=short-term. [#commschat](#) -8:55 PM May 16th, 2011



**RobertPickstone @commschat** Rather than making 'doing good' a choice, build it into roles and processes [#commschat](#) -8:55 PM May 16th, 2011



**Keith126 RT @malscovil:** CSR as a part of company culture...1. Don't force it. 2. Integrate healthy competition. 3. Weave in skills and team-building. [#commschat](#) -8:55 PM May 16th, 2011



**BeyondBamboo RT @londoncharlotte:** Love how [@gnosisarts](#) & [@DiegoMI82](#) are having a side argument about PR vrs marketing. [#commschat](#) -8:54 PM May 16th, 2011



**londoncharlotte @BeyondBamboo @EmLeary** Agreed. Consumers see through greenwash. [#commschat](#) -8:54 PM May 16th, 2011



**davidcoethica @jgombita** ahh but even a superficial one off can offer tangible benefit to society, and possible learning to better practice - [#commschat](#) -8:54 PM May 16th, 2011



**BeyondBamboo @londoncharlotte @EmLeary @BeyondBamboo** Yet many big comps hav been doing it wrong for yrs.Now waking up,or catching up!  
[#commschat](#) -8:54 PM May 16th, 2011



**malscovil** CSR as a part of company culture...1. Don't force it. 2. Integrate healthy competition. 3. Weave in skills and team-building. [#commschat](#) -8:53 PM May 16th, 2011



**londoncharlotte** Love how [@gnosisarts](#) & [@DiegoMI82](#) are having a side argument about PR vrs marketing. [#commschat](#) -8:53 PM May 16th, 2011



**jgombita @CommsChat** that would be ideal. But if I had to choose between a one-off fun thing and inspiring for the longer term.... [#commschat](#) -8:52 PM May 16th, 2011



**BeyondBamboo @londoncharlotte @BeyondBamboo @EmLeary** Exactly! The recession has highlighted comps doing it for PR vs biz as usual  
[#commschat](#) [#commschat](#) -8:52 PM May 16th, 2011



**londoncharlotte** RT [@EmLeary](#): [@BeyondBamboo](#) True, but sustainability & ££ arent mutually exclusive. Possible to be frugal, profitable & ethical  
[#commschat](#) -8:52 PM May 16th, 2011



**gnosisarts @DiegoMI82** You really don't want PR to be subsumed under mktg, b/c then ur really going 2 have to demonstrate ROI, lol [#commschat](#) -8:52 PM May 16th, 2011



**EmLeary @londoncharlotte @beyondbamboo** Yes part of overall biz plan and every project short and long term from early planning [#commschat](#) -8:52 PM May 16th, 2011



**CommsChat @jgombita** can't it be both fun and inspiring? [#commschat](#) -8:51 PM May 16th, 2011



**londoncharlotte** RT [@jgombita](#) would work less on the "fun and easy" & inspire by detailing potential (positive) outcomes for a greater good.  
[#commschat](#) -8:51 PM May 16th, 2011



**malscovil** Ah...CSR being fun, easy and a part of company culture. My fav topic. I wake up thinking about this... [#commschat](#) -8:51 PM May 16th, 2011





**EmLeary @BeyondBamboo @commschat** True, but sustainability & ££ aren't mutually exclusive. Possible to be frugal, profitable and ethical





 **#commschat** -8:50 PM May 16th, 2011


 **brandguardian @adamcranfield** Of course. It's the company's responsibility to stop that inertia though. :) **#commschat** -8:50 PM May 16th, 2011


 **jgombita @CommsChat** I would work less on the "fun and easy" and inspire by detailing potential (positive) outcomes for a greater good. **#commschat** -8:50 PM May 16th, 2011


 **davidcoethica @CommsChat** build it into the biz commercial objectives, be innovative & agreed by all primary stakeholders – everybody happy :) **#commschat** -8:50 PM May 16th, 2011


 **londoncharlotte @BeyondBamboo @EmLeary** It should be a core part of business, not an add on that you can drop in "tough times" **#commschat** -8:50 PM May 16th, 2011


 **malscovil** No doubt, CEOs have some vanity – it looks good to run a 'good' company. A bit of enlightened self-interest. I'm ok with that. **#commschat** -8:49 PM May 16th, 2011


 **EmLeary @Communicatemag** 'Sole reason' a bit harsh, no? Good PR always a driver, but not always the only one **#commschat** -8:49 PM May 16th, 2011

 **gnosisarts @DiegoMI82** Oh boy, not this argument again. Is PR a function of Mktg. cc **@jgombita #commschat** -8:49 PM May 16th, 2011

 **CommsChat** Before we run out of time: how do you make doing good fun, easy and a part of company culture? And is that the key to success? **#commschat** -8:49 PM May 16th, 2011

 **jgombita** (You can read it later, **@DiegoMI82 @malscovil**) from **@billsledzik**'s blog vault: "What public relations is not..." <http://ow.ly/4VShJ> **#commschat** -8:48 PM May 16th, 2011

 **BeyondBamboo @EmLeary @CommsChat** True yet during recession many companies backing off sustainability/ PR. Focusing on £ only **#csr #commschat #commschat** -8:48 PM May 16th, 2011

 **brandguardian @Communicatemag** Agree. But those days are going. We, the public, and the employees, are far too informed & savvy now **#commschat** -8:48 PM May 16th, 2011



**BeyondBamboo** RT **@EmLeary**: **@CommsChat** It should be factored in wherever a project begins in the org. But obviously management lead by example **#commschat** -8:47 PM May 16th, 2011



**DiegoMI82** **@jgombita** tks 4 the recom. I'll read it later on. BTW My point was that PR could be considered one of the "marketing" discipline **#commschat** -8:47 PM May 16th, 2011



**EmLeary** **@CommsChat** Boardroom need to 'champion' sustainability **#commschat** -8:47 PM May 16th, 2011



**gnosisarts** **@jgombita** no, I didn't read it. I don't remember seeing it. Care you share the link? re: Mintzberg :) **#kaizenblog** **#commschat** -8:46 PM May 16th, 2011



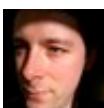
**davidcoethica** **@Communicatomag** Smaller biz struggle with seeing past 'survival' with traditional entrepreneurs not building into biz from start **#commschat** -8:46 PM May 16th, 2011



**EmLeary** **@CommsChat** It should be factored in wherever a project begins in the org. But obviously management lead by example **#CommsChat** -8:46 PM May 16th, 2011



**Keith126** **@londoncharlotte** agree if not backed by Exec it will never happen however most big projects such as **#sustainability** start at exec **#commschat** -8:45 PM May 16th, 2011



**adamcranfield** **#commschat** **@brandguardian** - I quite agree, I'm just talking about reality of corp environments in which my friends and i have worked! -8:45 PM May 16th, 2011



**neilcomm** **@malscovil** But can the CEO be too full on? Then CSR feels like a dictat rather than something the employees 'own'? **#CommsChat** -8:45 PM May 16th, 2011



**BeyondBamboo** **@malscovil** True CEO or another key Director needs to own CSR. Yet engaged staff help it to last **#commschat** **#csr** **#commschat** -8:45 PM May 16th, 2011



**gnosisarts** **@jgombita** hunh? Judy, you mistake me for someone educated. I can't even pronounce 'Mintzberg' **#commschat** -8:44 PM May 16th, 2011



**Communicatomag** sadly there's more than a handful of FTSE250 CEOs who have the sole reason of setting CSR agenda as getting their CBE earlier **#commschat** -8:44 PM May 16th, 2011



**CommsChat** RT [@malscovil](#): In our experience a company culture of giving a damn (aka CSR) does not work without the CEO leading. [#commschat](#) -8:44 PM May 16th, 2011



[jedlangdon](#) RT [@malscovil](#): In our experience with big brands a company culture of giving a damn (aka CSR) doesn't work without CEO leading [#commschat](#) -8:44 PM May 16th, 2011



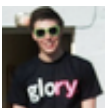
**BeyondBamboo** [@davidcoethica](#) [@CommsChat](#) Agree completely. Grass roots and top down approach is needed [#csr](#) [#commschat](#) [#commschat](#) -8:43 PM May 16th, 2011



[jgombita](#) [@GnosisArts](#) hello, friend! I think you read the Henry Mintzberg paper following a [#kaizenblog](#) chat, right? Did you like it? [#commschat](#) -8:43 PM May 16th, 2011



**malscovil** In our experience with big brands a company culture of 'giving a damn' (aka CSR) does not work without the CEO leading. [#commschat](#) -8:43 PM May 16th, 2011



[rymorgan](#) RT [@malscovil](#): NEW: 75% of UK workforce said employers should balance commercial success with engagement in CSR <http://bit.ly/kiAq5O> [#commschat](#) -8:43 PM May 16th, 2011



**CommsChat** [@malscovil](#) where does that engagement effectively start? c-suite? [#commschat](#) -8:42 PM May 16th, 2011



[jgombita](#) [@DiegoMI82](#) [@malscovil](#) not surprised. I see you have "marketing" in your Twitter bio. Reco to read [@billsledzik](#)'s blog post about. [#commschat](#) -8:41 PM May 16th, 2011



[jedlangdon](#) [@CommsChat](#) I believe so. Without buy-in at the highest level it would be tough for sustainability initiatives to succeed [#commschat](#) -8:41 PM May 16th, 2011



[londoncharlotte](#) RT [@malscovil](#): 75% of UK workforce said employers should balance commercial success with engagement in CSR <http://bit.ly/kiAq5O> [#commschat](#) -8:41 PM May 16th, 2011



[brandguardian](#) [@CommsChat](#) Should be seen to be adopted from the top, but again, only works if this is genuine & not box-ticking. [#commschat](#) -8:41 PM May 16th, 2011



**CommsChat** [@jgombita](#) leadership team, I should think. [#commschat](#) -8:40 PM May 16th, 2011





PM May 16th, 2011



**malscovil** NEW: 75% of UK workforce said employers should balance commercial success with engagement in CSR <http://bit.ly/kiAq5O>  
**#commschat** -8:40 PM May 16th, 2011



**londoncharlotte** Good idea RT **@AlexDigirati**: What about crowdsourcing the best ideas for **#sustainability?** **#commschat** -8:40 PM May 16th, 2011



**davidcoethica** **@CommsChat** Need to start at board & with grassroots employees – both directions are essential **#commschat** -8:40 PM May 16th, 2011



**DiegoMI82** **@malscovil** **@jgombita** as far as I am concerned PR is part of the marketing mix. **#commschat** -8:40 PM May 16th, 2011



**jgombita** **@CommsChat** boardroom as in external board or boardroom as in leadership team? (Second would be particularly important, methinks.)  
**#commschat** -8:40 PM May 16th, 2011



**brandguardian** **@adamcranfield** U always get shirkers :) I think you may underestimate how meaningful employment matters. It's a sad world if not  
**#commschat** -8:39 PM May 16th, 2011



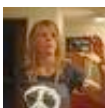
**AlexDigirati** What about crowdsourcing the best ideas for **#sustainability?**  
**#commschat** -8:39 PM May 16th, 2011



**londoncharlotte** **@CommsChat** To an extent. Maybe not start there but must be backed from there. **#commschat** -8:39 PM May 16th, 2011



**CommsChat** Since internal culture is cropping up, should sustainability policies start in the boardroom? **#commschat** -8:38 PM May 16th, 2011



**evamaierhofer** **@jgombita** I don't see it as a lecture just don't want to write my comments when someone else already wrote the same **#commschat** -8:37 PM May 16th, 2011



**gnosisarts** Checking into commschat since my pal **@jgombita** 's here  
**#commschat** -8:37 PM May 16th, 2011



**neilcomm @malscovil** The IR benefits are a bonus though. If IR is the fundamental reason, you wonder if the co will 'live' those values  
**#CommsChat** -8:37 PM May 16th, 2011



**jgombita @malscovil** PR and marketing are different disciplines, although they can happily work in tandem towards similar company goals.  
**#commschat** -8:36 PM May 16th, 2011



**londoncharlotte** CSR/volunteering great for staff morale. Engaged staff = productive staff. Good news all round. **#commschat** -8:36 PM May 16th, 2011



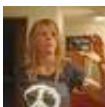
**brandguardian @londoncharlotte** I've seen it make or break recruiting key employees. Businesses need to catch up with how we choose to live IRL  
**#commschat** -8:35 PM May 16th, 2011



**CommsChat** Tricky not to care about \$2.7 trillion, I'd imagine **@malscovil**  
**#commschat** -8:35 PM May 16th, 2011



**jgombita** Just checking: are we having a discussion or simply listening to a lecture? **#commschat** -8:35 PM May 16th, 2011



**evamaierhofer** Loving the discussion of CSR in **#commschat** - possibly an exam about that tomorrow! -8:35 PM May 16th, 2011



**adamcranfield #commschat** I'm not a meanie, but I wd like to see the proof in anonymous staff surveys! Many view work CSR trips as a 'jolly!' -8:35 PM May 16th, 2011



**malscovil @jgombita** -right indeed it's PR \*and\* marketing...CSR impacts your brand and reputation...and therefore demand for your products.  
**#commschat** -8:35 PM May 16th, 2011



**AlexDigirati** Ethical funds are a great example **@malscovil!** **#commschat** -8:34 PM May 16th, 2011



**londoncharlotte @adamcranfield** Very cynical! **#commschat** -8:34 PM May 16th, 2011



**EmmaDonaldson** RT **@CommsChat**: What is the potential impact of engaging employees through volunteering and charitable activity on HR; PR; CR; and IR? **#commschat** -8:34 PM May 16th, 2011



**malscovil** Investor Relations and CSR: \$2.7 trillion in Socially Responsible Investment funds (10% of AuM in US) – CEO's care about that. [#commschat](#) -

8:33 PM May 16th, 2011



**brandguardian @jgombita** Favoured for later [#commschat](#) -8:32 PM May 16th,

2011



**jgombita RT @brandguardian**: Employees need to be part of the CSR process. It's internal culture first & foremost. Lip-service alone doesn't cut it. Proof? [#commschat](#) -8:32 PM May 16th, 2011



**CommsChat RT @malscovil**: adamcranfield...great point...not as high :) CSR isn't the panacea...it's "part" of the future of company culture. [#commschat](#) -

8:32 PM May 16th, 2011



**adamcranfield #commschat** sceptical view: staff CSR projects tend to be taken by those who will soon leave the co. hence don't feel pressure to work hard ;) -8:32 PM May 16th, 2011



**brandguardian @RobertPickstone** It can't come soon enough. I've been working towards this for years! [#commschat](#) -8:32 PM May 16th, 2011



**BeyondBamboo @adamcranfield #commschat** it does link highly. Yet not if you call it csr eg benefits, diversity, training, recycling all csr [#employees](#) -

8:31 PM May 16th, 2011



**malscovil** adamcranfield...great point...not as high :) CSR isn't the panacea...it's "part" of the future of company culture. [#commschat](#) -8:31 PM

May 16th, 2011



**AlexDigirati RT @londoncharlotte**: **@jgombita @Keith126** Use TweetChat – automatically hashtags & you can see the whole conversation

[#commschat](#) -8:31 PM May 16th, 2011



**jgombita @londoncharlotte @Keith126** I am. But am having a DM and some other conversations, so simultaneously in my regular account.

[#commschat](#) -8:31 PM May 16th, 2011



**londoncharlotte @brandguardian @adamcranfield** True – I'm ex HR Comms, & it is a core element for a lot of candidates/employees

[#commschat](#) -8:31 PM May 16th, 2011



**londoncharlotte @jgombita @Keith126** Use TweetChat – automatically hashtags & you can see the whole conversation [#commschat](#) -8:30 PM May 16th,

2011



**Keith126 @londoncharlotte** hmmm, think it depends on how much of a volunteer you are. I personally love volunteering then sat at desk!  
[#commschat](#) -8:30 PM May 16th, 2011



**brandguardian @adamcranfield** I think you'd be surprised how it would come. This isn't the 80's anymore. [#commschat](#) -8:30 PM May 16th, 2011



**BeyondBamboo @AlexDigirati @londoncharlotte @Keith126** vol does hav negatives. Tickbox charity wrk for some comps. Without engaging staff/charity [#commschat](#) -8:30 PM May 16th, 2011



**jgombita @Keith126** :-) I notice you didn't hashtag your comment. I guess the challenge is to engage staff on a volunteering level wanted.  
[#commschat](#) -8:29 PM May 16th, 2011



**londoncharlotte @adamcranfield** I'd say after the free fruit & coffee, before all the rest :) [#commschat](#) -8:29 PM May 16th, 2011



**brandguardian** Employees need to be part of the CSR process. It's internal culture first & foremost. Lip-service alone doesn't cut it. Proof?  
[#commschat](#) -8:29 PM May 16th, 2011



**jgombita @londoncharlotte @Keith126** agree with you. 21st-century (western) world so materialistic. We don't need so much stuff! [#commschat](#) -8:28 PM May 16th, 2011



**adamcranfield #commschat** wd love to know honestly where CSR ranks on the list of staff concerns next to quality of canteen, gym memb, free fruit, etc -8:28 PM May 16th, 2011



**malscovil** CR: Surprising how many companies/industries must meet new CSR requirements for tenders, RFPs, government funding, etc. [#commschat](#) -8:28 PM May 16th, 2011



**AlexDigirati @londoncharlotte @Keith126** Volunteering has no negatives, you just have to do it. [#commschat](#) -8:28 PM May 16th, 2011



**londoncharlotte @Keith126** The good side: where's the negative in volunteering? [#commschat](#) -8:27 PM May 16th, 2011



**jgombita @malscovil** I think you are confusing "marketing" with "PR." But



reputation, value & relationship building fits in well with CSR. [#commschat](#) -  
8:27 PM May 16th, 2011



[londoncharlotte](#) [@jgombita](#) [@Keith126](#) Part of me thinks tough: if this [#big society](#) stuff is to work, we have to do it. [#commschat](#) -8:26 PM May 16th, 2011



[malscovil](#) PR: Consumer brand matters...always has always will...in this world, product and "purpose" are married. [#commschat](#) -8:26 PM May 16th, 2011



[neilcomm](#) [@malscovil](#) Re HR - especially for brands with a largely Gen Y workforce apparently. [#commschat](#) -8:25 PM May 16th, 2011



[Keith126](#) [@londoncharlotte](#) totally agree - I'm just trying to decide which side I should come down on?? [#commschat](#) -8:25 PM May 16th, 2011



[BeyondBamboo](#) RT [@malscovil](#): "The 4 Magic Rs" of engaging employees in CSR: HR, PR, CR, IR [#commschat](#) -8:25 PM May 16th, 2011



[RobertPickstone](#) [@brandguardian](#) Lots of what's being mentioned won't be a choice. It will be required by law [#commschat](#) [#sustainability](#) -8:25 PM May 16th, 2011



[jgombita](#) [@londoncharlotte](#) [@Keith126](#) agreed. And there's some (grumpy) staff who don't want to be forced to volunteer. [#commschat](#) -8:25 PM May 16th, 2011



[BeyondBamboo](#) [#commschat](#) tonight on [#csr](#) ! [#green](#) [#community](#) [#charity](#) [#pr](#) -8:24 PM May 16th, 2011



[davidcoethica](#) RT [@DiegoMI82](#): following an interesting chat on [#CSR](#) with [@malscovil](#) at [#commschat](#) -8:24 PM May 16th, 2011



[jgombita](#) [@brandguardian](#) [@AlexDigirati](#) you're welcome. Also check out South Africa's King Reports <http://ow.ly/4VR61> (popular search topic) [#commschat](#) -8:24 PM May 16th, 2011



[DiegoMI82](#) following an interesting chat on [#CSR](#) with [@malscovil](#) at [#commschat](#) -8:23 PM May 16th, 2011





**malscovil** HR: A culture of CSR means more attractive employer brand, lower staff churn and more productive, happier people. **#commschat** -8:23 PM  
May 16th, 2011



**neilcomm** RT **@NickJefferson**: **@neilcomm** **@communicatemag** surely this is Primark? Totally unapologetic about how they achieve the low prices **#CommsChat** -8:23 PM May 16th, 2011



**CommsChat** RT **@jedlangdon** Absolutely. It is vital for sustainability to be integrated across a company, and not within one or two depts **#commschat** -8:23 PM May 16th, 2011



**AlexDigirati** **@neilcomm** Many companies lack leadership, unfortunately... **#commschat** -8:23 PM May 16th, 2011



**davidcoethica** **@malscovil** 5th R = Real **#commschat** -8:23 PM May 16th, 2011



**londoncharlotte** Surely **@Keith126** the benefits – paid time off to volunteer etc – is the key for employees, not costs. **#commschat** -8:22 PM May 16th, 2011



**jedlangdon** **@malscovil** Absolutely. It is vital for sustainability to be fully integrated across a company, and not within one or two depts **#commschat** -8:22 PM May 16th, 2011



**malscovil** "The 4 Magic Rs" of engaging employees in CSR: HR, PR, CR, IR **#commschat** -8:22 PM May 16th, 2011



**neilcomm** The Brand Democracy survey on the Big Society. Amid mass indifference it was employees who expected employers to take a lead. **#CommsChat** -8:21 PM May 16th, 2011



**londoncharlotte** RT **@malscovil**: 96% CEOs believe CSR/sustainability issues shld be fully integrated into strategy & ops (up from 72% in 07). **#commschat** -8:21 PM May 16th, 2011



**Keith126** Impact on employees is massive – corps will spend £m on CSR while culling staff – wheres the logic **#commschat** -8:21 PM May 16th, 2011



**Communicatemag** **@jedlangdon** **@malscovil** 11–12% is hi. Has Bloomberg said how much is through legislative rather than best practice changes **#commschat** -8:21 PM May 16th, 2011



**londoncharlotte** **@malscovil** My thought is more they don't sing loudly enough about what they do. Can change/consolidate brand reputation. **#commschat** -8:20 PM May 16th, 2011



**malscovil** 96% CEOs believe CSR/sustainability issues shld be fully integrated into strategy and operations (up from 72% in 07). Accenture **#commschat** -8:20 PM May 16th, 2011



**AlexDigirati** RT **@brandguardian**: RT **@jgombita**: (Read later) seminal 2002 paper Beyond Selfishness <http://ow.ly/4VQNn> (BEFORE economic meltdown) **#commschat** -8:20 PM May 16th, 2011



**jgombita** **#commschat** -8:20 PM May 16th, 2011



**londoncharlotte** **@malscovil** True - but suspect it's already here for many. **#commschat** -8:20 PM May 16th, 2011



**adamcranfield** **#commschat** for big corporates, the public find it hard to quantify/appreciate scale of 'doing good' - eg Bill Gates's philanthropy -8:19 PM May 16th, 2011



**brandguardian** **@jgombita** That looks interesting. Thanks! **#commschat** -8:19 PM May 16th, 2011



**jedlangdon** RT **@malscovil**: Bloomberg estimates environmental, social and governance (ESG) disclosure is growing at 11-12% annually. **#commschat** -8:19 PM May 16th, 2011



**neilcomm** **@Communicatemag** I've not seen any say so explicitly but if a brand emphasises low-cost/no-frills, it's between the lines isn't it? **#CommsChat** -8:19 PM May 16th, 2011



**malscovil** **@londoncharlotte** I agree...interestingly many large companies can't tell u their CSR budget b/c so integrated... **#commschat** -8:19 PM May 16th, 2011



**brandguardian** RT **@jgombita**: (Read later) seminal 2002 paper by Henry Mintzberg, et al. "Beyond Selfishness": <http://ow.ly/4VQNn> (BEFORE economic meltdown) **#commschat** -8:18 PM May 16th, 2011



**buddhamagnet** fascinating discourse! **#commschat** -8:18 PM May 16th, 2011



**CommsChat** What is the potential impact of engaging employees through volunteering and charitable activity on HR; PR; CR; and IR? [#commschat](#) -8:18 PM May 16th, 2011



**CommsChat** Ok, let's move on to discussing its impact on the employees you already have. [#commschat](#) -8:18 PM May 16th, 2011



**brandguardian** RT [@malscovil](#): Bloomberg estimates environmental, social and governance (ESG) disclosure is growing at 11-12% annually. [#commschat](#) -8:18 PM May 16th, 2011



**igombita** (Read later) seminal 2002 paper by Henry Mintzberg, et al. "Beyond Selfishness": <http://ow.ly/4VQNn> (BEFORE economic meltdown) [#commschat](#) -8:17 PM May 16th, 2011



**brandguardian** [@Communicatomag](#) Many financial services biz I work with now \*have\* to report on CSR responsibility as part of Annual Reporting. [#commschat](#) -8:17 PM May 16th, 2011



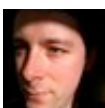
**malscovil** 2015 is an estimate combining disclosure with impact of online, video, twitter, blogs..."enterprise transparency" is coming, no? [#commschat](#) -8:17 PM May 16th, 2011



**Communicatomag** but at least we're honest and authentic about it? [#commschat](#) -8:17 PM May 16th, 2011



**Communicatomag** [@neilcomm](#) [@londoncharlotte](#) is there anyone creating a point of difference by saying we're not into corporate citizenship. [#commschat](#) -8:16 PM May 16th, 2011



**adamcranfield** [#commschat](#) online, video content must play a much bigger role IMO -8:16 PM May 16th, 2011



**malscovil** Bloomberg estimates environmental, social and governance (ESG) disclosure is growing at 11-12% annually. [#commschat](#) -8:15 PM May 16th, 2011



**Communicatomag** [@vinmccaffrey](#) [@malscovil](#) What's with 2015? [#commschat](#) -8:14 PM May 16th, 2011



**neilcomm** [@londoncharlotte](#) Corporates may be less inclined to lead with CSR now it doesn't create a point of difference. Everyone does it.



**#CommsChat** -8:14 PM May 16th, 2011



**malscovil @brandguardian** agree with sustainable profit model...a "for-purpose" world...where sustainability is integrated...not tacked on.

**#commschat** -8:14 PM May 16th, 2011



**vinmccaffrey RT @malscovil:** By 2015 everyone is going to know exactly what it's like to work at a company before they start. So company culture matters. **#commschat**

-8:13 PM May 16th, 2011



**Keith126** CSR – vital for corps to participate in – really hard for corp to demonstrate as they will always be slated as paying lip service **#commschat**

-8:13 PM May 16th, 2011



**CommsChat @malscovil** what do you think of **@londoncharlotte's** suggestion that csr will have to come to the comms forefront in green economy? **#commschat**

-8:12 PM May 16th, 2011



**londoncharlotte @malscovil** Based on ..... ? **#commschat**

-8:12 PM May 16th, 2011



**spirals #commschat** tonight on corporate social responsibility (CSR)

**@CommsChat** -coming from charity interesting to see corporate view

-8:11 PM May 16th, 2011



**malscovil** By 2015 everyone is going to know exactly what it's like to work at a company before they start. So company culture matters. **#commschat**

-8:10 PM May 16th, 2011



**leapcr** Join **@MalScovil** now for a CSR special with **@CommsChat**: How can a company culture of CSR help brands w/ recruitment? **#commschat**

-8:10 PM May 16th, 2011



**brandguardian @malscovil** Hi Malcolm and all :) IMHO The future of biz has to be around \*sustainable\* profit models that support all **#commschat**

-8:10 PM May 16th, 2011



**jgombita @malscovil** are you familiar with South Africa's King Reports? (Currently on **#3**.) CSR/sustainability legislated into all companies

**#commschat** -8:10 PM May 16th, 2011



**CommsChat RT @londoncharlotte:** Is that (ie not emphasising csr in comms) an outmoded approach in the greener economy? **#commschat**

-8:09 PM May 16th, 2011



**londoncharlotte** Is that an outmoded approach in the greener economy? **#commschat** -8:08 PM May 16th, 2011



**londoncharlotte** From experience client side, corporates aren't keen to lead on CSR in comms. They feel it distracts from "core" business **#commschat** -8:08 PM May 16th, 2011



**jgombita** **@Communicatomag** fingers crossed. (But I suspect **@tpemurphy** is currently "home" visiting the auld sod and offline.) **#commschat** -8:08 PM May 16th, 2011



**malscovil** Three keys: integrate CSR with learning and development, team building and career progression. And technology enable this... **#commschat** -8:07 PM May 16th, 2011



**Communicatomag** RT **@jgombita**: Hoping (Microsoft's) **@tpemurphy** can participate. --> lets hope he's seen the namecheck **#commschat** -8:07 PM May 16th, 2011



**adamcranfield** **#commschat** hi, as a digital consultant I have spent a lot of time on the CSR areas of big corp websites -eg recently Microsoft, Chevron, BP -8:06 PM May 16th, 2011



**jgombita** Hoping (Microsoft's) **@tpemurphy** can participate. (My **@prconversations** interview with him: <http://j.mp/id5j6K>) **#commschat** -8:05 PM May 16th, 2011



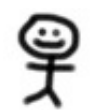
**malscovil** Many of us probably agree: the future is one where purpose beyond profit is a part of company culture. **#commschat** -8:05 PM May 16th, 2011



**malscovil** Our vision: bring together 1 million companies, 1 million charities and the planet's 1 billion employees to change the world. **#commschat** -8:04 PM May 16th, 2011



**CommsChat** So, let's get started. **@MalScovil**, how can a company culture of clear social responsibility help brands with recruitment? **#commschat** -8:03 PM May 16th, 2011



**neilcomm** Hi everyone. I'm Neil, editor of Communicate. **#CommsChat** -8:03 PM May 16th, 2011



**Communicatomag** **@malscovil** hi **#commschat** -8:02 PM May 16th, 2011





**CommsChat** This week, we're focusing on CSR. [@MalScovil](#) works to help businesses engage employees through corporate responsibility  
[#commschat](#) -8:02 PM May 16th, 2011



[malscovil](#) Thrilled to be here Molly et al [#commschat](#) -8:01 PM May 16th, 2011



**CommsChat** Hi everyone, I'm Molly, deputy editor of [@Communicatemag](#). Tonight we're delighted to welcome [@MalScovil](#) of [@LeapCR](#) to  
[#commschat](#) -8:00 PM May 16th, 2011



**CommsChat** How can we making doing good fun, easy and a part of company culture? And is making CSR a part of the culture the key to success? [#commschat](#) -7:58 PM May 16th, 2011



**CommsChat** What level of focus should there be on sustainability from the C-Suite? [#commschat](#) -7:58 PM May 16th, 2011



**CommsChat** What potential is there for large corporate organisations to combine skills development and community volunteering effectively?  
[#commschat](#) -7:57 PM May 16th, 2011



**CommsChat** What is the potential impact of engaging employees through volunteering and charitable activity on the 4Rs: HR; PR; CR; and IR?  
[#commschat](#) -7:57 PM May 16th, 2011



[londoncharlotte](#) Looking forward to tonight's session on CSR. Big topic - is an hour enough? [#commschat](#) -7:57 PM May 16th, 2011



**CommsChat** How can a company culture of clear social responsibility help brands with recruitment, particularly when it comes to graduates?  
[#commschat](#) -7:56 PM May 16th, 2011



**CommsChat** We'll be starting in about five minutes. The main areas up for discussion will follow over the next few tweets [#commschat](#) -7:56 PM May 16th, 2011



[malscovil](#) Excited for some stimulating CSR tweeting in about 5 minutes all... [#commschat](#) -7:55 PM May 16th, 2011



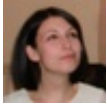
[mynewsdesk\\_uk](#) Looking forward to tonight's session on CSR [#commschat](#) -7:54 PM May 16th, 2011



**HelenMoore** RT **@CommsChat**: Tonight's chat on CSR will be kicking off in about 15 minutes. **#commschat** -7:49 PM May 16th, 2011



**CommsChat** Tonight's chat on CSR will be kicking off in about 15 minutes. **#commschat** -7:47 PM May 16th, 2011



**EmLeary** Nearly **#CommsChat** time - **#CSR** topic this week. -7:31 PM May 16th, 2011



**CurlyLinz** RT **@CommsChat**: Tonight's **#CommsChat** at 8 pm will focus on CSR. Amongst other issues, we'll be asking **@MalScovil** about sustainability in the C-Suite. -7:21 PM May 16th, 2011



**jgombita** RT **@CommsChat**: Tonight's **#CommsChat** focuses on CSR, including asking **@MalScovil** about sustainability in the C-Suite. **#csr** [3 p.m. NA ET] -5:19 PM May 16th, 2011



**paulhcomms** RT **@CommsChat**: Tonight's **#CommsChat** at 8 pm will focus on CSR. Amongst other issues, we'll be asking **@MalScovil** about sustainability in the C-Suite. -4:57 PM May 16th, 2011



**mrs\_gough** RT **@CommsChat**: Tonight's **#CommsChat** at 8 pm will focus on CSR. Amongst other issues, we'll be asking **@MalScovil** about sustainability in the C-Suite. -4:53 PM May 16th, 2011



**brandguardian** RT **@CommsChat**: Tonight's **#CommsChat** at 8 pm will focus on CSR. Amongst other issues, we'll be asking **@MalScovil** about sustainability in the C-Suite. -4:43 PM May 16th, 2011



**CommsChat** Tonight's **#CommsChat** at 8 pm will focus on CSR. Amongst other issues, we'll be asking **@MalScovil** about sustainability in the C-Suite. -4:42 PM May 16th, 2011



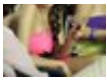
**CommsChat** Another topic for tonight's **#CommsChat** from 8pm: How can large corporates combine skills development and community volunteering effectively? -4:04 PM May 16th, 2011



**NhlanhlaKubeka** RT **@pgeorgieva**: 9 reasons why it's important for the **#PR** pros to be active online - <http://t.co/xGGCOEy> **#PRStudChat** **#SoMe** **#SM** **#CommsChat** -3:58 PM May 16th, 2011



**pgeorgieva** 9 reasons why it's important for the **#PR** pros to be active



online - <http://t.co/xGGCOEy> #PRStudChat #SoMe #SM #CommsChat -3:54 PM May 16th, 2011



**CommsChat** also on tonight's **#commschat**: What's the potential of engaging employees through volunteering and charitable activity on HR, PR, CR, + IR? -3:19 PM May 16th, 2011



**londoncharlotte** RT **@CommsChat**: How can a company culture of clear social responsibility help brands with recruitment? Something to consider before tonight's CSR **#commschat** -2:49 PM May 16th, 2011



**CommsChat** How can a company culture of clear social responsibility help brands with recruitment? Something to consider before tonight's CSR **#commschat** -2:45 PM May 16th, 2011



**davidcoethica** RT **@LeapCR**: Join LeapCR CEO **@MalScovil** tonight for a **#CSR** special of **#CommsChat**, pre-read now up at <http://bit.ly/juuUyc> /via **@CommsChat** -12:56 PM May 16th, 2011



**FelicityStewart** RT **@leapcr**: Join LeapCR CEO **@MalScovil** tonight for a CSR special of **#CommsChat**, pre-read now up at <http://bit.ly/juuUyc> /via **@CommsChat** -12:49 PM May 16th, 2011



**stephenellis** **#CommsChat** if interested in some more info on subject, here's a link to my paper (well, abstract), Beyond CSR <http://t.co/POcZESN> -11:43 AM May 16th, 2011



**stephenellis** Hope tonight's CSR **#CommsChat** mentions IBM's CSC program. Best strategy with demonstrable ROI <http://t.co/WuWVWgs> (former client) -11:38 AM May 16th, 2011



**aimee1986** RT **@commsabilities**: RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing CSR, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> -11:31 AM May 16th, 2011



**commsabilities** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing CSR, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> -11:01 AM May 16th, 2011



**malscovil** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing issues of CSR, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> -11:01 AM May 16th, 2011



**BOTTLESCOTT** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing issues of CSR, employee engagement and strateg... (cont) <http://deck.ly/~sDG6L> -10:45 AM May 16th, 2011



**neilcomm** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing **#CSR**, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> - 10:42 AM May 16th, 2011

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**JonClements** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing issues of CSR, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> - 10:20 AM May 16th, 2011

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**PRMediaBlog** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing issues of CSR, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> - 10:20 AM May 16th, 2011

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**StaniforthPR** RT **@CommsChat**: **#CommsChat** is tonight, 8pm! We'll be discussing issues of CSR, employee engagement and strategy with **@MalScovil** <http://bit.ly/I2N7ek> - 10:20 AM May 16th, 2011