CSR + Sustainability = Behavior Change That Works

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About WeSpire

A cloud-based employee engagement platform that helps companies get their employees to participate in sustainability, CSR, wellbeing and other critical corporate engagement initiatives and measures the business impact of those programs.
Based on behavioral science
Used by thousands of employees
Clients are expanding programs

Sustainability Projects

- Zero Waste
- Water Conservation
- Energy Efficiency
- Enviro Health
- Custom

NEW: CSR Projects

- Social Impact
- Community engagement
- Volunteering
- Giving
CSR Content Drives Engagement

Average 30-Day Engagement
Sustainability VS. Sustainability + CSR
CSR Content Drives Sustainability

Actions/User in Environmental Project

- Sustainability: 4.7
- Sustainability + CSR: 6.3
Hypotheses

• Increased engagement *for any reason* drives increased actions of all kinds

• CSR attracts *a more action oriented employee*, who then participates in sustainability projects

• Integrated programs *are a proxy for* other high performance indicators
Our Conclusion

If you want to see better environmental impact outcomes, expand your program to include social responsibility elements.