



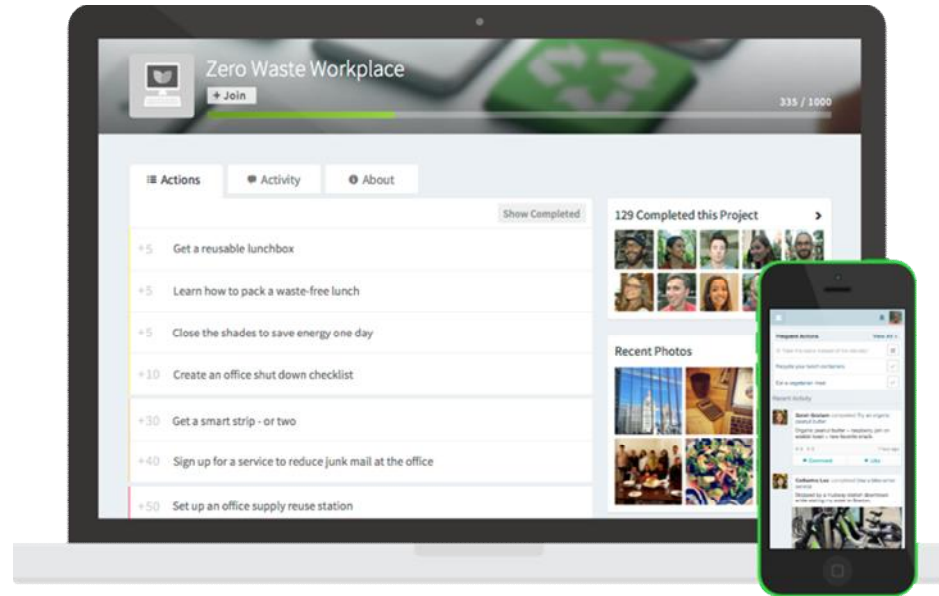
CSR + Sustainability =
Behavior Change That Works

Susan Hunt Stevens
Founder & CEO

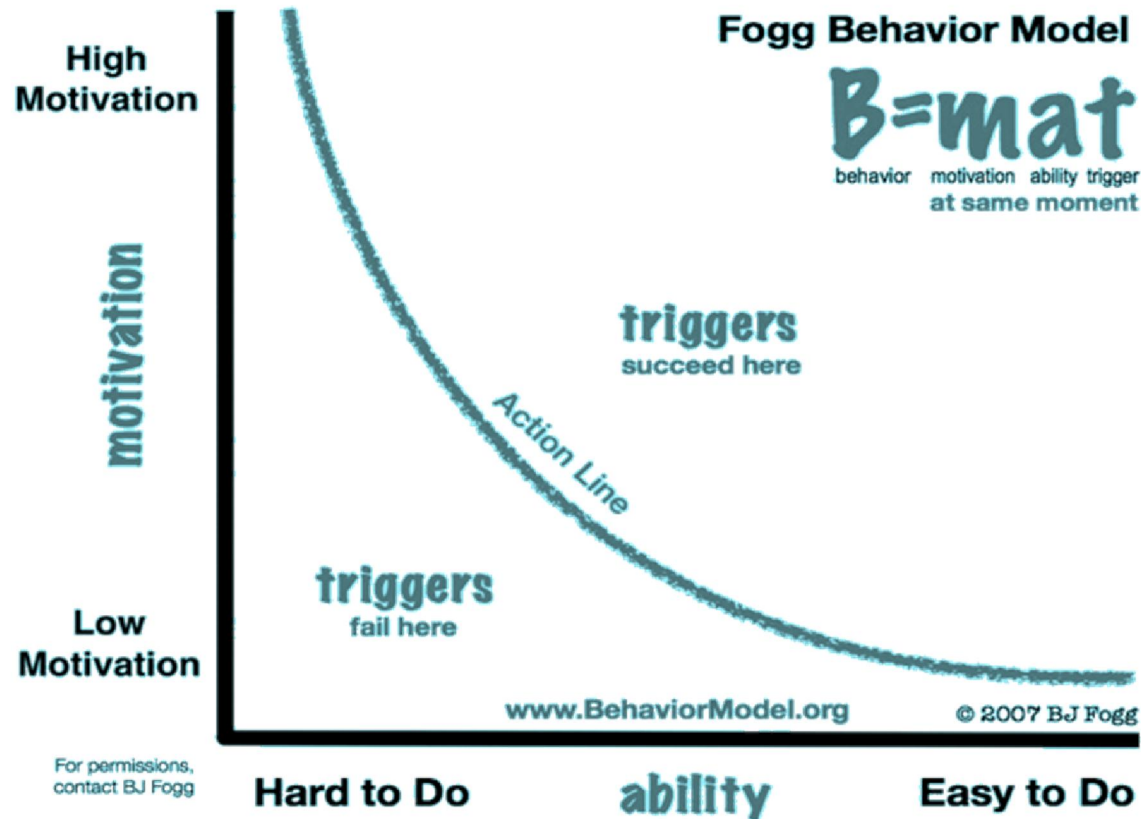
BECC, December 8, 2014
susan@wespire.com

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



info@wespire.com |
www.wespire.com

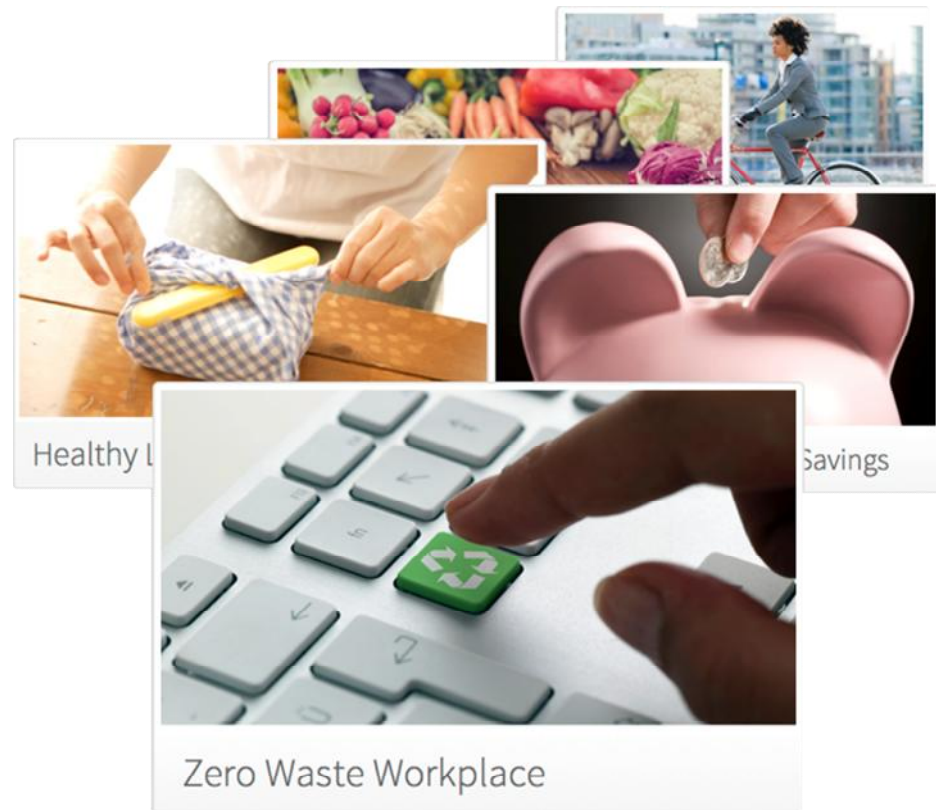
Clients are expanding programs

Sustainability Projects

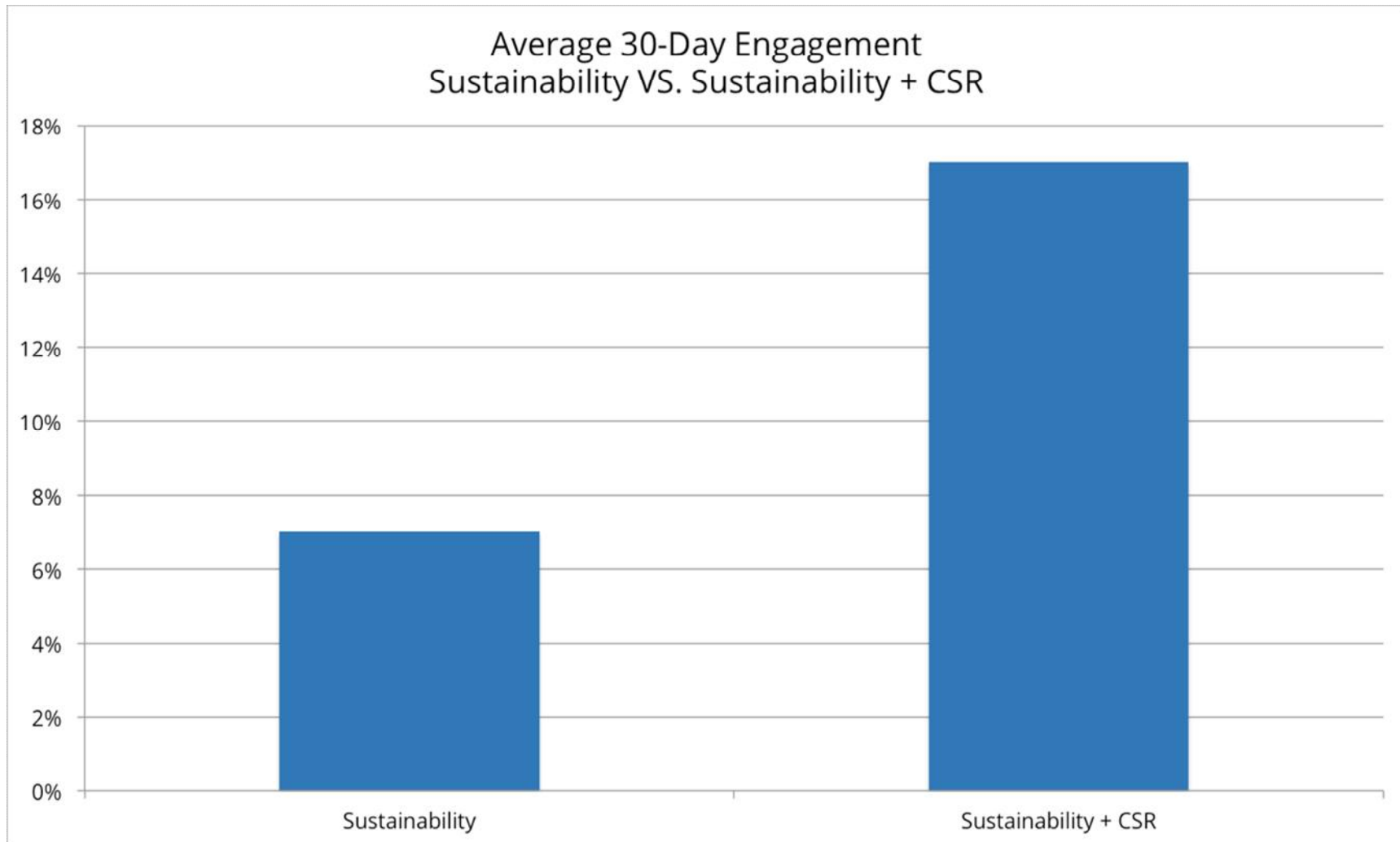
- Zero Waste
- Water Conservation
- Energy Efficiency
- Enviro Health
- Custom

NEW: CSR Projects

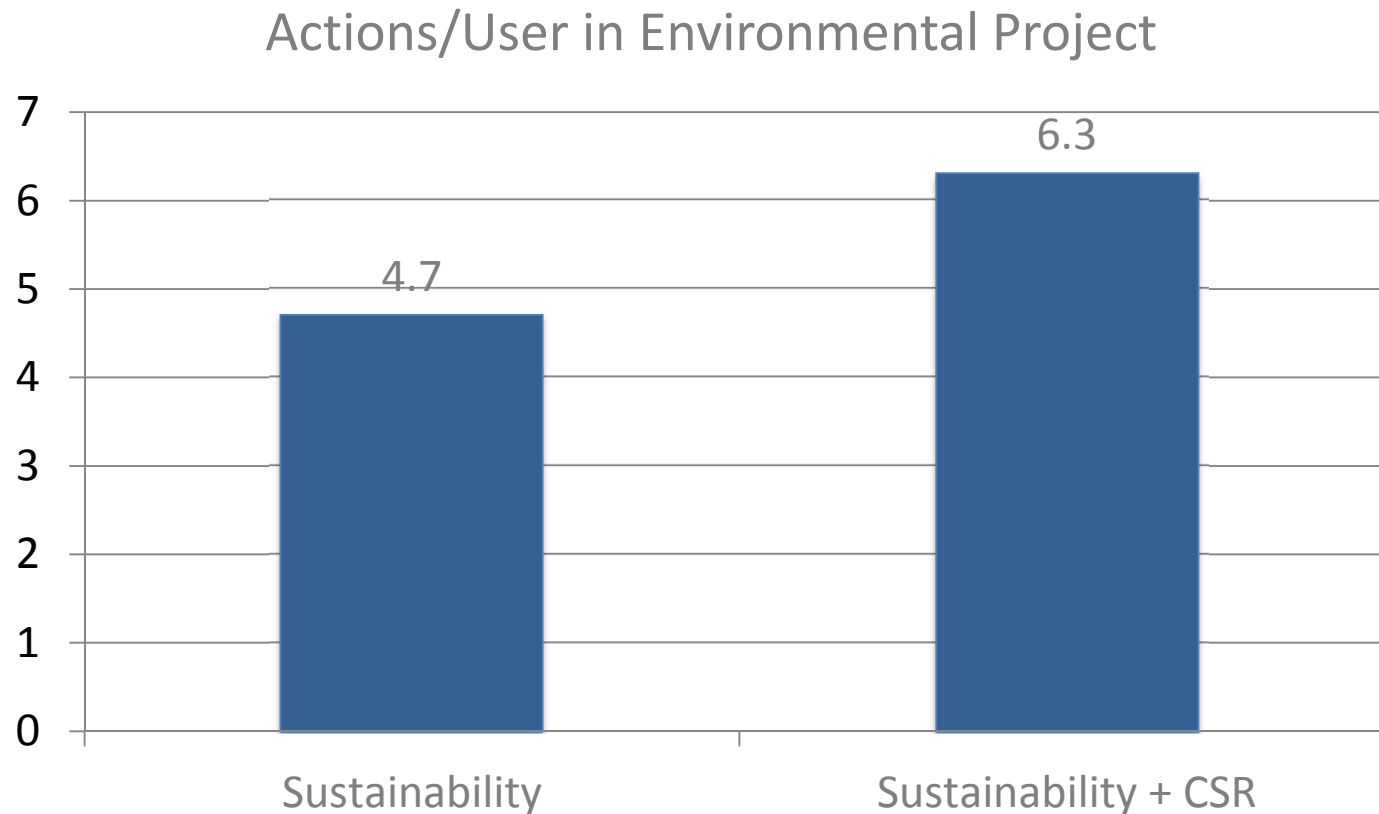
- Social Impact
- Community engagement
- Volunteering
- Giving



CSR Content Drives Engagement



CSR Content Drives Sustainability



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.