

Good corporate citizenship

How can enterprises better match their corporate giving to social needs? Why is doing good ultimately good for business, and what CSR challenges do you face?

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CSR is fast becoming a business unit of its own, especially for established corporations with a larger headcount as well as for industries with direct touch points with end-users. Futuristic Store Fixtures services a portfolio of fast-moving retail brands and many of our clients have strict protocols for CSR which further drives our CSR directives. We set aside an annual budget for CSR initiatives, which includes staff volunteering, events planning and execution with homes for the underprivileged and the medically needy, apart from upfront monetary contributions. Being socially responsible is part of our branding; we ensure that quality fixtures and services are delivered with a green conscience. Having CSR ingrained in our branding creates a culture of sharing and giving in the workforce. This encourages compassion within the workforce, not only towards the organisations we choose to adopt but also towards co-workers, which enhances social bonding, thus creating a more conducive working environment. Mobilisation of manpower for activities without disruption to employees' work and personal lives remains a challenge, along with the allocation of funds in tighter financial times.