Top 2019 CSR Trends

**Focus on Gen Z** – Companies hoping to attract Gen Z employees must offer them the opportunity to lead a life of impact. As consumers, this generation will continue to pressure companies to be more sustainable and ethical. (9x)

**Broad collaborations** – more companies will cross industry lines to work together to address social issues. New alliances will be formed and large scale partnerships will be established with B2B and government collaborations. (10x)

**Tech companies** – which have largely stayed in the environmental space will place a greater focus on CSR as they address important social issues such as privacy, fake news, cyberbullying and the impact of increased screen time. (6x)

**Alignment between CSR and procurement** – companies will dig deeper into what they buy and sell. Supply chain audits and ethically sourced product lines and packaging will become the standard. Consumers are looking beyond the surface to ensure that the products they buy are not causing harm. They are increasingly boycotting companies that fail to do their due diligence. (13x)

**Evaluating progress** – companies will invest in technology to demonstrate the social impact of their partnerships, products and programs. Smarter use of data through artificial intelligence will create more focused CSR strategies to help meet business goals. Social listening will enable companies to respond to concerns in real time and correct course. Diversity reports will take on increased importance. (9x)

**Authentic communication** – employees will become more involved in CSR initiatives by taking the lead using social media platforms to share stories at an individual level. Customers will hear how their purchases truly make a difference. There will be a move away from highly-branded content to authentic content that demonstrates a sense of purpose in corporate culture and business practices. (12x)