



ENTREPRENEURS™
F O U N D A T I O N

More Than Fluff: Tying Community Engagement to Business Goals

Sponsored by:



symantec™



What are we talking about?



Corporate Social Responsibility =

Corporate Citizenship =

Sustainability =

Triple Bottom Line



Companies consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations.



What does it look like?



Community
Engagement

+

The
Environment

+

Corp. Ethics
Governance/

+

Your
People

↑ Transparency ↑



Community Engagement within CC



Did You Know Your Program Can Do This?



- Provide a safe Internet experience for digital families



- Helping disadvantaged youth share their voice and make change in their communities
- Helping the social sector accomplish its mission