

Material 2.2.3m

MOTIVATION FOR CSR

We can identify two main motives for CSR:

1. Ethical motives (intrinsic)

Promoting social innovation, cohesion, inclusion and sustainability

2. Instrumental (extrinsic) motives

- to attract talent, increase employee engagement, motivation and satisfaction, and reduce employee retention, all of which would ultimately contribute to job performance and productivity.
- to enhance trust and support of consumers and investors in products and brands. This allows for creating a favorable reputation, increased sales, and the ability to charge a price premium for socially responsible and sustainable products.
- to reduce costs. For instance, the implementation of ecoefficiency or recycling measures leads to energy savings and reductions in waste and raw materials used.
- to achieve more effective management of environmental and social risks.
- to contribute to a company's competitiveness (Wickert & Risi, 2019, pp. 25-31).

An organization's performance on social responsibility can influence, among other things:

Competitive advantage

- Reputation
- The ability to attract and retain workers or members, customers, clients and users
- The maintenance of employee morale, commitment and productivity
- The perception of investors, owners, donors, sponsors and the financial community
- Relationships with companies, governments, the media, suppliers, peers, customers and the community in which it operates (ISO 26000)

There is not strong evidence on the relationship between increased profit and CSR.