

对公司与社区紧密联系的重视,便是企业社会责任的体现所在。它是那些愿意成为其所在社区积极向上的力量的公司企业的一种自愿选择。因此,联系社区是做企业社会责任活动的关键。

本书重点介绍了一系列通过联系社区企业贯彻执行其社会责任实践的方法,包括公众意识提升活动、研究、教育和为儿童提供辅导。很多公司的企业社会责任活动涉及儿童。国际社会日益认识到儿童呼声的重要性,因为儿童往往是社区中最容易接受改变并且最能够推进改变的社区成员。

在公司最高管理者及全体员工的支持下,很多公司企业正在减少短期的和一次性捐助的活动,代之以选择长期的计划和建立长期的合作伙伴关系。例如,本书描述的一个社区联系方法是与志愿服务配套的资助项目。这一项目根据该公司每一名员工自愿在学校提供服务的时间量决定向这些学校提供帮助的资金量。另一种方法是为保证筹集到的资金用于慈善捐助,由员工自己组织筹集资金活动。这些社区联系方法鼓励员工参与企业社会责任活动,根据他们提供志愿服务的多少进

Corporate social responsibility (CSR) embodies the recognition of the close ties between corporations and society and highlights the voluntary choice companies can make to be a positive force within their communities. Community outreach is thus a pillar of CSR.

This publication highlights a range of ways that companies are implementing socially responsible practices through community engagement. The various approaches include public awareness campaigns, research, education, and mentoring. Many initiatives involve corporate outreach to children. The international community is increasingly recognizing the importance of children's voices. Children are often the most adaptable members of a community and the most able to propel change.

Corporations also are decreasing short-term and single-donation initiatives and opting for long-term commitment to programs and partnerships, with support from top executives and from all employees. For example, one approach to community outreach described in this section is a volunteer-matching grant program. The program provides grants to schools according to the hours an employee spends volunteering in these schools. Another approach includes fundraising activities organized by employees to secure

行资助,使员工对自己提供的志愿工作有成就感。这样做的原因是,积极参与企业社会责任活动能够促进团队建设,同时强化社区意识,其结果是形成更好的企业文化。

日益加剧的经济与社会的挑战正在影响着不止一个社会部门,社会所有部门的通力合作是取得最有效解决方案所必须的。本书列举的事例介绍了那些公司企业如何利用自己的专长,同时和其它组织包括学校、非政府组织、志愿者群体结成合作伙伴关系,造福于社区。得益于非政府组织在社区工作中已有网络和公司企业特有资源的优势,这样的合作可扩大效果及影响。把非政府组织的知识经验和公司企业自己的专长结合在一起既能够改进现有的项目,又能开发出有创意的新项目。

本书抛砖引玉地向大家展示了社区发展服务的多种形式,期望通过介绍这些事例可以使大家更进一步地了解企业社会责任和社区联系,并激发这一领域的进一步变革。

funds for charitable donations. These approaches to community outreach encourage employee involvement in CSR and reward their commitment. Active participation encourages team building and stronger community awareness, which lead to a better business culture.

Economic and social challenges increasingly impact more than one sector of society, and cooperation across sectors is necessary to achieve the most effective solutions. The cases highlighted here demonstrate that corporations are using their individual expertise while partnering with other organizations, including schools, non-governmental organizations (NGOs), and groups of volunteers, to benefit communities. Such collaboration leads to increased efficiency because the efforts benefit from the NGOs' already existing networks and wealth of expertise in community work. Combining the knowledge and experience of NGOs with companies' individual expertise can both improve existing programs and lead to the launch of new, innovative projects.

The examples in this book shed light on emerging trends for effecting change at the community level. It is hoped that they will provide insight into CSR and community outreach and encourage further innovation in the field.



社区联系 Community Outreach