Social Responsibility and its Critical Role in Driving D&I

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INTERSECTION OF SOCIAL RESPONSIBILITY AND D&I

- ECONOMIC IMPACT
- HEATH AND WELL-BEING
- ISOLATION FACTOR
- STIGMA AND BIAS
- IMMIGRATION, CLIMATE
CONE COMMUNICATION RESEARCH FOUND THAT

- 78 percent of Americans want companies to address important social justice issues

- 87 percent will purchase a product because a company advocated for an issue they cared about.

In the same survey

- 76 percent of respondents will refuse to purchase a company’s products or services if they learn the company supported an issue