

From little things, big things grow

Utilising e-commerce to drive a CSR strategy

One of the most challenging things a company can face is how to decide what form their CSR strategy might take. Do we take a holistic approach and look at all of the potential pillars in terms of our social, ethical and environmental impact? Do we bite one off and square up our carbon impact?

Concierge Business Travel has joined forces with the Footprints Network to “connect” clients and their customers to worthwhile initiatives being undertaken around the world.

The Footprints Network

The Footprints Network is an alliance of e-commerce businesses and their customers who fund community development projects through many small donations collected with every online transaction.

Footprints is the ‘glue’ between individual donors and charitable projects. Every time your customers purchase something online, they can choose to donate between \$2-\$10 to a community development project being run by one of the charity partners.

Why Footprints?

- ✓ A ready-made CSR program
- ✓ No upfront cost to join
- ✓ Connect with customers, at and beyond the sale!
- ✓ Positively position your brand Fosters word of mouth
- ✓ Improve employee retention

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