

*indie*  
**DWELL**



**IHFA HOUSING CONFERENCE**





# Corporate Social Responsibility (CSR)

CSR is a self-regulating business model that helps a company be socially accountable — to itself and its stakeholders.

By practicing CSR companies can be conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental.

To engage in CSR means that, in the normal course of business, a company is operating in ways that enhance society and the environment, instead of contributing negatively to it.



# Incorporation

## **Corporation (C or S):**

Inherently bound to serve its shareholders

--maximize profits--

## **Public Benefit Corporation (PBC):**

A for-profit entity that is inherently bound to serve its stakeholders

--maximize impact--

--mission and purpose--



# Mission & Purpose

## **Mission:**

What you do and who you do it for

## **Purpose:**

Why you exist

Purpose is an aspirational reason for being, that is grounded in humanity and inspires a call to action. -- Cheryl Grise



## Larry Fink's Letter to CEO's

Larry Fink is the CEO of BlackRock Inc, the world's largest asset manager, with \$7.4 trillion in assets under management.

“Non purpose-driven businesses will be obsolete in 3 to 5 years.”

“We are avoiding investments in companies that have a high sustainability-related risk.”

“We are starting to exit investments in coal production, introduce funds that ban fossil-fuel stocks and vote against corporate managers who aren't making progress on fighting the climate crisis.”



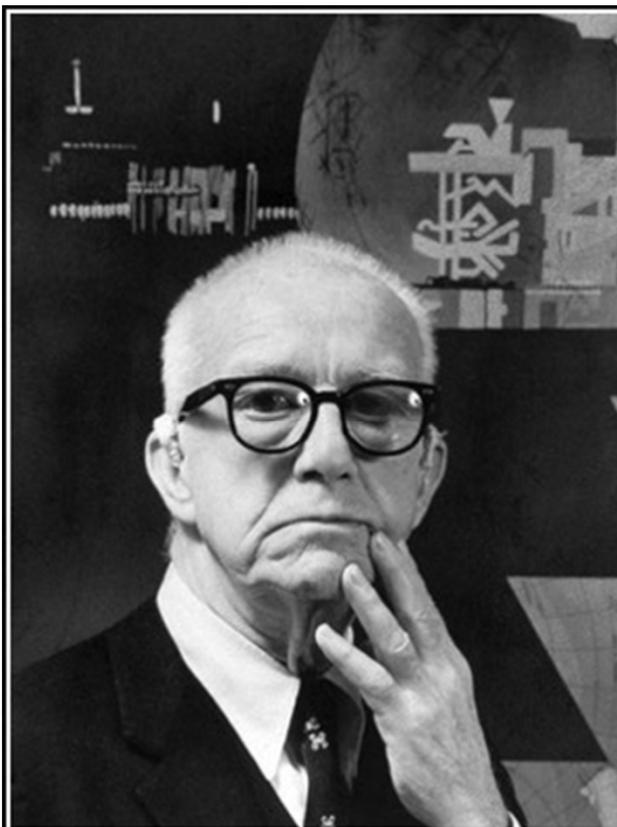
# Business Roundtable

Business Roundtable is an association of 181 Fortune 500 CEO's who promote a thriving U.S. economy and expanded opportunity for all Americans through sound public policy.

On Aug 19th, 2019 they revise the definition of the purpose of the corporation from 'profit maximization' to “benefit all stakeholders — customers, employees, suppliers, communities and shareholders.”

“Each of our stakeholders is essential.  
We commit to deliver value to all of them, for the future success of our companies, our communities and our country.”





You never change things by fighting  
the existing reality. To change  
something, build a new model that  
makes the existing model obsolete.

— *R. Buckminster Fuller* —

AZ QUOTES

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