

# Effective Corporate Citizenship is Not “One Size Fits All”

The State of Corporate Citizenship 2020—a longitudinal study conducted by the Boston College Center for Corporate Citizenship—examines how executives view corporate citizenship and their firms’ performance in the environmental, social, and governance dimensions of business. The data suggest that executives understand that well-designed and effectively executed corporate citizenship both helps to accomplish business results and create social value.



Community concerns over operational expansion...

Employee turnover...

Attracting top talent...



LATER THAT DAY...

Gentlemen - and lady - that concludes my report. Any ideas?

Ummm...

Well...

I've been talking with my team about a more comprehensive approach to corporate citizenship. We're ready to work with all of you to make progress on these issues.

Go for it, Betty!

STORY CONTINUES INSIDE...