

COM2: Support social projects, actions or NGOs

Time of Effectiveness	Mid-Term Short term Long term
Repeatability	95% (19 reports out of 20)
Level of Confidence	9.59/10
Category	Community
Outcomes	<ul style="list-style-type: none"> Enhanced image in the public opinion Better connections with local community Enabling effects on the community
Metrics	<ul style="list-style-type: none"> Donations (\$) Public opinion (survey)
Problematic	<ul style="list-style-type: none"> Paris Agreement article 12 UN SDG 1: No Poverty UN SDG 3: Good Health UN SDG 11: Sustainable Cities and Communities
Additional Components	<ul style="list-style-type: none"> Health activities (36%) Help to undeserved people (68%) Sensitization to environment campaign (52%) Societal activities (36%) Create their own charity foundation (47%) Employee donations (36%)

Description

In order to create connections with civil society and to enable opportunities in different fields, 95% of the companies decided to invest in social projects and non-profit organizations. This investment can cover various aspects depending on companies' sensitivity and on local community's wishes. We can still notice that two fields are highlighted in these different additional components, which are the help to undeserved people and involvement into environmental activities such as sensitization campaigns or tree planting events. The final impacts of this strategy can be various and highly depends on the companies' choices. Nevertheless, we can see that in term of social impacts, it allows the community to, first, reach higher opportunities and, second, to feel supported by the company.

Example: Comcast (p21-29,45)

Comcast is one of the biggest company in the audiovisual field in the world. Aware of this status, they do not hesitate to use their channel of communication to give opportunities for different NGOs to have a wider audience. For example, they created a show to give the speech to Native Americans that reached several millions of American citizens in order to change the US citizens perception of these peoples (Undeserved peoples). They also launched a campaign against online bullying that aims to promote good online behavior (societal). Moreover, they launched an employee donations program which help them to give to the cause they are sensitive to. In a more global perspective, Comcast gave around \$478 million in different ways to different NGOs through their charity foundation.

