



CREATIVE IQ TRENDS

CORPORATE RESPONSIBILITY



corbis®

Corporate Responsibility

The focus of global companies on the environment, education and ethics is not likely to be a passing fad. While most corporations enter the philanthropic arena to achieve specific business objectives through a program of “good deeds,” many are waking up to the need for organizations that protect the environment and our social well-being while also restoring our faith in business as a whole. Companies embracing this new, softer side of business may see a financial benefit as well. Economics professors have recently studied the link between companies’ social performance and profitability, finding a positive correlation between profits and five criteria including environmental performance, advancement of women, advancement of minorities, charitable giving and community action.

As consumers grow increasingly wary of some corporations’ false claims and “greenwashing” efforts, successful companies are realizing that they need to embody the values that they promote to the public and are doing so both in and outside of the office. Internally, more companies want to be represented by employees who are multi-ethnic, age-diversified, gender-balanced, and who represent the twin values of teamwork and collaboration. They’re also implementing environmentally-friendly work practices and mentoring programs to help facilitate the transfer of valuable business knowledge to new employees. Externally, corporations are participating in various philanthropic activities and encouraging employees to volunteer in and around their local communities. Companies are even partnering with schools and youth development organizations to help deliver real-life and hands-on learning experiences to young people that may lead to future career opportunities.

In today’s economy, there’s no denying that customer loyalty, public credibility and investor confidence are gained by companies that are perceived to be doing the right thing. While business imagery has long focused on concepts such as Confidence, Success and Leadership, we expect to see those concepts evolve to include Trust, Diversity, Community, Teamwork and Giving as the public begins to demand that corporations become active citizens of the world, where philanthropy isn’t simply a choice, but a responsibility.

corbis

Creative IQ Trends are periodic studies on emerging cultural trends responsible for current and projected future visual image needs. The studies cover global, cross-cultural trends as well as smaller regional trends. These proprietary reports are the result of extensive analysis of top-selling Corbis images, commercial and editorial tear sheets and the latest demographic and psychographic research. The published results are the basis for selection of highly relevant, trend-driven imagery and footage available from Corbis. These reports are also intended to educate our customers and highlight the fresh, inspirational images we have to support the trends for their upcoming projects. CREATIVE IQ is published periodically by the global Creative Intelligence group at Corbis.



