

Research cited by Adrienne Fox, speaker at The World Benefits “Building Better Benefits via Social Responsibility” workshop, in Washington, D.C., June 25, 2009:

-- **SHRM Corporate Social Responsibility Pilot Study, 2007 (member protected)**

http://www.shrm.org/Research/SurveyFindings/Articles/Pages/2007_20Corporate_20Social_20Responsibility_20Pilot_20Study.aspx

-- **Sustaining Value through People, PriceWaterhouseCoopers, 2003**

[http://www.pwc.com/extweb/pwcpublishings.nsf/docid/6C91A17E9F1D91A085257098006DFB02/\\$file/Sus_Value.pdf](http://www.pwc.com/extweb/pwcpublishings.nsf/docid/6C91A17E9F1D91A085257098006DFB02/$file/Sus_Value.pdf)

-- **Stanford research on MBA students**

Students willing to sacrifice \$13,700 salary to work for socially responsible company, 2003

<https://gsbapps.stanford.edu/researchpapers/library/RP1805.pdf>

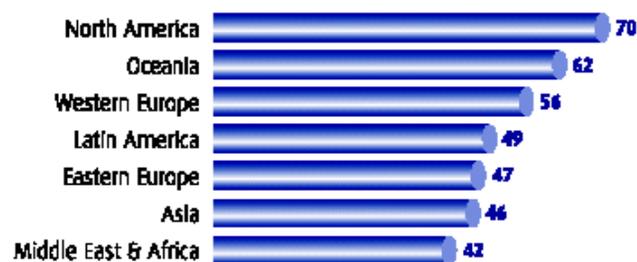
-- **Globescan 2003 study**

70 percent of North American students would not apply for a job at a company deemed socially irresponsible.

Study is available to members only, but here is a copy of the chart:

Not Apply for a Job at Company because of Social Irresponsibility

% Very Likely, by Region



Source: Globescan

-- **Researchers at Carnegie Mellon University’s “Intelligent Workplace”**

Researchers estimated the benefits of design improvements for a 100,000-square-foot workspace with 500 employees. They concluded that while improved lighting design would cost an additional \$370,000, it would return \$680,000 in value in energy savings and other reduced operating costs. Carnegie Mellon also calculated that efficient lighting could produce a 3.2% productivity gain, or \$1,600 per employee per year.

Contact info found here:

<http://www.cmu.edu/greenpractices/greening-the-campus/green-buildings/intelligent-workplace.html>

-- Working towards Wellness report by World Health Organization and World Economic Forum, 2008

Health: In only two years, companies saw dramatic improvements in average fitness index score, from a baseline of 25 percent to 81 percent. The percentage of employees with undesirable to borderline blood cholesterol level fell from 46 percent to 29 percent.

Financial: Average medical costs per employee fell by 30 percent in three years.

Productivity: Absenteeism rates dropped 20 percent in three years. Average sick leave fell from 5.5 days to 4.4 days/yr. Employee turnover rates dropped from 5.9 percent to 4.5 percent.

More information:

<http://www.weforum.org/en/initiatives/Wellness/index.htm>

-- IBM Study

IBM found that 60 % of 224 global companies surveyed believe that despite the downturn, CSR is more important today than it was a year ago.

Leading a Sustainable Edge, June 2009

<ftp://ftp.software.ibm.com/common/ssi/pm/xb/n/gbe03230usen/GBE03230USEN.PDF>