

# Developing a meaningful CSR Strategy:

## Can Brands Care?





Sacoda Serv Limited is a bespoke research and project management company. We have designed and implemented research and CSR projects on a wide range of topics for organizations in both the private and public sectors in Trinidad and Tobago and the wider Caribbean.

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## **2019: A Decade of Serving People**

Since 2009, Sacoda Serv Limited has been offering bespoke research and project management services, tailoring each project to suit the needs of our clients. Over the years, we have designed and implemented research and CSR projects on a wide range of topics for organizations in both the private and public sectors in Trinidad and Tobago and the wider Caribbean.

2019 marks a decade of hard work, growth and service to people for Sacoda Serv Ltd.

**Sacoda Serv Ltd Quarterly Newsletter: Vol 2- 2019**

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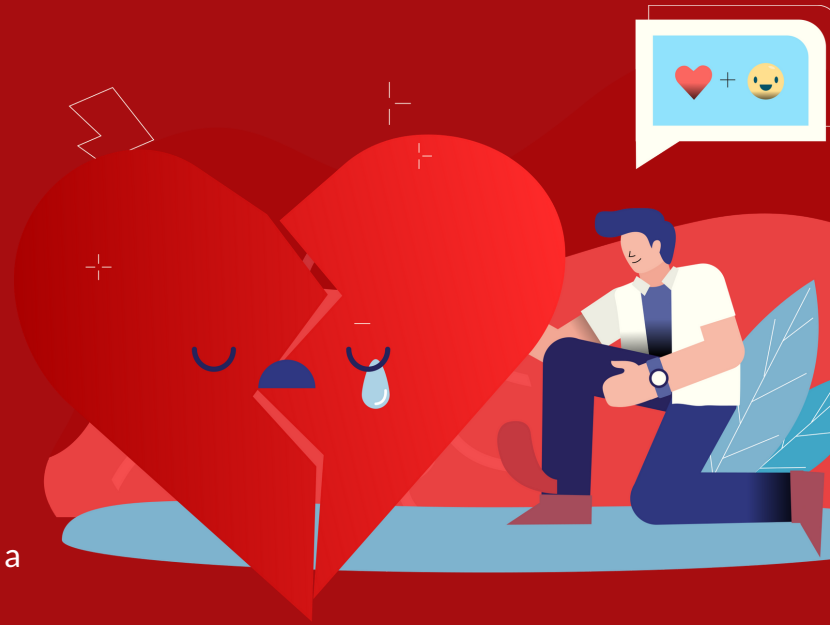
## Developing a meaningful CSR Strategy: Can brands care?

Many businesses have acknowledged the value of a Corporate Social Responsibility (CSR) strategy to their brands. A brand's social good status has now become a popular focus within the marketing strategy for the modern consumer.

With the growth of social media, brands have taken on a more personal image and role with consumers. Consumers are engaged with brands, beyond their products and services to the point where the lines between a brand as an entity and a brand as a person are now blurred. Consumers are more interested in 'who' brands are and 'what' they stand for. With this current relationship, a business' CSR portfolio has become an important element in building and maintaining a healthy relationship between brands and its customers.

More and more, brands have been exploring social causes. But to simply jump on the "CSR bandwagon" for the purposes of influencing brand image, consumer engagement and consumer decisions may take many businesses along a road of misguided investment and negative consumer sentiment. A wrong CSR move can in fact have the opposite effect of the intended purpose. Consumers can be clairvoyant when it comes to a brand's social good approach. It is critical to design and execute meaningful CSR strategies that consumers will believe is genuine, because it is genuine.

However, to develop a meaningful CSR strategy can seem daunting and complicated. The world is not a perfect place. This is reflected in the overwhelming number of causes that exists. It is easy to express interest and commitment to every social issue that becomes popular. But to truly develop a CSR strategy that connects with the target market and develops the relationship with customers, businesses should choose to champion a cause that is meaningful. This translates to an organic extension of your brand's value and your customer's value when it is well executed. This approach is successful when businesses understand their customers' interests, experiences and feelings.



## Know thy customer

The number one rule in business is – Know thy customer. In an imperfect world all causes could seem meaningful. Yet, all causes are not meaningful to everyone and not all causes are meaningful to your customers. It is critical to support a cause that your target market is interested in and cares about. Study your customers and the things that matter to them.

Developing a CSR strategy that is informed by a combination of customer data and the brand's own values can create a social good that is successful since it seems and feels more of an organic extension of the brand-person.

Sacoda Serv conducts consumer studies to assist companies in knowing their target market better. However, we pride ourselves in our ability to go beyond research. Our stories are so detailed and the recommendations so clear, clients have said that we understood their vision and we have been asked to consider project management and the execution for specific projects in CSR management.

Our ability to conduct CSR research and undertake CSR management for our clients is grounded in our own CSR strategy. At Sacoda Serv, PEOPLE MATTER. Our CSR commitment is a direct extension of our value system and our commitment to people as well as a reflection of our target market interests.



## OUR SOCIAL COMMITMENT

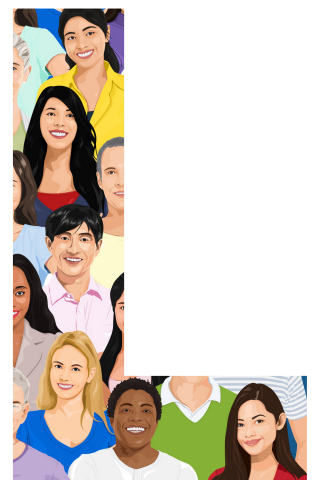
We are committed to four main inter-connected philosophies: Education, Youth, Community and the Performing Arts. We believe that it is through these avenues we can have the most impact on the development of the human capital and by extension the development of Trinidad and Tobago as a whole.

- **Education** – Education provides the platform for personal and national transformation and we are committed to do everything that we can to assist with education projects within our community
- **Youth** – the Youth represent the future workforce and shaping their current activities at school and at play are vital to national prosperity
- **Community** – Our Communities are our future and our intention is to assist with community development initiatives that seek to empower individuals and groups of people with the skills they need to effect change in their circumstances.
- **Performing Arts** – Our commitment to the Arts is based on the recognition of a community’s art culture assets is a key element of economic development.

We believe that a commitment to Education, Youth, Community and the Performing Arts is a commitment to people and a commitment to our clients’ own values. As corporate entities, our clients value the development of our future human capital. When we invest in education, youth, community and the performing arts we are unlocking our native human potential. Companies should focus on how their brands can develop a meaningful CSR strategy by listening to their target audience through quality research combined with their brand’s own value.

**2019 marks 10 years of serving people at Sacoda Serv Ltd. As a family we are making a greater commitment to serving people and community through several social projects.**

Our goal is to further build and develop on our work in Education, Youth, Community and the Performing Arts. Our dedication to ten 10th Anniversary Social Projects is an off-shoot of our greater CSR commitment and these projects are being fulfilled in conjunction with our other long-standing ventures.



## Our 10th Anniversary Projects are:

- Life After Graduation Empowerment workshops – focusing on workplace readiness
- Sponsorship of a Dance programme for two dancers
- Creative and Critical Thinking workshop at a Vacation Camp within the Barataria Community
- Dental Care Programme
- Back-to-School Supplies Project
- Entrepreneurship Support Workshops
- 2019 Inter-Coastal Clean-Up
- Support of a Reading Programme
- Agricultural Primary School Project

Our CSR commitment also includes monthly visits to various Elderly and Children's Homes throughout Trinidad.

## SOME OF THE PROJECTS FULFILLED SO FAR IN 2019

From 2016, Sacoda Serv Ltd has been executing a series of Creative and Critical Thinking workshops with standard four students and post-SEA standard 5 students. We believe in blooming where we are planted. Our programme commenced with students who were potential STEM Bursary students of the STEM Education Programme sponsored by SHELL and have expanded to the Barataria community where our office is located.

Creative and Critical Thinking skills are 21st century skills and we believe these workshop sessions are a vital part of engendering a national culture of innovation. Certainly, small, developing states find themselves at a severe disadvantage to become and remain competitive and must bring their own creativity to navigating the future so as to ensure the quality of life envisioned.

We hosted in total 8 Creative and Critical Thinking workshop sessions with standard 4 and 5 students at Barataria Anglican Primary School.



Creative and Critical Thinking exercises with students at Barataria Anglican Primary School

## SOME OF THE PROJECTS FULFILLED SO FAR IN 2019

We also reached out to students from the North Coast areas as a means of bringing the world to distant communities. Schools:

- Blanchisseuse Government Primary School
- La Fillette RC Primary School



Blanchisseuse Government Primary School



La Fillette RC Primary School

We widened our reach as we partnered with the Ministry of Education for the S.T.R.E.A.M. (Science, Technology Research Engineering Arts and Mathematics) Fairs with post-SEA students from over 40 schools across Trinidad in June 2019.





## SOME OF THE PROJECTS FULFILLED SO FAR IN 2019

### The Graduation Project with Barataria South Secondary School

We partnered with Barataria South Secondary School for 'The Graduation Project' targeting students at the form five level in the school. Our objective was to support students as they came to a major milestone in their lives.

Students were required to submit a creative iteration on the topic 'Life After Graduation: My dreams for the future and how I hope to realize them'. The intention of the piece was for students to contemplate the next steps in their journey following CXC/CSEC.

### Graduation Day: Glow Up

Yohan Edwards was chosen based on his written submission on the topic. He dreams of owning and managing a restaurant and returning to the community to teach young persons. He has already began executing his plan and would be taking immediate steps to earn an Associate's Degree in Project Management. As Sacoda Serv stays committed to education as a pillar of personal and national transformation our goal has been to support student(s) as they celebrate their own 5 year-long commitment to education. For Yohan and his grandmother - who has cared for him for his entire life - the Graduation Project was the only way he would have been able to attend his formal graduation. His grandmother asserts that persistence has always been Yohan's greatest quality.



Yohan Edwards for his formal graduation party

## At Sacoda Serv Ltd our passion remains people

### Sacoda Serv Ltd Home Visits

In 2019 we are dedicating not only financial resources but also personal time and heart to our communities. We have made a commitment to visit 12 Elderly and Children's Home throughout Trinidad. As of June we have stuck to our commitment and have engaged with residents from 4 Children's Homes and 2 Elderly Homes.

Sacoda Serv Ltd specialises in research, consulting, concept development and project management services.



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Quality market research is pivotal to your business efficiency and results



We conduct customer feedback surveys to measure your customers' experiences and satisfaction levels.



Quality market research is pivotal to your business efficiency and results



Our store audits provide insights into your distribution, merchandising and inventory conditions.

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