

Corporate Social Responsibility



Corporate Social Responsibility (CSR) is the umbrella term for the social responsibility of companies. The basis of which has to be the economic well-being of the company: only financially sound and successful companies can aspire to make a meaningful contribution toward social development.

The wide acceptance of CSR within mainstream discourse and its widespread implementation by companies demonstrates the success of the CSR movement. Companies have realised that they too are a part of society and have a role to play within it, and conversely, have recognised the tangible benefits that innovative strategies such as CSR bring.

A good CSR-strategy can, for instance, increase the attractiveness as an employer, act as an incentive toward employees identifying with the company, contribute toward the corporate image or even provide a competitive advantage.

This doesn't mean that you have to sacrifice profitability on the altar of altruism – on the contrary. For this reason and also out of conviction, companies are integrating CSR into their business models: successful and socially responsible is a message worth broadcasting. Both sides stand to gain: society from socially engaged companies and the companies from the benefits of CSR.

Reap the rewards of engaging... ...we can help you!

We analyse the current situation of your company, identify needs and work out a concept that includes suggestions for your CSR. If you want to implement them yourself, or if we accompany the process is your decision.

No matter if it's donations or sponsoring activities, engagement strategies or Cause Related Marketing - we can plan your CSR projects and help you implement them. That includes the development and roll-out of a CSR communications strategy that includes relevant Social Media channels.

achtQuark's CSR-portfolio

- » As of August 2010 our online-shop hello NEO offers CO2-neutral shipping.
- » In 2010 achtQuark adopted Rico the elephant-shrew from Munich Zoo Hellabrunn.
- » In 2009 we adopted Larry, an Anolis from Munich Zoo Hellabrunn.
- » A part of the profits from the Breo "Save the Children" watch that is on sale in our shop since 2009 is donated to the "Time is Ticking"-campaign of the Save the Children Foundation.
- » As of 2008 achtQuark has symbolic ownership of 10m2 of Borneo rainforest in support of the conservation project Samboja Lestari in Borneo.
- » In 2008 achtQuark sponsored a weblog and free WIFI for the Designparcours in Munich.
- » One euro from every limited edition t-shirt "Bruno" – in homage to the brown bear of the same name that made the headlines in 2006 – was donated to the Munich Zoo Hellabrunn.
- » Since 2005 achtQuark has supported the Jewish Centre on the Jakobsplatz in Munich in the "Pate für Toleranz"-campaign.
- » Since 2004 the websites www.achtQuark.com and www.hello-neo.com have been running on green electricity.
- » In late 2004 achtQuark adopted their first animal in the Munich Zoo Hellabrunn – the leaf-nosed bat Samuel.
- » As of 2004 achtQuark is the proud supporter of the Sparda Team Rechberghausen

Questions? Get in touch!

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