

## CSR User Research

- <https://www.forbes.com/sites/devinthorpe/2013/05/18/why-csr-the-benefits-of-corporate-social-responsibility-will-move-you-to-act/?sh=55cfa63865a3>
- CSR main benefits:
  - **Employee Engagement:** Many companies find that CSR initiatives lead to happier and better employees. Employees often participate in volunteer activities, pro bono projects, and community service, contributing to a positive work environment.
  - **Enhanced Company Image & reputation:** CSR is seen as a way to enhance a company's image. Positive contributions to social and environmental causes can attract clients, customers, and partners who share similar values.
  - **Client and Customer Appreciation:** Clients and customers appreciate and are more likely to engage with companies that demonstrate a commitment to social responsibility.
  - **Business Growth:** Some companies observe tangible business growth resulting from CSR initiatives. Positive community engagement and social responsibility can contribute to increased revenue and enhanced reputation.

## CSR Audits

- <https://www.businessinsider.com/patagonia-hm-pay-used-clothes-sustainability-2022-10>
- Some CSR Case studies (customer viewpoint):
  - **Patagonia:** Worn Wear is Patagonia's way of extending the life of its garments by allowing customers to trade in old clothes for store credit. Then, gently used clothes are sold at a steep discount depending on their condition.
  - **The North Face:** If you're visiting a North Face location any time soon, be sure to bring unwanted clothing and footwear. The brand offers a \$10 reward toward a purchase worth \$100 or more. Its Clothes The Loop Program is part of a partnership with non-profit Soles4Souls (sustainability).
  - **Levi's:** The denim giant offers recycling in all of its store locations, but some Levi's location take the good deed a step further. Like Patagonia, Levi's SecondHand allows customers to trade in vintage and pre-worn denim for a gift card if the items are eligible for resale.
  - **H&M:** Since 2013, H&M has operated its Garment Collecting program that allows customers to hand in unwanted clothes of any brand in exchange for a shopping voucher on their next purchase. In 2019, H&M launched a rental service in its Stockholm stores that allows shoppers to rent clothes from its Conscious Exclusive collections.
  - **Carter's:** Babies are constantly growing out of their clothes, so Carter's partnered with TerraCycle to incentivize recycling apparel. Its Baby & Kid Clothing Free Recycling Program awards points, which can then be turned into discounts, to those who mail in unwanted baby clothes of any brand. Shipments of 15 or more pounds earn 25 points, but there's a limit of one package per month.

## B2C Returns Policies

- <https://www.digitalcommerce360.com/2020/02/21/an-easy-return-policy-can-have-more-value-than-you-think/>
  - Research shows that 96% of shoppers would return to a business that offered an “easy” or “very easy” return policy, and 62% said they “would buy again” from online retailers offering free returns.
1. Streamline the process
  2. Turn returns into exchanges
  3. Accommodate the en masse returners
  4. Market your simple policy