

A New Research Initiative In

**BUSINESS ENGAGEMENT
IN SOCIAL AND ECONOMIC INCLUSION**

Funded And Supported By



The Greater Halifax Partnership, with the funding support of ACOA, The Nova Scotia Department of Economic Development and Aliant is currently undertaking an exciting and important research initiative examining business engagement and practices corporate social responsibility and social and economic inclusion. The initiative will examine business practices and engagement in corporate social responsibility and charitable giving and seek to identify issues, opportunities and new approaches, as seen from the business perspective.

The project will research models, case studies and approaches to corporate social responsibility and corporate practices in charitable giving. This initial phase of the research will increase our understanding of the business case for corporate engagement in social and economic inclusion and community development in Greater Halifax.

The project will then combine a mix of discussion groups and personal in-depth interviews with business leaders and decision-makers to examine current business practices in corporate social responsibility. The project will identify issues and opportunities in the context of specific business circumstances here in Greater Halifax and throughout Atlantic Canada.

The research will also seek to develop a model framework for the current types of business practices of Greater Halifax and Nova Scotia companies in corporate social responsibility and social and economic inclusion and recommend sustainable strategies and approaches for business. For some companies this may mean acting to increase a community's economic well being by hiring employees from neighbourhoods with high underemployment; or encouraging and supporting company employees in community mentoring and training programs. For other companies this may mean developing a strategic approach to corporate giving. There are many ways for a company's efforts to be a real "win / win", both for the company and for the community.

We need your help. If you or someone from your company would like to participate in a discussion group or in-depth interview, we want to hear from you. Your responses will be held in the strictest of confidence. The discussion groups will be scheduled for before or after regular office hours and refreshments will be served.

For Further Information Please Contact:

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