Corporate Social Responsibility and Value Added

Corporate social responsibility (CSR) has become mainstream. The social impact an organization has on the community in which it operates is now a measurable metric. Typically, we are talking about the environment and the well-being of the community at large. Transpose this concept into the cryptoverse, one would may see acts and policies that contribute to the well-being of the blockchain, and community at large. The blockchain is the environment and those who utilize it are the community - or us, collectively.

The majority of us have been around to see a few situations that put strain on the blockchain, which caused some short and long-term delay, as well as some missed opportunities. These situations were likely due to unforeseeable environmental issues, strain created on the blockchain when several transactions are being conducted at one time. Now that the community is aware that we can directly affect the health of the blockchain, at least temporarily, we should expect to see organizations that ensure their policies and practice maintain the health of the blockchain, as to not disturb the functionality.

The functionality of the environment [blockchain] directly impacts the community, as mentioned above. When the community is negatively impacted, it likely means that we have lost our degree of efficiency. We are all knowledgeable to some respect about the community in which we operate, this knowledge comes with experience and experience with time; thus, we all know how dependent we are on the environment being efficient (most times, if not all the time).

So what's this have to do with value added?

CSR to some degree shares common space with morality and ethics. It is these attributes within an organization that creates added value. Ethics within an organization creates a strong work environment for success, most specifically the individual successes of those who work within the organization. When employees are successful within an organization it directly correlates to their work output. High work output correlates with more efficiency, thus higher profits.

Externally speaking, investors are often looking for organizations that consider the environment in which they operate. Many organizations have now introduced C-Suite (corporate management) positions such as ethics officer to focus on CSR. Organizations that operate in an ethical fashion and publicize such, often earn the attention of investors. Investors are comfortable and put faith in organizations that look beyond profits.

And herein lies the twist; CSR will apply to the cryptoverse. As we review proposals, we want to pay special attention to how and if the proposal indicates thought beyond the scope of the business. Sometimes, you may have to think outside of the box - things you can look for include, but are not limited to:

- Hard cap/soft cap
- ICO proposition
- Ethical approach
- Community involvement

When evaluating a potential project, one may want to look at some of these environmental factors to assist in determining the inner concerns of the team. If concern is shown through CSR, it may be more likely that their intentions are beyond making a simple "buck" and incorporates our environment and those of us within it: potential investors.