

ESG Series |

From CSR to Real Impact

CSR is no longer just about spending 2%, today companies are expected to show real, measurable impact.

This series explains how ESG makes that possible.



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The Reality

Many CSR Projects Look Good...

Photos look great.

Reports look polished.

Funds are utilized.



But the real question is:

Did it create measurable change?



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The Core Gap

The Missing Piece?
Measurement.



Without:

- Baseline data
- Outcome tracking
- Clear indicators
- Independent evaluation

CSR becomes an activity — not **impact.**



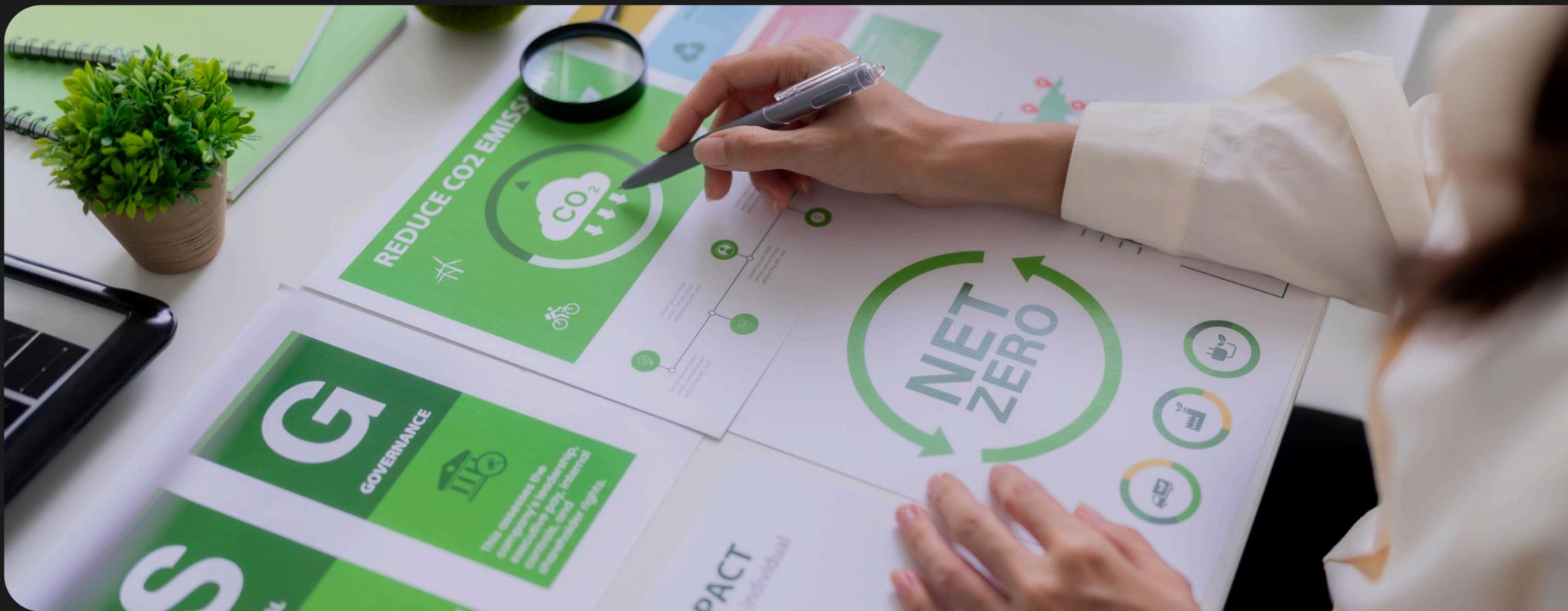
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Where ESG Comes In

ESG Brings Structure



ESG helps companies:

- ✓ Align CSR with business strategy
- ✓ Track environmental & social outcomes
- ✓ Manage risks
- ✓ Report transparently



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What Strong ESG Looks

Like – Strategic, Not Emotional

Strong ESG means:

- Planning before spending
- Measuring before reporting
- Evaluating before scaling

***Impact becomes evidence-based.
Trust becomes long-term.***



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Don't just spend on **CSR**. Build **impact** that speaks.



Ready to Make CSR Strategic?

DevInsights help organizations:

- Design ESG-aligned CSR strategies
- Conduct baseline & endline studies
- Measure impact
- Prepare credible reports



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