

Sun-Sentinel

It's all good: Social awareness now a corporate requirement

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Ask **Office Depot's** chief executive officer whom he accounts to, and Steve Odland won't just say shareholders. He fires off the letters of his title: C for customers, E for employees and O for owners.

At his headquarters in Delray Beach, outreach manager Mary Wong has her own adage: "If you don't have a healthy community, you don't have a healthy business."

Their attitudes represent a growing trend in corporate America to

look beyond narrow profits to a company's broader impact on society — from hiring to recycling to mentoring youth.

It's not altruism prompting the shift to what many call "corporate social responsibility" or CSR. Executives call it a growing business imperative.

After Enron's 2001 financial meltdown, more and more investors scrutinize companies about their values, ethics and practices before risking

■ CSR CONTINUES ON 2E

