



## Companies who 'care' favoured by 43% of workers

*Regus research shows that today's business people would rather work for companies with a charity and CSR strategy*

Malaysia – August, 2016 – Latest research from flexible workspace provider Regus reveals that charity and Corporate Social Responsibility (CSR) are a key issue for business people globally. Workers report that faced between two similar job offers, they would be swayed by the company that can prove they are making a charitable contribution and giving back in some way.

Of the almost 40,000 Regus survey respondents, almost half (47%) reported it is important to them that their employer is involved in charity work. In fact, CSR is also an area of consideration when choosing a place to work. A significant 43% said that when presented with two equal jobs, they would give preference to the more charitable company. Businesses with a proven involvement in society are therefore better able to attract and retain top staff.

### Key findings

- A third of respondents would like to be directly involved in their company's charity schemes
- 34% would like to be better informed
- 41% appreciate CSR initiatives, but 29% report they think information about them is inadequate
- A quarter would like to be better informed about other team's charitable activities and CSR
- Two fifths of respondents think firms in their sector should be more involved in CSR (40%) and charitable giving (37%)

Vijayakumar Tangarasan, Regus Malaysia Country Manager, comments, "Today's employees are clearly driven by much more than an egotistical compulsion to get ahead and clearly state that they would prefer working for a company with a good social track record. Involvement in charitable activities projects an image of a positive and responsible organisation, but also helps workers feel proud of where they work.

"Businesses should grasp this willingness to contribute to society and ensure that their workers know about charity and CSR projects, and are offered the opportunity to get involved directly. Workers who are aware of their company's philanthropic activities are more likely to feel fulfilled and motivated by their work. In addition, charitable initiatives create opportunities for management and employees to team up and work together."

## **About Regus**

Regus is the world's largest provider of flexible workspace solutions, with a network of 2,845 locations across 107 countries and 1,008 cities, serving 2.3m members. Our customers include some of the most successful entrepreneurs, individuals and multi-billion dollar corporations.

Through our range of office formats, as well as our growing mobile, virtual office, and workplace recovery businesses, we enable people and businesses to work where they want, when they want, how they want, and at a range of price points.

Currently, Regus Malaysia has 28 locations. More information [www.regus.com.my](http://www.regus.com.my)

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