



**CSR STRATEGY IN ONE CLICK!**



**PREZI LINK:**

<http://prezi.com/z707mqiwe6ig/untitled-prezi/>



How to loyalize your customers and drive traffic to your e-commerce websites?

Ufeed offers you cooperation projects that fits your brand image and company mission and...

much more than that:

# Does your company collaborate with any cause?

No?

It might be the right moment to start.

Why?

Studies show that the majority of consumers prefer to buy products from companies that show they care about giving back to the communities

**86% of global consumers  
believe that business needs to  
place at least equal weight on  
society's interests as on business'  
interests.**

Edelman 2010 goodpurpose® Study

# More figures:

- **50% of global consumers** said they would be willing to reward companies that give back to society by paying more for their goods and services. [\*Nielsen 2013 Consumers Who Care Study\*](#).
- **91% of global consumers are likely to switch** brands to one associated with a good cause, given comparable price and quality. [\*2013 Cone Communications/Echo Global CSR Study\*](#)

**But:**

**70% of consumers are confused** by the messages companies use to talk about their CSR initiatives. [\*2013 Cone Communications/Echo Global CSR Study\*](#)

**Ufeed will help you to become socially  
responsible brand!**

**We help you to choose right social campaigns ,**

**find your voice**

**and incorporate the company's values into your business  
model.**

# WE WILL SPEAK OUT FOR YOU!

With Ufeed not only you do good,  
you communicate the good that you do.

# We tell your customers about your social commitments!

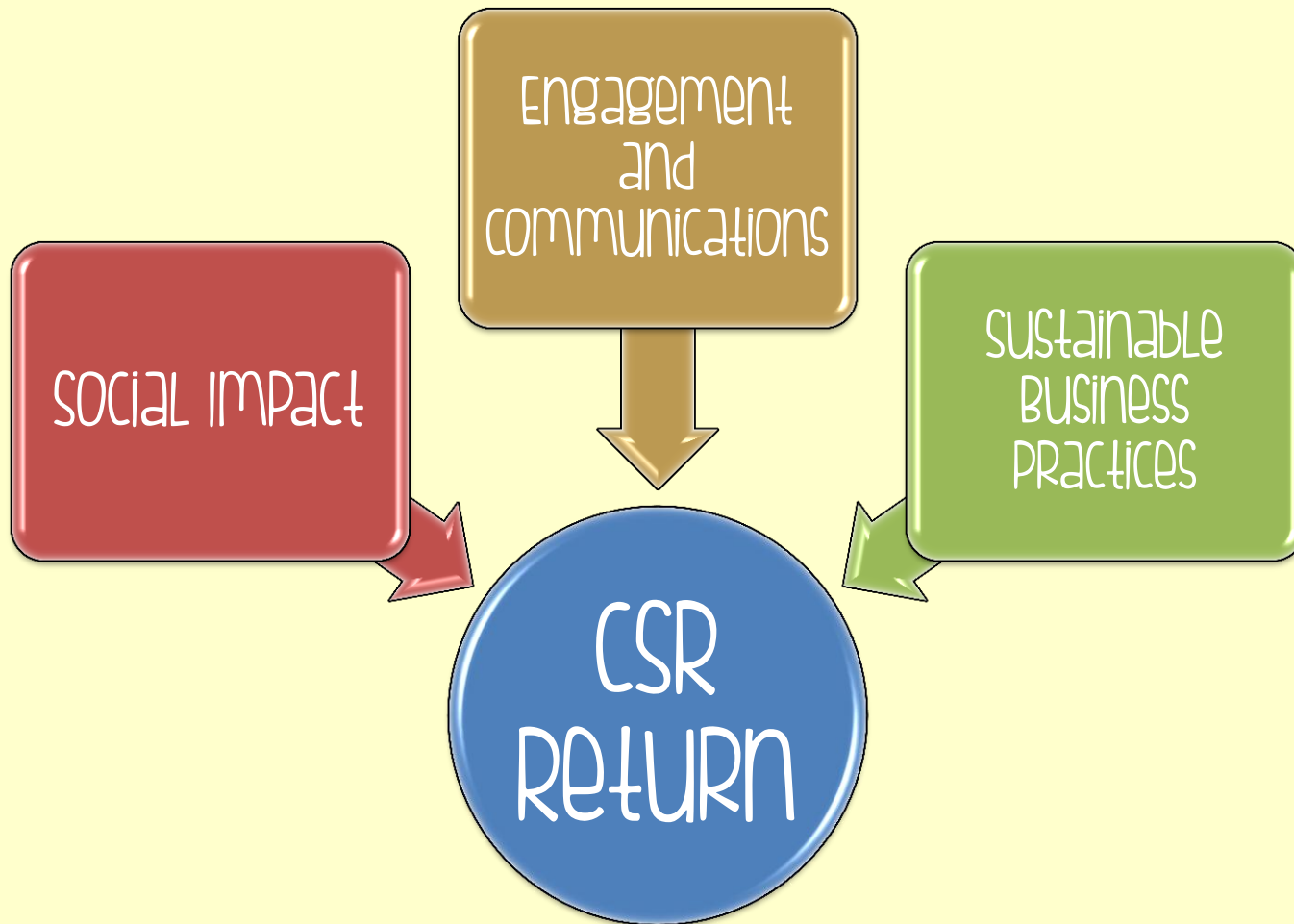
ALL THIS TO:



- BUILD BRAND LOYALTY
- DRIVE NEW CLIENTS TO YOUR E-COMMERCE WEBSITES VIA „CAUSE MARKETING”



Ufeed has online tools to support most aspects of this process:





# What is Ufeed?

- The only-one micro-donation app with the global reach that raises money for food security projects around the world.
- We support only sustainable projects that guarantee long -term food security.
- We are an easy to use, game-like app that has a potential to attract millions of users.

# Why Ufeed?

## WE GUARANTEE : TRANSPARENCY, SUSTAINABILITY, REPORTING

The projects we feature are reliable and verified by our consultants.

We explain the projects and the costs distribution well.

Our message is clear, honest, informative, and compelling

- We provide reports on the progress of the projects to all of the donors so to show the impact of the donations and NGOs spendings.

# WE PROPOSE YOU:

- a new model of **co-financing solidarity projects** joining the power of crowd and the power of business.
- We guarantee the causes aligned to your brand
- we choose projects for your customers and give them a chance to support them with a 1 euro donation.
- each project will be featured in a pop-up window on your website.

# How it works?

- You integrate our plug widget with your e-baskets, so your customers can give 1€ to the social project we choose for you. At no cost for your company.



YES, I WANT TO DONATE 1€ TO:



- All the donations are updated in real time and pulled out with other donations made via Ufeed.

# Project description- (pops-up if the client clicks on the icon)!



We alliviate ongoing food short providing catering services to children. We involve local wor participate in food preparation canteen maintainance.. We are rais eurs to provide equipment to canteen.

Browser address bar: <https://www.just-eat.es/payment>

Page title: The Age of Sustainable Development

Header: **JUSTEAT** Hola, Kasia • Salir Necesitas ayuda? Chat online 11:00

Breadcrumbs: Inicio > 28020 Madrid > ¡De 10! > Menú > Detalles de pedido > Pago

**¡De 10!**

Calle Gonzalo de Córdoba 5 - 28010 Madrid

**Horarios de servicio**

Miércoles: 20:30 - 23:45  
Jueves: 20:30 - 23:45

[Ver todos los horarios de apertura](#)

**Tu pedido**

1 x no. 1M Menú Perrito	€	7,90
Ensalada de Col		
Pan Clásico		
Cerveza Estrella Galicia		
+ 1 x Sin Postre,	€	0,00
1 x no. 48 Ensalada de 10	€	7,90
1 x no. 49 Ensalada de Pollo Crujiente	€	7,90
Subtotal:	€	23,70
+ Gastos de entrega	€	2,00
<b>Total:</b>	€	<b>25,70</b>

pedido para: 09-04-2014 22:15

**Información del cliente**  
Kasia Gozdzikowska  
Covarrubias 38 Covarrubias 38 Covarrubias 38  
28020 Madrid  
693591400

**Pago**

Método: VISA

**Continuar**

☒ YES, I WANT TO DONATE 1€ TO:

**Aplicar**

¿Tienes código de descuento?

Recuerda que solo es válido en pedidos pagados con tarjeta.

**¿Necesitas ayuda?**  
Contacta con nuestro equipo de atención al cliente.  
Horario: 11:00 - 00:30

**Iniciar chat**

**Pago Seguro**  
ogone  
MasterCard SecureCode

# Benefits



- **Your logo will be featured** in Ufeed campaigns so our app users will learn about your company efforts.
- Each user at the moment of finalization of the purchase will be invited to share the message, so Ufeed can donate an additional one bowl of rice to the cause:

„I have just ordered ... via #JustEat and donated 1 euro to feed a hungry child! Ufeed and JustEat united for a good cause”.

# For your e-commerce

- We drive traffic to your website and new customers:
- Via social network campaigns about the donations via JustEat
- Ufeed Communities gathered around the NGOs linked to the projects and so

Stakeholders and community leaders who care about Ufeed causes will spread the message further.

