

Proposition
Social Edification
for
Corporate Social
Responsibility

www.social.edification.com



What is Corporate Social Responsibility?

Corporate Social Responsibility (CSR) is a business ethos of blending environmental, social, and economic values into business planning and strategy.

Businesses that practice CSR often track, report, and pursue targets and initiatives for improvement towards non-financial goals alongside their financial performance.



Rationale for CSR

Organize Social Activities



CSR is a way for businesses to benefit their stakeholders and communities through voluntary environmental and social activities. In turn, this raises the perceived brand value of the company.

Make your brand attractive



Companies pursue CSR to make their brand more attractive to investors, potential team members, and customers, who care about social impact and business longevity alongside short-term profits.

Maintain Trust



Companies engaging in CSR activities should remain authentic and transparent about their goals to maintain trust. One way to do this is to integrate CSR activities into C-level business strategy for marketing and financial planning.

Social Edification

It is a new category of human endeavor that is dedicated to designing and building projects for:



Engendering social good



Preserving the earth through protecting the environment



Instituting or influencing the institution of good governance





About governance

"governance" is the process of decision-making by which decisions are implemented (or not implemented). It can be in the context of corporate governance, international governance, national governance and local governance.

Since governance is the process of decision-making and the process by which decisions are implemented, an analysis of governance focuses on the formal and informal actors involved in decision-making and implementing the decisions made and the formal and informal structures that have been set in place to arrive at and implement the decision.

Within the Purview of Social Edification

A focus on Generation Alpha

Who is Generation Alpha?

Generation Alphas are defined as those born between 2010 and 2025

✔ over 2 billion young consumers by the middle of the current decade

✔ the first generation exclusively born in the 21st century



they are noted to have the following characteristics:

- They are expected to be the largest generation ever, emerging while the world is experiencing the structural rise of Asia – which also coincides with where most of them are to be found – mainly in China and India, among the expanding middle class in these countries.
- They are (obviously) digital: Gen Alpha is part of a world where TikTok, Roblox, and Instagram are not disruptors but established incumbents. Gamification is an essential part of their lives – from education to hobbies. This ties in with gaming platform Roblox suggesting that children under 12 comprise roughly half of the daily active users on the platform.
- They are sustainable: While important to millennials and Gen Z consumers, it is expected that Gen Alpha will resonate especially strongly with sustainability, given they will be growing up entirely under the threat of the looming climate emergency. Already, 81% of Gen Alpha parents are noted as saying their children have influenced their shift to sustainable consumption behavior.
- Generation Alpha is using video games from a young age, impacting their mindset in terms of being active participants in solutions.

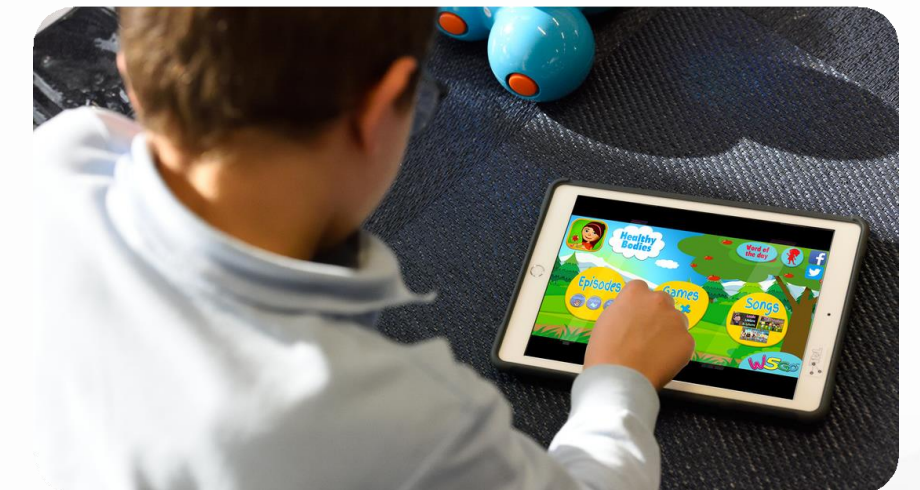
Introducing





AR/VR/MR/XR-enabled Games & Apps
2D/3D Animation Graphics Videos

**Digital Games Assets and Songs Assets for
Generation Alpha**



[To see more click here!](#)

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PRESENCE in Mixed Reality
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Approximation to Presence

And

See What I See & Touch What I Touch
for
Pinpointing for Accuracy & Clarity



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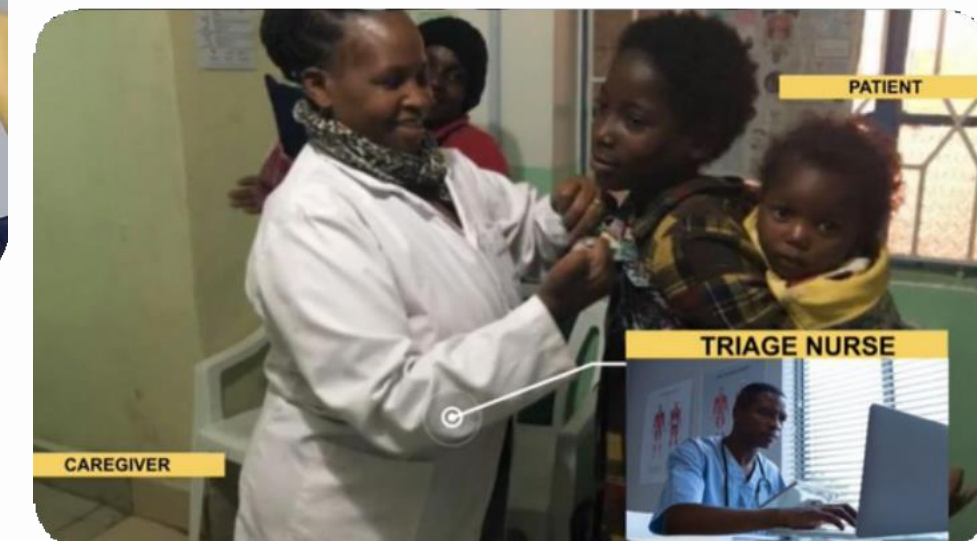
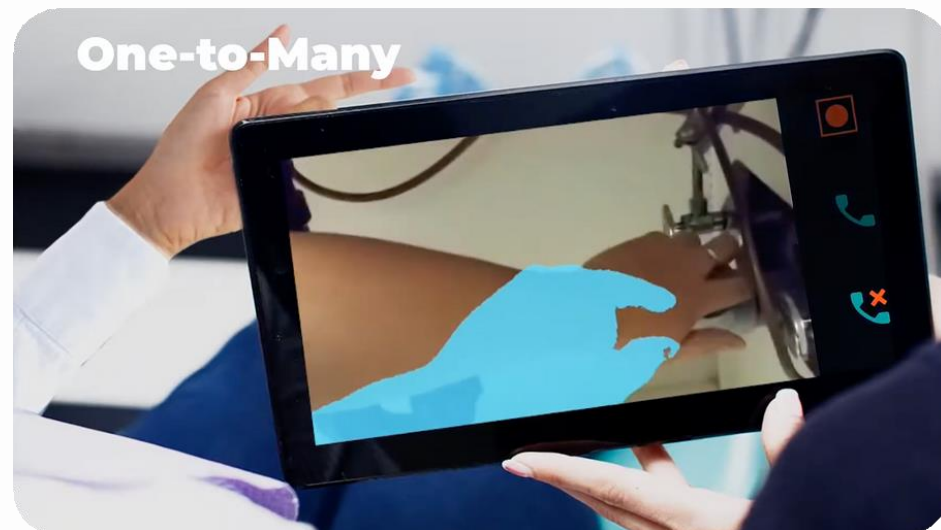


[See how SWISTWIT
works!](#)

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See What I See, Touch What I Touch





TMU

Video Conference
Virtual Interaction
Remote Work Collaboration



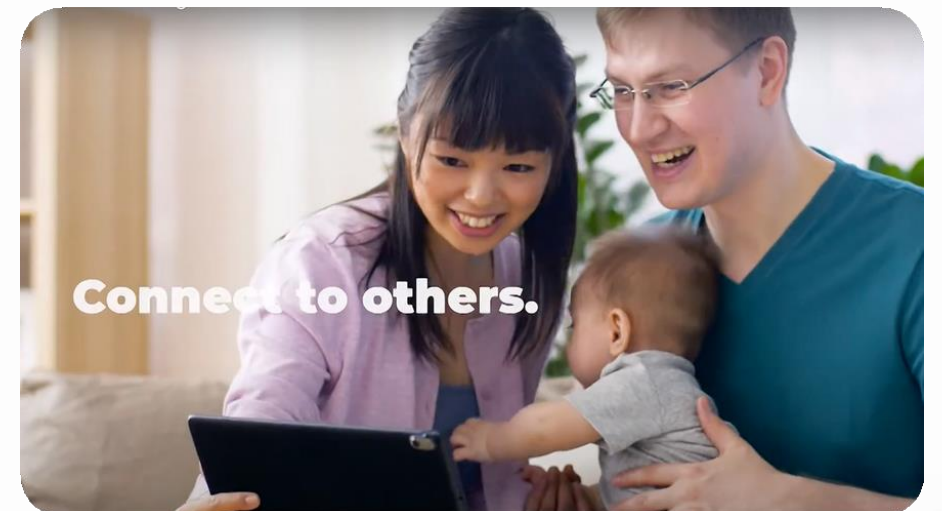
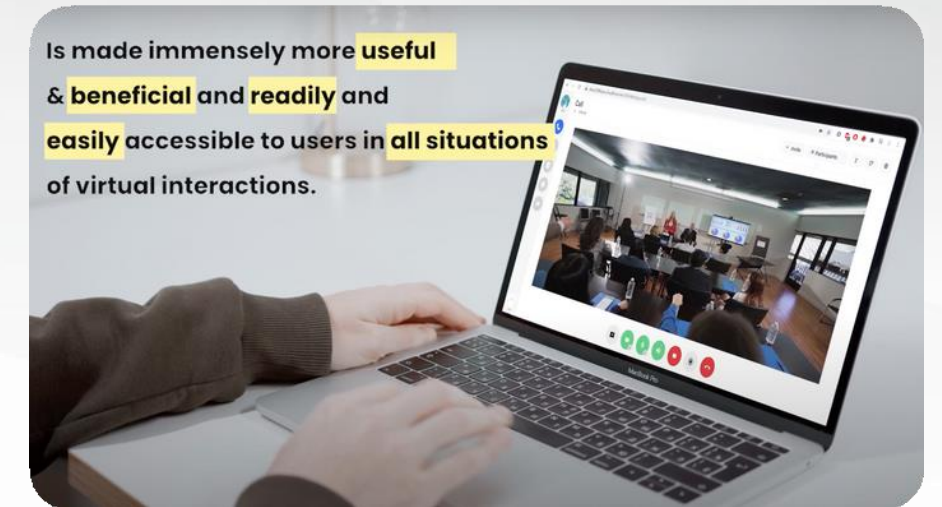
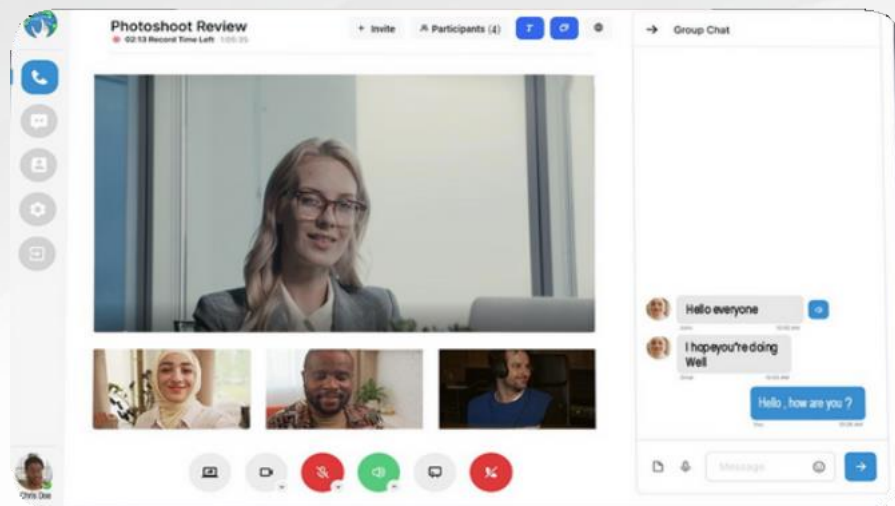
Featuring

Real-Time

Automatic Speech Recognition (ASR)
for
Transcription & Translation

Text-to-Speech (TTS) Conversion
for
Native Language Chat

Multimedia Recording
&
Intelligent Search for Selective Playback





Speech-enabled Multilingual Intelligent Bot implemented with Natural Language Processing (NLP)

for

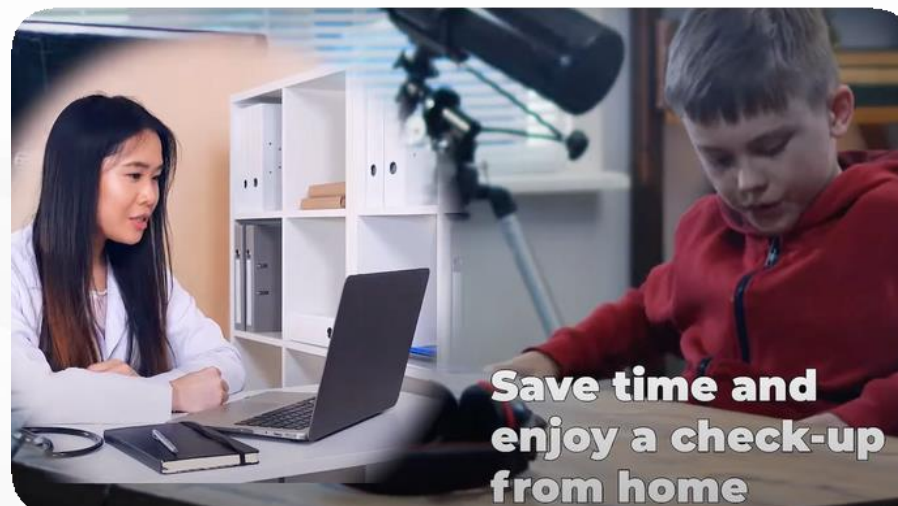
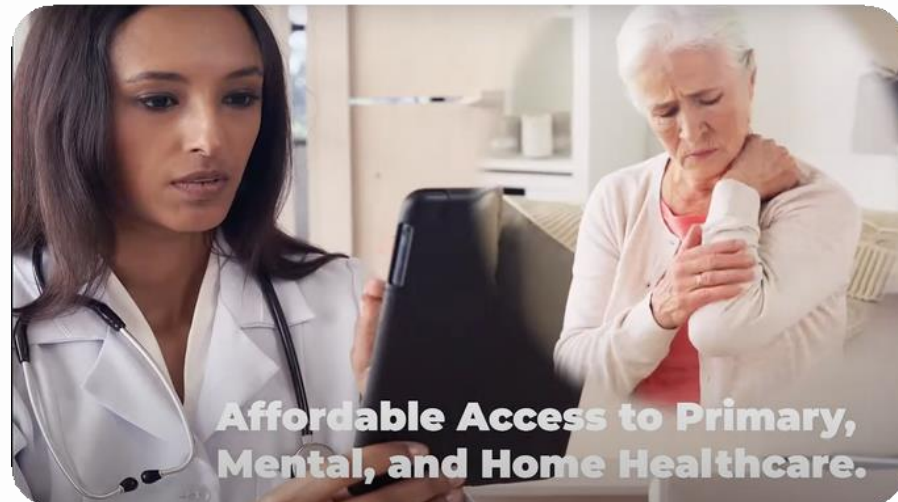
Enhanced GPT Service Platform
(GPT3 + Proprietary AI System)

Cloud-based Managed Service Platform

for

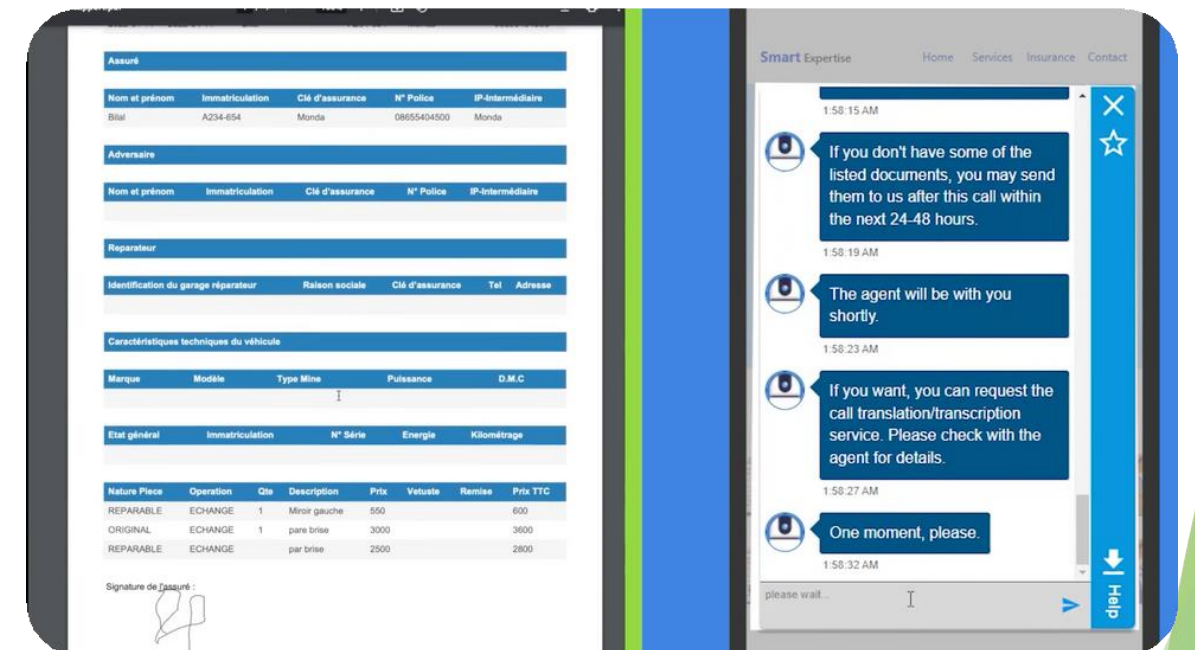
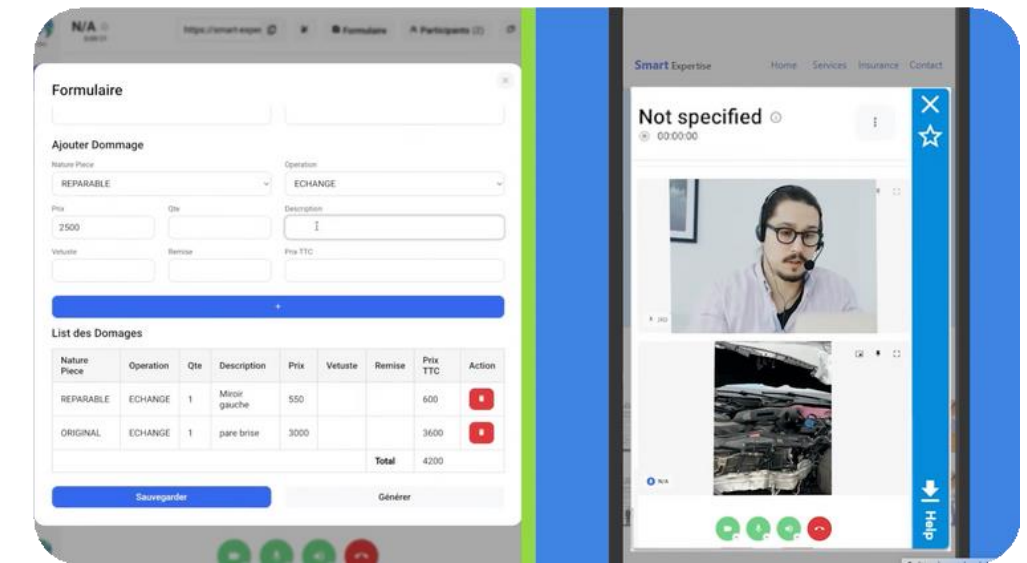
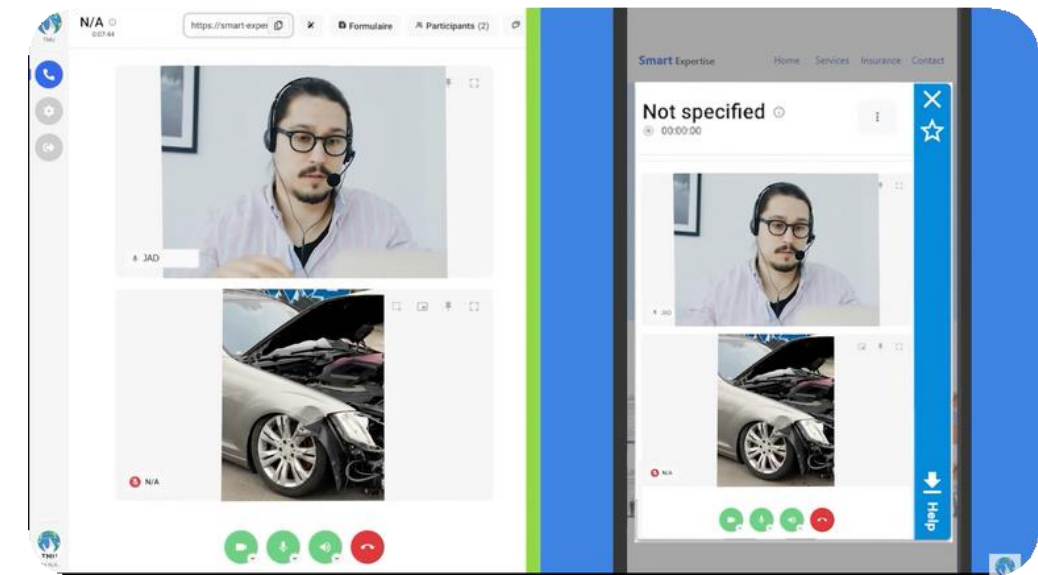
Last Mile Service Provision

 [See more about EGPT-EMS](#)





Conversational AI is capable of Frictionless Transition to Virtual Interaction / Video Conference with Live Agents Solutions as Cloud-based integrated services purpose-designed for the Insurance and Healthcare space but versatile and valuable for any kind of Remote Workforce Collaboration in all kinds of use cases.



[Click to know more about VIVE](#)

[Click to see how it works](#)



Sing-n-Learn

Nurture over Nature
Social Edification

Consists of Songs, 3D Animation Graphics, English Idioms, Words, and Expressions Purpose-designed to:

- Nurture the Generation Alpha to be a well-rounded person
 - o to learn English
 - o to gain knowledge and be enlightened
 - o to be digitally conscious
 - o to learn important life / moral lessons
- Entertain their grandparents and great-grandparents
 - o To enjoy a fulfilling and interesting old age

Across Geography and
Societal Barriers due to
Languages, Cultures, Politics, Economic Conditions





Sing-n-Learn

Nurture over Nature
Social Edification



Enjoy an episode of Sing-n-Learn by clicking here for:

“Come Rain or Shine”

 [Enjoy it here!](#)

Other available Sing-n-Learn episodes are

“The Last Straw”

“In The Nick of Time”

“This Too Shall Pass”

“Don’t Miss the Forest for the Trees”



Sing-n-Learn Karaoke



[See more](#)



Project Proposal for Propagation of Sing-n-Learn

a Free-to-Use Resource / Service

as a social project designed to nurture Generation Alpha
to become a well-rounded person
consistent with the findings of Epigenetics

with
funding through sponsorships

in/as

CSR Programs

Ecocarrier proposes to harness the developed technology / solutions as cloud-based managed services ready for deployment and on-going support in any market worldwide.

*EcoCarrier*TM

Funding for the free-to-use digital assets and service provision is to be by sponsorships through CSR Programs that are to be designed to suit the requirement of the specific commerce/industry space.

Benefits Consideration to/for the Corporate Sponsors

Outreach to Generation Alpha by the Corporate Sponsors
for promoting their brands and goods and services

Promotion campaigns to benefit the Corporate Sponsors can be implemented in the 3D graphics and/or lyrics of Sing-n-Learn, or the brands' images/messaging can be added in the intro or outro of Sing-n-Learn episodes in an unobtrusive manner if required.

Generation Alpha is growing up as super-informed and constantly connected consumers. This means that their attitudes and consumer behavior are different from generations past and are constantly evolving. They are tech-driven consumers, influenced by entertainment media, social media, and their peers. The platforms they have grown up using – like TikTok, Minecraft, and Roblox – have defined them as active co-creators rather than passive consumers.

As they grow up, they will increasingly integrate technology into their consumer behavior, and it will influence how they shop and interact with brands. The online store of the future will be personal and more easily accessible to them than ever before. As empowered consumers, products, advertising, and marketing will best reach them when it involves them and meets their expectations, aspirations, and values.

Generation Alpha are using video games from a young age, and it impacts their mindset in terms of being active participants to solutions. Future brands and marketing companies will be looking to integrate the real world with the virtual world for this generation, integrating marketing and placement of products into the Metaverse in different ways.

How marketing has evolved?

The generations before Alpha have been 'marketed' to so frequently and from so many different angles that there's a savviness to them, which will be emulated by Generation Alpha. This new generation will, in general, make decisions based on peer recommendations, social media influencers, and their personal values. As they grow up they will also be looking to companies' social responsibility, because they want the companies they interact with to 'do the right thing'. A company that has eco-friendly credentials can help increase consumer trust by showing they are environmentally and socially responsible.

The biggest mistake brands can make related to serving this generation:

One of the biggest mistakes organisations can make is to assume Generation Alpha are the same as generations past. While they are the youngest generation today, Generation Alpha have brand influence and purchasing power beyond their years. They shape the social media landscape, are the popular culture influencers, the emerging consumers and by the end of the 2020's will be moving into adulthood, the workforce and household formation. They are the first generation fully born in the 21st Century and have been shaped in different times to previous generations, which means we need new and fresh approaches to engaging with them.

To stay relevant in our global world, marketers, manufacturers and service providers need to maintain open ears to Generation Alpha and design products and services that will be useful for these future consumers. On top of that, businesses today need to learn to effectively communicate with Generation Alpha. How? By connecting with them to find out their wants and needs, and what challenges they face. If businesses fail to understand the world's largest generation of consumers, they will edge towards irrelevancy.

Thank You

For Your Attention

For further information:



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