So many of us can attest to the difficult changes brought about this past year. As a result of these major adjustments, new needs have surfaced throughout communities in Colorado. Ball Corp., a Civic 50 Colorado 2020 honoree, shares how it transformed local engagement to better meet these growing needs through its corporate social responsibility programs.

Why does your company engage in CSR? Ball Corp. has a long-standing tradition of giving back to the communities where we live and work — one that first began with our founders, the Ball Brothers, 140 years ago. We believe our company’s success depends on the collective successes of those around us and that our achievements are meant to be shared. We have a passion for creating positive change and, this year in North America, Ball employees volunteered over 16,000 hours and donated $3.3 million. Our core values define who we are and guide our company efforts as champions of a sustainable future and stewards of our local communities.

What’s one thing that your company considers a CSR best practice? We have experienced success with our community initiatives largely because of the ways we have intentionally engaged our many stakeholder groups, including everyone from senior executives to manufacturing employees, and ultimately our community partners. Our employees recognize Ball’s desire to support their efforts important to them and we create opportunities for them to make a difference in our communities. As a best practice, we believe CSR programs are most effective when backed by shared motivation, empowering team members at every level of the organization, and to engage in philanthropy leveraging our collective strength to advocate for vital societal change.

What will CSR look like in the future for Ball? The Covid-19 pandemic has drastically changed our approach to local giving. Yet despite many uncertainties, we have realized that Ball employees are unfailling in their dedication to making a positive difference. With strong conviction and purpose, we are thinking globally, while allowing employees at each location to decide how best to give back, engaging locally. Doing so allows us to lean into our regional teams who have the greatest insight into their individual and unique community’s needs. We can then tailor our giving approach in a way that best addresses the most pressing needs in the communities where we operate.

The Civic 50 Colorado 2020 award is supported by CSR Solutions of Colorado, which submitted this Q&A. CSR Solutions of Colorado, a project of Community Shares of Colorado and Spark the Change Colorado, provides companies with the best tools and practices to implement corporate social responsibility. Through this important work, CSR Solutions of Colorado connects companies to great causes, truly highlighting the power of volunteerism and collaboration. Denver Business Journal edited this story.