

RED DEER, AB, September 12, 2013 /**24-7PressRelease**/ -- [Trent Davis, Red Deer](#) refrigeration technician, specializes in the use of ecologically sound, geothermal technology to do his job. This coming together of technology and nature proves beneficial to both his clients' needs and the surrounding environment overall. As a socially responsible professional, Davis is both happy and proud to go the extra mile for his customers' and his planet's benefit.

According to a recent [article](#) from the Huffington Post, this focus on social responsibility in business is beginning to catch on more and more at all levels of business, from large corporations to small startup companies. As attention to global sustainability issues grow, more companies realize that it benefits not just their environment but their business image as well to adopt official Corporate Social Responsibility (CSR) policies.

Because of this, the article recommends that companies adopt official CSR policies as early as possible. The market success of a company, explains the article, may now depend heavily on how well it displays a genuine concern for socially responsible business practices. Otherwise, a consumer base increasingly concerned with social responsibility may snub the company simply on principle, no matter whatever other benefits they may offer.

"If you are able to give back, then it is your responsibility to do so," explains Trent Davis, Red Deer professional and social responsibility advocate. "And giving back does not mean just money. More often than not, services mean more than dollar and cents."

First, businesses need to adopt globally recognized responsibility standards with proven, independently certified metrics and criteria. These standards should also be as relevant as possible to the business in question and its goals.

Companies should also find ways to lead in social responsibility through their unique brands and business offerings. Every business has a unique culture of skills and talent that it can use to create a positive niche for itself in the world of CSR.

Next, the article advises companies to make sure that their employees are engaged in CSR policies, both in its management and in a creative sense. This encourages employees to develop a sense of pride and ownership in the socially responsible practices of their company.

Finally, once a CSR policy is properly established and its baseline performance verified companies can use these policies to build trust in their image. Reaching out to customers and stakeholders can also help a company determine areas of possible improvement and growth.

"If more companies accept socially responsible programs such as these," says Trent Davis, Red Deer professional, "then the world can only become a better place, both for business and for simply living in."

ABOUT:

[Trent Davis, Red Deer](#) refrigeration technician, has worked in the refrigeration industry for more than 20 years. He finds that the stability of the industry and its capacity to make a difference for the better in many people's lives makes it an excellent field in which to work. Davis himself specializes in geothermal, earth-friendly cooling technology solutions for condensing boilers, hockey arenas, and portable arenas. The equipment that he utilizes helps him install longer lasting, more energy efficient cooling systems that require less fossil fuel to run. By combining technology with Mother Nature, Davis helps his customers save money on electricity and gas costs while at the same time helping to protect the planet.