

Report

Business



**ASSIGN
BUSTER**

1. 0 Corporate Social Responsibility in Disney The Walt Disney Company is one of the most well-known and the largest a corporations enthusiastic of Corporate Social Responsibility. As the largest entertainment and media conglomerate in the world, and beside its constant “ Imagineering” operations, Disney has a incredible responsibility to giving back to those who have facilitated it to become a media powerhouse that it is today. Specifically, Disney has identified itself with three areas of corporate responsibility: to the community, the environment and volunteerism.

1. 1. Community

In addition to charitable activities and giving, Disney sustains local economies by paying significant tax revenue the authority. The Disney consumes local raw materials and labor from the neighborhood. They employ, train and support local workforce and its families. They have initiatives that allow employees to be active citizens in the community by showing their care for the communities. Moreover, the company advocates for civic engagement, tax contributions and volunteerism among its staffs. According to their website, the Company encourages good deeds via its Disney VoluntEARS program.

1. 1. 1. The Disney Worldwide Conservation Fund

It was initiated on Earth Day in 1995 to supports efforts of global and local non-profits that protect ecosystems, wildlife, and make a helpful impact on the community. Since its inauguration, the kitty has supported over \$20 million projects in over 112 nations.

1. 1. 2. Major provider of aid after natural disasters

Disney has always been a key provider of aid and relief after natural disasters, such as the earthquake that hit Haiti in the year 2010.

1. 2. Environment

Environmental protection remains to be at the front position of what Disney strives to achieve. This has been achieved through the following:

1. 2. 1. Walt Disney motion picture studios

Disney has been in the frontline in encouraging environmental education. This is majorly done through television and programming motion pictures geared toward the environment,

1. 2. 1. 1. Disney nature films

Through the film, Disney nature, the company has shared important information and compelling stories that submerge audiences in the natural world. The Disney Worldwide Conservation Fund supports efforts of global and local non-profits organizations that protect ecosystems, wildlife, and make a helpful impact on the community,

1. 2. 2. Running Disneyland trains on biodiesel made with cooking oil from the resort's hotels

The Walt Disney Company has been “operating the biodiesel trains that advanced the dream for being initiators of steady diet of cleaner-burning and more eco-friendly biodiesel engines”¹.

1 Businessview: The Walt Disney Company - A Leader In Corporate Social Responsibility. June 10, 2103

These trains are able to reduce the amount of exhaust emitted to the environment.

1. 2. 3. Disney created “Green standard”

Disney created a Green Standard agenda in 2008 to reduce their adverse impact on the environment. The program is directed at meetings/events, workplaces, dining and travels. Many more recycling bins have been

<https://assignbuster.com/report-essay-samples-8/>

introduced and hanging ads placed on in the hotel rooms reminding occupants to shut off the lights and water when not in use. These efforts are geared towards being more eco-friendly. The green standard has spread wide showing just how Disney has lobbied for environmental conservation.

1. 3. Volunteerism

1. 3. 1. The company has been giving free tickets to a many people for them to offer a day of volunteer service to an organization of their choice
Volunteerism is a major center of attention for Disney. The company offers free tickets to a million individuals for them to offer a day of volunteer service to a community organization of their choice. "This has encouraged a large number of people in America to commit volunteering in their communities"2.

As it has been indicated, the Disney Company has made massive investment in social responsibility. The three areas, volunteerism, environment and the community have been the major beneficially. On the side of the company, they must be enjoying a lot of customer loyalty due to their generosity.

2 Espenson. 5 Companies Doing Corporate Social Responsibility Right; 2010.

Print

Work Cited

Fenn. Benefits of Corporate Social Responsibility; 2011. printt

<http://www.sustainablebusinessstoolkit.com/benefits-of-corporate-social-responsibility/>

Businessview: The Walt Disney Company - A Leader In Corporate Social Responsibility. June 10, 2103.

<http://www.businessreviewusa.com/leadership/3827/The-Walt-Disney-Company-A- Leader-In-Corporate-Social-Responsibility>

<https://assignbuster.com/report-essay-samples-8/>

Espenson. 5 Companies Doing Corporate Social Responsibility Right; 2010.

Print

<http://www.business2community.com/social-business/5-companies-corporate-social-responsibility-right-0951534>