

Compare fedex and royal mails corporate social responsibility



INTRODUCTION

The FedEx

Today FedEx deliver services in e-commerce and business services to customers and businesses. Its annual revenues are \$36billion. FedEx have contract with different companies and they are working with each other and supporting each other in a legal bounding.

FedEx is a world most accepted and reliable employees, FedEx have more than 280, 000 employees' internal and external. And their main concern in to make the customer happy deliver the best service they can and full the demands of the society.

Royal Mail

Royal mail has providing their services to the community since 360 years, they have a proud on what they are doing for their customers and the society and they have a very good impact not only in United Kingdom but also in whole world. They have an improvement of centuries and a very good public history, now they are making a museum on their history.

In March 2004, Royal Mail Group split into three parts Royal Mail, Post Office, and Parcel Force. British Postal Museum & Archive (BPMA) is now help and guides the peoples about the history and its services to the community.

CSR of these companies

FedEx Community

CSR report of FedEx corp.

“ At FedEx, they win customer trust over the year and people trust more on FedEx rather than the service they provide. They keep helping their community by offering good place of work, services, supporting communities, and friendly environment. So people like to work and enjoy their. They connect the world with their good quality of service and friendly environment around the world.

FedEx talked about six issues

Philanthropy

Environment

Their people

Diversity

Local Society

Global Citizenship Report

Philanthropy

FedEx is committed to support the communities of the people through strategic investment, resource and network. Their resource includes financial contribution, volunteer service by their staff member, and in-kind charitable services.

Therefore they have three focused areas for investment:

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Emergency and disaster relief

Children and pedestrian safety

Environment sustainability

Environment

FedEx is faithful to provide worldwide services while reducing environmental impact. They have integrated environmental practice in their daily operation, and they keep setting goals and challenges to increase efficiency and reduce waste.

Therefore they are focussing on following areas

Conservation

Alternative Energy

Industry leadership

Their People

FedEx provides safe, rewarding and diverse environment to their employees so they grow and succeed as they are success key of their future. Followings are the key factors

Culture of service

Appreciation programs

Everyday Heroes

Culture of safety

Diversity

FedEx believe in power of public as they change world with their services, unite their culture and believe their diversity make them stronger. They focus on two main things:

Culture

Community

Local Society

FedEx cares their community where they exist and work. Their group member gives their extra time to the company to improve community around the world. So they are performing in following ways:

Volunteer work

FedEx Special Delivery

Sports in their Community

Global Citizenship Report

This Global Citizenship Report is about following actions. It offers information about

Their progress

Their plans

And focus areas of their corporate citizenship.

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CSR Report of Royal Mail Group

“ Touching lives, connecting people”

Their reporting structure

2008/09 represents seventh year of their publishing their external Corporate Social Responsibility report and the second successive year of their reported on their activities using Business in the Community’s four-fold classification framework. Their reporting structure, reflected in the following structure of their report:

Royal Mail Group Big five CSR ambitions

Their Big Five CSRs:

Equality and fairness

Safety

Health

Social Action

Environment

Market place

Equality and fairness:

Their Aim is to become a world class organization. To achieve this they need to show equality and fairness in their whole operations, secure first class standards of safety for their suppliers, employees and customers, and

provide excellent support to maintain the health and well-being of their workforce.

Their target for 2013-2014 is to achieve absolute reduction of 10% in the rate of discrimination claims', and ensuring their rate is 10% below the UK benchmark rate.

Their awards are as follows:

BITC Example of quality (great place of work Award)

short-list for people Today Awards (2009 - Award for Health at Work)

Royal Society for the anticipation of Accidents Awards (2009 - Gold Award, Safety)

Royal Society for the anticipation of Accidents Awards (2009 - Highly Commended, Occupational Health Award)

Royal Society for the anticipation of Accidents Awards (2009 - Managing highly praised, professional Road Risk Trophy)

Safety

Their aim is to create a supreme safety culture in their organization.

Their Target for 2012/2013 is to reduce the lost time Accidents. The following chart shows the top five accident causes.

Health

Their aim is to provide first rate support to their employees to improve and maintain their health.

Their annual Targets are as follows:

“ To decrease sick holidays by 10% per year. To develop their contribution in very good health support programmes by 20%. To decrease the sickness cost to the business by 15%. To improve their basic first aid skills by 20%”

Following chart shows the main reasons for absentees for 2008/09

Social Action

Their aim is to have their very good social impact on employees, communities, consumers and their suppliers.

Their Targets for 2013-2014 are to achieve followings

“ Connect 25% of their workers in fundraising and volunteering. Open a winning Cause Related market (CRM) campaign which has good customer knowledge. Have 35, 000 workers connected to good causes, rising over £3million. Make 100 work placements for people who are experience homelessness, as well as 100 placements for little people from Barnardo’s society project. Engage 5% of their suppliers with Barnardo’s (association for children)”

Environment

They aim to operate low carbon mail in Europe.

Their Target for 2010 is to reduce national carbon emission by 10% and they also join 10: 10 movement.

AWARDS

Parcel force Worldwide™ has achieved ISO14001 certification at a number of sites and aims to achieve certification across its whole network.

Awards Winner – difference in Print Media green Award, Quality in Print

Awards 2008

Winner – CSR group for Carbon business course, World Mail Awards 2008

Winner – charter Institute of supply and transportation green progress Award 2007

Market Place

They want to place CSR at heart of their commercial offering and their commercial relationship.

Their Target is to become top quartile performer in our sector, as ranked by business in the community within five years.

Models of Corporate Social Responsibility

I am going to discuss two models of social Corporate Responsibility

Sethi's Model

Carroll Model

Sethi's Model

Corporate Social Responsibilities was represented by Sethi in (1975). He developed a three stage model for classify corporate behaviour and he called it " corporate social performance". The three stages of corporate behaviour are based on:

Social obligation (reply to legal and market problems);

Social responsibility (addressing to social norms, values and hope of presentation);

Social responsiveness (defensive and preventative alteration to social needs).

Social Obligation:

According to this model FedEx is doing very they have a good environment policy They have integrated environmental practice in their daily operation, and they keep setting goals and challenges to increase efficiency and reduce waste. Also they are on Conservation, Alternative Energy and Industry leadership. And also their employees are very happy with them they like their traditions of service, appreciation programs, daily Heroes, traditions of safety.

According to this model Royal Mail also doing very good in environment they aspire to be the lowest carbon postal operator in Europe. Their Target for 2010 is to reduce national carbon emissions by 10% and they also join 10: 10 campaign. They also a winner of different awards like excellence in publish Media green Award, CSR category for Carbon running Programme.

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Social Responsibilities

According to the social responsibilities FedEx is fulfilling their responsibilities they care their society where they live and work. Their team members give their time and expertise to organization to improve society around the globe.

According to the social responsibilities Royal Mail also fulfilling their responsibility and achieved ISO14001 accreditation at a number of sites and aims to achieve accreditation across its entire network. Their aim is to have their very good social impact on employees, societies, consumers and their suppliers. Their future targets are for 2012/2013 is " to decrease the lost time Accidents, to decrease sick holidays by 10% per year. To develop their contribution in sense of very good health support programmes by 20%. To decrease the sickness cost to the business by 15%. To raise their basic first aid skills base by 20%".

Social responsiveness

According to the social responsiveness FedEx is responding effectively to their stakeholders they are making the global committed to support the communities of the people through strategic investment, resource and network. Their resource includes financial contribution, free service by their staff member, and in-kind charitable services.

According to the social responsiveness Royal Mail is also responding effectively to their stakeholders their aim is to have their very good social impact on employees, societies, consumers and their suppliers. Their Targets for 2013-2014 are to Connect 25% of their workers in fundraising and volunteering. Open a winning Cause Related market (CRM) campaign which

has good customer knowledge. Have 35, 000 workers connected to good causes, rising over £3million. Make 100 work placements for people who are experience homelessness, as well as 100 placements for little people from Barnardo's society project. Engage 5% of their suppliers with Barnardo's (association for children)

Carroll Model

Carroll model is based on following four principals

Economic component

Legal responsibilities

Ethical responsibilities

Philanthropic responsibilities

<http://cnx.org/content/m35612/latest/Picture%2035.jpg>

Economic Responsibilities:

FedEx is fulfilling their economic responsibility as it is profitable organization in the world and its share price is also going up they have a very strong position in the market against their competitor like DHL and Royal Mail. As their annual report shows that it is in profitable since last 5 years so we can say it is a very good company along with very god Economic Responsibilities.

Royal Mail is also completing its economic responsibility as it is also a profitable organization in last five years and also the have a strong

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competitors in the market it is owned by government so there is not any share price

Legal Responsibilities:

FedEx is fully committing with the government regulation and laws it is providing services to many multinationals organization also to federal board the services they are very good and with high quality.

Royal Mail is also committing with the financial regulation laws and also Mail integrity laws they are fulfilling all the legal requirements and providing very good services to their customers.

Ethical Responsibilities:

FedEx is performing their Ethical responsibilities FedEx provides safe, rewarding and diverse environment to their employees so they grow and succeed as they are success key of their future. The key factors are their traditions of service, appreciation programs, daily Heroes, society of safety. FedEx believe in power of public as they change world with their services, unite their culture and believe their diversity make them stronger. They focus on Culture and Community.

Royal Mail their aim is to build a first class safety society within their organization. Their Target for 2012/2013 is to reduce the lost time Accidents. Their aim is to provide first class support to their employees to improve and maintain their health.

Their annual Targets are “ to decrease sick holidays by 10% per year, to develop their contribution in Feeling very good health support programmes

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by 20%, to decrease the sickness cost to the business by 15% and to raise their basic first aid skills by 20%”.

Philanthropic responsibilities:

FedEx is committed to support the communities of the people through strategic investment, resource and network. Their resource includes financial contribution, volunteer service by their staff member, and in-kind charitable services. Therefore their focused areas for investment are Emergency and disaster relief, Children and pedestrian safety, and Environment sustainability.

Royal Mail aim is to have their very good social impact on employees, societies, consumers and their suppliers. Their Targets for 2013-2014 are to Connect 25% of their workers in fundraising and volunteering. Open a winning Cause Related market (CRM) campaign which has good customer knowledge. Have 35, 000 workers connected to good causes, rising over £3million. Make 100 work placements for people who are experience homelessness, as well as 100 placements for little people from Barnardo's society project. Engage 5% of their suppliers with Barnardo's (association for children)

Recommendations

According to the research and Corporate Social Responsibility Report it shows that both companies are practicing very good strategies in CSR. They take care not only of their business but also their stake holders and Environment. But there is a difference between both that FedEx is Private

Courier Company and Royal Mail is government based company. Following are few recommendations for these companies:

According to the above website “ Managers at Royal Mail will next month vote on strike action for the first time since the 1979”. It is because of “ Royal Mail is proposing to cut 1, 500 managerial jobs, which will be compulsory if there are not enough volunteers”.

Royal must not cut the jobs of the managers but if it is much important to do this they can negotiate with them and make them part timers in this way until they get new job they can stay and as they find new job they can leave.

As per research I found that there is not any problem with FedEx but I recommend that they must continue their services and their bounding and connection with their stake holders, and customers and keep improving their software and services also taking care about the environment and Philanthropy.

Sources of Material

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REFLECTION OF LEARNINGS

Introduction

As reflection is a process of learning that a person used for critical thinking to examine presented information, then ask question about it and draw conclusion based on these resulted ideas. This process allows us to make different solutions and conclusions. In this result of struggle we achieve better understanding of concept. If there is no reflection the learning will End.

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CSR means an organization which acts in way that is beneficial to society it is about the organization doing more than minimum for society set by legislation.

Kolb's learning cycle

David Kolb printed his research model in 1984. This model tell us about Kolb's learning theory and his research about the learning behaviour now a day many of the institutions, lecturers, managers and trainee get help from this models. It also tells us about the accepting, learning and explaining behaviour towards helping others.

I am going to describe the learning of reflection by using the below Kolb's learning cycle

Concrete Experience (doing an knowledge)

Reflective Observation (reflecting on the knowledge)

Abstract Conceptualisation (learning from the knowledge)

Active Experimentation (trying out what you have learned)

Concrete Experience (doing an knowledge)

Concrete Experience correspond to " knowledge by social contact", direct realistic knowledge (or " hesitation" in Kolb's terms), as opposed to " knowledge about" something, which is hypothetical, but definitely more broad, (hence " Comprehension") and represented by Abstract Conceptualisation.

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Reflective Observation (reflecting on the knowledge)

Reflective Observation concentrate on what the knowledge means to the expert, (it is changed by “ Intension”) or its connotation.

Abstract Conceptualisation

Abstract conceptualisation emphasizes the realistic application of facts and solving problems. Like decision-making, problem-solving, and the practical application of ideas. Prefer practical effort over interpersonal issues.

Active Experimentation

Active Experimentation restart the cycle when we implement those changes in our teaching practice.

Learning from the subject

The learning experience I have done in this course is very good before studying this course I don't know about the social and legal responsibilities of the company. But after studying I know the corporate social responsibilities of the company minimum set by the legislation.

The way of teaching was also very good we saw some learning videos, documentaries, notes and also learn how to research from internet and analyze the companies according to their CSR issues. I noticed that, the learning method used by our teacher was very good and different from others because in this way we learn effectively and we pick the things quickly. I suggest that if all the teachers teach this way like half of the day we spent in class to take lecture and half day we spend in computers while

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research about the topic we had done in the morning session in this way we learn more effectively.