

Sustainability efforts of mcdonalds essay

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Sustainability Efforts of McDonald's

McDonald's corporation is world's largest fast food chain with more than 33,000 retail outlets serving to over 68 million people daily in 119 countries (Aboutmcdonalds. com, 2012). The mere vastness makes it mandatory for the company to undertake sustainability initiatives and strive towards a greener tomorrow.

The company has taken a variety initiative in the direction of sustainability and environmental responsibility. First, the company is committed to source its raw material requirements through ' sustainably managed lands'. This ensures that land is managed in an ecologically friendly without irreparable damage to natural resources. Second, the company has laid down standards for purchase of wood fiber, predominant material used for packaging. The norms are such that it does not promote deforestation and misuse of protected land. McDonald's regularly surveys its wood fiber suppliers to identify sources and associated risks. The company, then, prepares norms to mitigate these environmental risks. Third, the company has successfully collaborated with partners focused on environmental protection and sustainability over the years. In 1990, McDonald's collaborated with Environmental Defense Fund to create a waste reduction action plan for the United States that eventually eliminated 300 million pounds of packaging waste (Aboutmcdonalds. com, 2012). Fourth, McDonald's shares and awards the best green practices with its global system to sensitize its employees

and encourage such activities. The green initiatives awarded are reduction of carbon foot prints, environmental friendly practices, anti-littering campaigns, water recycling and use of bio-diesel in logistics.

Thus, McDonald's has been constantly striving to reduce its carbon footprints and conduct business in a sustainable manner. Its sustainability initiatives are well-planned. The company is leveraging on its size to lay down environmental friendly guidelines for its value chain partners, including suppliers and logistic managers.

References

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