

# Cadbury csr

[Business](#), [Management](#)



Corporate social action of Cadbury Cadbury Schweppes is one of the renowned companies, which manufactures, distributes, and markets huge variety of confectionary and beverage product. Cadbury and Schweppes were merged in 1969, and since then the company has started to manufacture different renowned products like Cadbury chocolates, 7Up, Oasis, and Orangina. The company, which is establishing different confectionary and beverage products, is employing 50, 000 people worldwide

Cadbury' approach to corporate socialresponsibilitywas influenced by its founderphilosophyof fair treatment to employee and contribution to the community. Cadbury started the action with beverage, as tea and coffee business promoting tea and coca as alternative to alcohol for workers. When Bourneville factory was established in 1879, they believed that profitable business required healthy communities. Thefamilyhad a Quaker background and social benefit was a value they upheld.

The motivating approach of Cadbury was promoting prosperous, sustainable, educated and inclusive communities because they were good for business. In 2001 they started a programme which was based on five areashuman rightsand employment standards; ethical sourcing and procurement; marketing, foodand consumer issues; environment, healthand safety; and community investment. They started sponsoring community-focused events, training or employing the community people, donating the materials, products, promotional materials, equipment and furniture.

The actions of Cadburys social actions are: Cadbury Schweppes' Community Investment Programme (CIP) was developed by management and staff to <https://assignbuster.com/cadbury-csr/>

help support three principal areas of focus: education and enterprise; health and welfare; and the environment. The first is illustrated by the Enterprise in Schools scheme, which builds on the company's own experience with the communities around its Birmingham headquarters. In 1999 the company decided to broaden the scheme's geographical focus and support initiatives around other company sites in Sheffield, Wakefield and inner city London in Hackney, where there were many educational issues linked to the social problems of inner-city deprived areas, such as under-achievement, truancy, and poor numeracy and literacy. Enterprise in Schools involves Cadbury Schweppes in investing ? 1m over six years in partnership with two charities - Young Enterprise and the Prince's Trust. Through this partnership the Young Enterprise Primary Programme was established in 2001.

The partnership involves volunteer Cadbury Schweppes employees (working in company time) and teachers in improving students' awareness of society and their place within it through the teaching of six modules: Ourselves; Our Families; Our Community; Our City; Our Nation; and Our World. The modules are linked to the National Curriculum and allow pupils to learn and discuss concepts such as citizenship, voting and taxation. In 2002/03 over 61, 000 students participated.

An independent evaluation of the Young Enterprise Primary Programme found that 83% of the teachers judged that it had made a valuable contribution to the school curriculum. Cadbury Schweppes also supports the Prince's Trust's xL Club programme. This is a network of over 800 clubs across 513 schools comprising 9, 000 young people who are at risk of under-achievement or exclusion. Through building partnerships between schools,

local companies and the community on activities, which develop personal and team-building skills, the clubs help young people to realise their potential.

By 2005 more than 12, 000 young people are expected to participate in 1, 000 clubs. An independent evaluation found real evidence that young people, many of whom are at risk of social exclusion, are gaining considerable benefit from the clubs. Some of the schools that have benefited under the Enterprise in Schools initiative have also received help from volunteer Cadbury Schweppes staff under the ‘ You can make a difference’ programme. This covers ten areas:

- School link - seeks to develop ongoing partnerships and joint projects with designated schools;
- Personal mentor – one-to-one mentoring of secondary pupils to raise students’ aspirations and improve their understanding of the links between school and work;
- e-Mentor – mentoring of pupils via email as part of IT or literacy and communication programmes to raise confidence levels and awareness of work;
- Young Enterprise Primary programme – staff deliver five one-hour classroom modules on citizenship for primary children;
- Leadership programme – partnering a headteacher or manager of a voluntary sector organization to share ideas on management;
- School governors – staff join the governing body of a primary or secondary school and participate in regular meetings;
- Befriending and visiting – the Confectioners’ Benevolent Fund looks for volunteers to visit retired people who used to work in the industry, to offer general advice and company;
- Team challenges – team projects, such as gardening or decorating at schools or community centres, play areas, etc. ;
- Fundraising – staff

complete fundraising activities for any UK registered charity that is eligible from the company under the 'CashMatch' scheme; • Sport - assisting community-sporting organisations.

By supporting education projects the company hopes to improve standards and develop skills among both teachers and pupils. By building links with individual pupils, teachers and schools Cadbury Schweppes aims to raise aspirations, support learning and help prepare young people for work. So far 1, 800 Cadbury Schweppes employees in the UK have participated in the volunteering programme, which has allowed them to give something back to society, gain new experiences and broaden their horizons. Staffs around the world have gained many benefits from volunteering, including the development of communication skills, self-confidence and the ability to work with different age groups. These new competencies can be used in their work to help the company's performance.