

Local businesses that are socially responsible

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Local Businesses that are Socially Responsible: Starbucks Identify a business in your community that is practicing some form of social responsibility

Starbucks has reportedly established as much as 17, 244 stores worldwide (The New York Times). Its official website clearly indicates that in 2012 it has again been included for the sixth consecutive year as one of the World's Most Ethical Companies as awarded by the Ethisphere Institute (Starbucks Corporation). Likewise, the organization was also awarded as one of the World's Most Admired Companies with a ranking of 5 from among the top 50 in best in social responsibility (CNN Money). One could almost always see a Starbucks store just around the corner.

Think of a new way a business could contribute in a way that fits what they already do

To contribute more in terms of giving back to the local community where each Starbucks store is established, one thought of requesting the branch to encourage students within the area to learn the value of job responsibility, conformity to ethical standards and giving back to the community through encouraging on-the-job training in their stores on a scheduled basis and to donate, say every dollar of a customer's coffee to fund educational programs at nearby schools. In doing so, Starbucks would enhance corporate image and be able to assist in supporting educational endeavors in the local community, as evidently needed.

Works Cited

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