**Some examples of:**

Facebook Inc. Stakeholders, Corporate Social Responsibility

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## Facebook’s Stakeholder Groups & CSR Initiatives

Facebook’s social media business affects stakeholders around the world. This situation requires global standards for the company’s corporate social responsibility initiatives to satisfy stakeholders’ interests. Facebook Inc. has the following stakeholder groups, arranged according to importance in its CSR strategy:

1. Users/Members (most important)
2. Advertisers
3. Employees
4. Governments
5. Communities

**1 Users/Members**. Facebook’s online social media service has more than 1.6 billion monthly active users. These users or members of the social network are the stakeholder group that receives the company’s top prioritization. Users are significant because they determine the popularity and attractiveness of Facebook’s display advertising service. Advertisers are more likely to pay for such service as the online social network gains more users or members. As stakeholders, users are interested in the ease of using the firm’s social media services and privacy of personal information. Facebook continues to improve its social networking website and mobile apps to make it easier for users to set the privacy of their accounts. Moreover, the company is the primary participant in the launch of Internet.org in 2013, which aims to make Facebook.com and other online resources more accessible in the developing world. Thus, Facebook Inc.’s corporate social responsibility strategy satisfies the main interests of users or members as stakeholders.

**2 Advertisers**. Advertisers are the chief source of Facebook’s income. Thus, this stakeholder group is significant because it influences the company’s revenues. The interests of these stakeholders include effective and efficient advertising service, as well as accurate data from Facebook. In its corporate social responsibility efforts, Facebook Inc. addresses these interests through automated reporting to minimize human intervention in the advertising processes. Also, the company provides a variety of options for advertisers to target specific audiences on the online social network to maximize the benefits of the advertising service. Therefore, Facebook’s corporate social responsibility strategy addresses the interests of this stakeholder group.

**3 Employees**. Facebook Inc. values employees in terms of their contributions to the social media business. These stakeholders are significant in affecting the company’s evolution, especially in developing and improving products. The interests of employees include high compensation and career development. Facebook’s corporate social responsibility programs directly address these interests through competitive human resource policies. For example, the company gives some of the highest salaries in the industry, especially as a way of attracting talent while competing against firms like Google in the labour market. Such efforts show that Facebook Inc. satisfies corporate social responsibilities in considering the interests of employees as a major stakeholder group.

**4 Governments**. Governments are significant stakeholders because they impose requirements on Facebook’s social media business. This influence keeps the company in compliance with governmental policies and interests, which include regulatory compliance. Facebook’s corporate social responsibility strategy involves negotiations and partnerships with governments to show support for governmental efforts and programs. In the case of China, for example, the company continues to participate in education programs to convince the government to open the market to Facebook’s online social network.

**5 Communities**. Facebook Inc. gives the least priority to communities as a stakeholder group. These stakeholders significantly affect the company by influencing the perception of users/members and advertisers. Communities are interested in developmental support from companies. Facebook addresses such interests through Internet.org, which was launched in 2013 as a way to increase online access in developing countries. However, critics argue that Internet.org violates net neutrality and is just another way to promote the company’s online social network over competitors. Also, the company has a limited Ph.D. fellowship program to allow students to work with Facebook, and for the firm to find new hires. These efforts show that Facebook Inc.’s corporate social responsibility strategy is weak in satisfying the interests of communities as a stakeholder group.

**Some examples of:**

**Apple Corporate Social Responsibility (CSR)**

Apple corporate social responsibility (CSR) programs and initiatives are led by Lisa Jackson, Vice President of Environmental Initiatives, reporting directly to CEO Tim Cook. It has to be noted that “Steve Jobs wasn’t known for philanthropy. Some wondered if he made anonymous donations to charity, some criticized him for his lack of public giving, while others defended him[[1]](http://research-methodology.net/apple-corporate-social-responsibility-csr/%22%20%5Cl%20%22_ftn1). However, with Tim Cook assuming Apple leadership in 2011, the focus on CSR aspect of the business was increased to a considerable extent.

Apple releases Environmental Responsibility Report and it includes the details of CSR programs and initiatives engaged by the company.

## Making products with fewer by-products.

In 2015, we launched a waste diversion program at 22 factories, including all final assembly facilities, to help suppliers reduce, reuse, or recycle. This includes reusing internal packaging, shipping packaging materials back to vendors for reuse, and limiting food waste from worker canteens. And when waste leaves the facilities, we’re working closely with local governments to ensure that it’s disposed of properly. To date, our efforts have diverted 73,773 metric tons of waste from landfills.

In July 2015, Foxconn Guanlan became our first supplier to recycle or responsibly dispose of all its production waste without using landfills. And in January 2016, after six months of 100 percent waste diversion, Guanlan was officially validated as a zero-waste facility.

## Making water-intensive processes more water conscious.

The water we use has a direct effect on the communities we operate in. In 2013, we started the Clean Water Program to reduce the use of freshwater in our suppliers’ processes. We learned that 73 of our suppliers’ facilities accounted for 70 percent of the top 200 suppliers’ known total water use. And through baseline assessments, performance evaluations, technical support, and supplier training, we helped them save more than 3.8 billion gallons of freshwater. We’re also increasing reuse and recycling of treated wastewater.

Some examples of:

**Lidl Corporate Social Responsibility**

As a retailer, we’re grateful for the continued trust people place in our company and products. It makes us all the more aware of our responsibilities to society, and all the more determined to support the community and the environment in a meaningful way.

Some local and nationwide initiatives and charities we support include:

CLIC Sargent is one of the UK’s leading cancer charities, providing critical support to children, young people and their families affected by cancer. Through a special partnership with CLIC Sargent, our employees raise funds for this important cause. With £358,900 already raised, we now aim to raise £1m over three years. Much of our fundraising activity is organised by individual staff members or small teams and has included all sorts of activities from the Great North Run to sky diving. Not only is raising money for this worthy cause allowing our staff to give something back, it also promotes teamwork, a sense of pride and hopefully they have a bit of fun in the process (well, maybe not with the sky dive!).

The STV Appeal works with six major charities to change the lives of Scotland’s most vulnerable young people in a sustainable and long-term way. It’s firmly established as a force for good, and is making a real difference in the lives of children affected by poverty. We’re proud to partner and support this vital organisation and help to raise money that will really make a difference.

Fairglobe is a brand devised by Lidl to support the Fairtrade movement. Through it we’ve helped to improve the quality of life in less economically developed countries such as Ethiopia, Honduras and Papua New Guinea.

Every year our UK stores collectively recycle around 40,000 tones of cardboard and plastic. Plastic packaging is also collected, separated into coloured and clear plastic and recycled, diverting almost 90% of our waste from landfill sites. Applying a small fee to plastic shopping bags also encourages our customers to reuse their bags. But our efforts don’t stop there! Our store warehouses, staff areas and office buildings have intelligent lighting systems that only turn on when they are needed. Our state of the art refrigeration systems are not only more efficient than your usual models, but are also CFC free and have Zero Ozone Depletion Potential. We are also working on implementing a ground breaking system that harnesses the heat caused by our refrigeration units and channels it into our store heating system, significantly the use of gas boilers and CO2 emissions.

Employees

Our company consists of motivated employees who are actively involved in events in the company. For them and for securing corporate culture we set at the beginning of 2008 management principles and dealing with colleagues and business partners. Our staff and managers offer the opportunity for further professional development of quality educational courses. Career growth is also supported through development programs, which take place at international level within the group Lidl in Europe. Emerging position we are trying to occupy the existing employees of companies that are incorporated and thoroughly prepare for their new home.

**Some examples of:**

 Nike CSR

The Nike Community Impact Fund (NCIF), in partnership with Charities Aid Foundation of America and the Oregon Community Foundation, is a collaborative approach to grant making that directly impacts local communities.

Since 2010, the NCIF has been administered from Nike World Headquarters by a committee of employee volunteers that has awarded 300 cash grants totalling more than $3.2 million dollars to local programs that promote sports and physical activity for youth and address pressing community needs.

The Nike Community Ambassador program gives Nike employees the opportunity to make a positive impact in their communities. In schools and communities around the world, Nike Community Ambassadors volunteer to provide quality coaching for kids in sport and physical activity, passing on their passion for sport to the next generation.

By giving children early, positive experiences with sport and physical activity, Nike Community Ambassadors aren’t just helping them be active today – they are inspiring and equipping them to be active for life and helping to reverse the physical inactivity [trend](http://about.nike.com/pages/designed-to-move).

The Nike School Innovation Fund's mission is to fuel excellence in education through the power of innovation. Since 2007, Nike has partnered with school leaders in Oregon to engage students and support teachers to help all students realize their potential. The fund aims to increase the number of students who graduate on time and prepare all students to succeed in high school and beyond.

WASTE

We are focused on eliminating waste through more efficient product design and manufacturing technologies. In FY15 alone, 54 million pounds of factory scrap was transformed into premium materials used in Nike performance footwear and apparel.  In footwear manufacturing, we diverted 92% of total waste from landfill and incineration without energy recovery.

ENERGY

Our two-fold energy strategy focuses on strong efficiency measures and a transition to renewable sources. Since we launched our Energy and Carbon program in 2008, Nike footwear contract manufacturers have cut energy use per unit in half, meaning today it takes about half the energy and emissions to make a pair of shoes compared to eight years ago.

WATER

We focus on understanding, reducing and improving our water use. We reduced water use by 18% per unit in apparel materials and 43% per unit in footwear manufacturing, far surpassing our goals for FY15.

**Some examples of:**

**What is McDonald's corporate social responsibility policy?**

We take our social responsibilities very seriously. For example, we're always looking for ways to reduce, reuse and recycle in our restaurants and across our whole business.

Examples:

# Good Planet

## Our Vision is for McDonald's restaurants to create positive impacts for our communities, society and the planet. Since the Company’s founding, being good neighbors has been part of our heritage. Back then, environmental management generally meant doing less harm. But today we focus our opportunities on doing more good. That’s why the Company and its Franchisees are seeking new ways to further improve restaurant efficiency, manage energy usage and costs, recycle waste and conserve and reuse water, all while engaging our people and our customers to strengthen the business and our brand.

# Good Communities

## McDonald’s Founder Ray Kroc used to say, “We have an obligation to give something back to the community that gives so much to us.” Today, McDonald’s remains committed to being a good neighbor in thousands of local communities where McDonald’s restaurants operate. More than 50 years after the Company’s founding, we are still a good neighbor and leverage our size, global reach and franchise model to positively impact the communities we serve. Franchisees and suppliers also support community activities in the areas they serve.

While the expression of our collective commitment to giving back varies from country to country, the Company is globally aligned around two main priorities:

* **Improving the Lives of Children and Their Families**
Through support of Ronald McDonald House Charities (RMHC) and other organizations.
* **Strengthening Communities**
By addressing needs such as education and physical activity.

We use low energy LED light bulbs, energy saving equipment and waterless urinals, and recycle used cooking oil into [biodiesel](http://www.mcdonalds.co.uk/ukhome/whatmakesmcdonalds/articles/biodiesel-lorries.html) to fuel more than half of our delivery trucks. We also recycle the cardboard boxes used in more than 89% of our restaurants, and more than 85% of our packaging is made from renewable resources. We are the Community Partner Community Partner of the four nations' Football Associations. This means we work with local football clubs, schools, youth teams and junior leagues around the UK. Our programme gives people the chance to volunteer and qualify as a football coach so they can give free, high-quality coaching to young people across the country. We also organise [daily litter patrols](http://www.mcdonalds.co.uk/ukhome/whatmakesmcdonalds/articles/love-where-you-live.html) and work with environmental charities [Keep Britain Tidy](http://www.keepbritaintidy.org/), [Keep Wales Tidy](http://www.keepwalestidy.org/), [Keep Scotland Beautiful](http://www.keepscotlandbeautiful.org/) and [Tidy Northern Ireland](http://www.tidynorthernireland.org/). Most of our charity work is focused on supporting [Ronald McDonald House Charities](http://www.rmhc.org.uk/), an independent charity which McDonald's has supported for over 20 years. Ronald McDonald House Charities provides a 'home away from home' for families with children undergoing treatment in hospital. The Charity relies on voluntary donations, and you can find collection boxes in every single one of our restaurants. We also invest over £360 million a year in the UK agricultural industry. The majority of our ingredients come from Britain and Ireland, with more than 17,500 British and Irish farmers providing us with ingredients such as beef, Freedom Food pork, free-range eggs, organic milk and potatoes.