

[CS & MKT] Corporate Social Responsibility

Benefits:

Better image

Publicity

Attract consumers

Environmental Concerns

Example #1 Ernst & Young: Utilization of energy-efficient lighting

- Cuts 2.9 million kilowatt hours of energy use
- Reduces carbon dioxide emissions by approximately 2 million pounds
- Increases usage of video conferences and eco-friendly forms of communication

Example #2 Cisco Systems renovation of water cycle within their San Jose campus

- Mitigate impacts in water-scarce areas by incorporating resource constraints into local office building
- Cisco Connected Workplace using telepresence
- Increased the efficient utilization of the office space

Education Concerns

Example #1 Pricewaterhouse Coopers: Volunteers in Financial Literacy Lessons

- Project Belize helped customize the curriculum, refine teaching and technology, playground building
- Involvement with Big Brothers Big Sisters, Junior Achievement, United Way, and boys and Girls Club
- Societal progress in educating both children and adults

Example #2 Cisco Systems: Internationally-spread technology and language education

- Offer access to knowledge and education to people in Sub-Saharan Africa, Cameroon, Ethiopia, Kenya, Nigeria, and Rwanda
- Improving ac computer skills to encourage economic participation in third world countries
- Developed 20 community knowledge centers
- Manger training program with 53 current graduates

Poverty Concerns

Example #1 Unilever: 21 day workshop on basic sanitation

- Potentially reach out to up to 1 billion people
- Wide consumer audience because Unilever encompasses many everyday household product brand names (i.e. Vaseline, Ben & Jerry's, Dove, Ragu, Q-tips, Breyers)

Example #2 Google: Practiced CSR in forms of grants and relief efforts

- CSR efforts in China since 2007
- Google Grants
- Supporting earthquake relief efforts

Public Health Marketing

- Companies take into account the impacts of their products on their consumers
- Offer a point of difference that sets their product apart from competitors' products.
- Focus on marketing their concern for the consumers' well-being and appeal to the consumers' emotions
- Ultimate goal = expand market share while branding themselves as socially responsible
 - Chipotle: "Food with Integrity"
 - Offer vegan/vegetarian options
 - Market the fact that the meat is antibiotic-free
 - <http://www.youtube.com/watch?v=Dz231o3VUzU>
 - Coca-Cola: Troops for Fitness
 - Veterans educate the audience about healthy living
 - \$3 million grant dedicated to spreading fitness education

Eco-Friendly Marketing

- Appeal to the consumers' desire to indulge in eco-friendly products
- Modification of advertising tactics such as packaging, labels, and green impact on the environment
- Levi's: Waste<Less Jeans
 - Emphasize that their jeans are made of recycled plastic bottles

- <http://explore.levi.com/news/sustainability/introducing-levis-wasteless-8-bottles-1-jean/>
- Nike: Reuse-a-Shoe
 - Old sneakers grinded down to Nike Grind, a material used to produce sports surfaces such as on courts and tracks
 - "Worn out, Play on"
- Starbucks: Wooden Gift Cards and Reusable Cups
 - Distribution of eco-friendly wooden gift cards instead of plastic, which are harder to recycle and reuse
 - Shops offered reusable cups for consumers to bring back into the store rather than receiving a new paper cup at every purchase

Non-Profit Marketing

- Focus on volunteering, networking opportunities with other corporations and businesses, and donations and sponsorship
- Shutterfly on the popular Ellen DeGeneres show to not only freely advertise Shutterfly as a company but also to raise awareness of Shutterfly's charitable donations
 - Utilization of popular social media appreciated by a massive audience to spread awareness

Google for Non-Profits: <http://www.youtube.com/watch?v=fpAZFueXVzY>