

## GREEN CORPORATE SOCIAL RESPONSIBILITY

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Nowadays all companies that aspire to gain, maintain or increase their market share, that take care about their brand image and reputation with customers, have to develop their Corporate Social Responsibility (CSR) programs. CSR is an umbrella term for corporations' various efforts to promote social, economic and environmental change. With climate change becoming a more urgent issue, the environment has become CSR's primary focus, and the term Green CSR emerged.

The objective of this paper is to analyze the information about the mission and CSR strategies of the four world famous companies Apple, Nike, Starbucks and Nestlé, as it is communicated at these companies' websites, and find out what these world leaders in their segments of the market do in terms of the Green Corporate Social Responsibility.

### **Apple Inc.**

Apple is committed to doing its part to fight climate change. For the company this means taking bold action. Their goal to be carbon neutral by 2030 is both ambitious and necessary. The efforts that support this goal require innovations at scale – like designing and implementing new technologies, mobilizing innovative financing and rapidly deploying renewable energy.

In July 2020 Apple announced a plan to become completely carbon neutral by 2030. To reach carbon neutrality the company focuses on driving energy efficiency improvements and transitioning their facilities to 100 percent renewable electricity.

As a part of the plan there came the introduction of a new robot recycler, Dave. Dave joins Daisy, a disassembly robot which was launched in April 2018. These robots work to break apart iPhones, extracting minerals for recycling by using a four-step process to extract an iPhone battery with air. The phones begin their journey on a conveyor belt. Then the robot places prongs between the phone's screen and body to separate them. The battery is removed with a blast of freezing air and the screws are removed with a punch. The robot then removes the cameras, haptics, speakers and more. After that, all that's left is the phone's aluminum shell, which is recycled along with other components of the phone, such as tin and cobalt.

Such robots can recover over 2 pounds of gold, about 16-and-a-half pounds of silver, and nearly 2 tons of aluminum for every 100,000 iPhones it deconstructs. A single Dave robot can process up to 800 modules per hour. The recycled parts from old iPhones and other devices are then reused in new phones.

### **Nike, Inc.**

Nike's Corporate Social Responsibility and Sustainability program resonates with the company's core belief that "sports can change the world for the better." They believe that environment fully influences the state of the athlete during sports. For this reason, Nike makes an effort to keep global warming below 1.5 °C. That means collectively cutting the world's greenhouse gas emissions in half this decade and reaching net zero by 2050.

Nike is scaling innovation and piloting new programs that empower athletes to recycle and refurbish products. Nike launched Recycling and Donation service with a simple goal: make it easier for athletes to reduce waste by getting rid of used athletic shoes and apparel. When you bring athletic gear to a participating Nike store, staff member inspects it. Based on its condition, level of wear and eligibility, product is sent to donation or recycling. Product to be donated gets sent to a Nike partner distributing product donations to organizations that help people facing disasters and other challenging circumstances. If received product is not in good enough condition or otherwise not eligible for donation, Nike works to recycle each item in the right way. For footwear, this means sending it through the state-of-the-art grind machine. Nike Grind is the scrap that comes from manufacturing waste, unused materials, and end-of-life product. After grinding it up, it is divided by material type (rubber, foam or textile fluff) so that it can be incorporated into new items. Nike Grind playgrounds, basketball courts and indoor flooring, as well as TPU used in Nike offices, Nike retail spaces and 3D printing comes from recycled rubber.

### **Starbucks Corporation**

Twenty years ago in their first Corporate Social Responsibility report Starbucks declared the following statement: "Starbucks has the opportunity to lead by example. Our responsibility starts with being accountable to Starbucks stakeholders – our partners, customers, shareholders, suppliers, community members and others – communicating openly about our business practices and performance." Nowadays, the company still follows this statement and prepares reports annually, where it shows their *achievements and highlights from the year*.

Starbucks has the aspiration to become the resource-positive company. That means they will give more than they take from the planet: storing more carbon than they emit, providing more clean freshwater than they use and eliminating waste.

To meet 2030 goals, the company has set five key strategies rooted in science, grounded in Starbucks Mission and Values and confirmed by comprehensive research and trials:

- expand plant-based menu options;
- shift away from single use to reusable packaging;
- invest in regenerative agriculture, reforestation, forest conservation and water replenishment in the supply chain;

- invest in better ways to manage their waste;
- innovate to develop more sustainable stores, operations, manufacturing and delivery.

Thus, the company is fighting for the purity of the environment in several directions. Annually they produce about 16 million tons of greenhouse gases. One fifth of this volume falls on the preparation of coffee and milk drinks. This prompted the company to make an appeal to its customers to prefer black coffee. For those, who can't refuse their favorite drinks, Starbucks offers drinks with plant-based milk – almond, coconut, soy or oat. The company claims that the production of such milk causes less damage to the environment than traditional dairy products.

The concern also plans to launch the production of coffee glasses from recycled raw materials. This is another point of the environmental program. Starbucks plans to reduce its carbon footprint and waste by 50 % by 2030.

#### **Nestlé S.A.**

Since 2018, by implementing various environmental projects, Nestlé has achieved 2.3 million m<sup>3</sup> water use reduction in their factories, 97.2 % deforestation-free in their primary meat, palm oil, pulp and paper, soya and sugar supply chains, 4 million tones greenhouse gas emissions reductions. Nestle aims to achieve net zero greenhouse gas emissions no later than 2050, even as the company grows.

Moreover, Nestlé has announced a plastic-free plan. The company will invest \$2.3 billion in degradable packaging technology, as well as reusable mechanisms. Some of these solutions are controversial in terms of consumer convenience, such as selling pet food in reusable bags (by weight). Nestlé is already conducting this experiment in Chile. Another example is the packaging of KitKat chocolate bars and Maggi bouillon cubes in paper wrappers (planned to be trialled in France). Nevertheless, such decisions bring the company closer to its strategic goal: to achieve 100 % recyclable or reusable packaging.

Based on our review it is possible to conclude that the above mentioned market leaders are committed to pursuing their ambitious goals of the Green Social Responsibility initiatives targeted at their partners, communities and the planet and do it with transparency and accountability.

To sum up, humanity doesn't stand still: not only technological progress drives us, but also the desire to realize ourselves and our place in the world, the search for an answer to the question of how to become happy. The longer people think about this, the more they become convinced that our happiness directly depends on living in harmony with the world around us. Every person faces a global task today – to decide if we are ready to take responsibility for our actions to nature. And while we are thinking about it, individual companies and corporations have already moved from words to actions.