

Mike Kavanaugh WRT205 Summer 2020





## PENNSYLVANIA HALL

Built on this site in 1838 by the Pennsylvania Anti-Slavery Society as a meeting place for abolitionists, this hall was burned to the ground by anti-Black rioters three days after it was first opened.



## DECLARATION OF THE ANTI-SLAVERY CONVENTION.

ASSEMBLED IN PHILADELPHIA, DECEMBER 4, 1840.

The city of Philadelphia to organize a National Anti-Slavery Convention, and to promulgate the following DECLARATION of the Convention, and a protest against the endorsement of the Convention.

# CONSTITUTION

OF THE

# FREE PRODUCE SOCIETY

OF

PENNSYLVANIA.

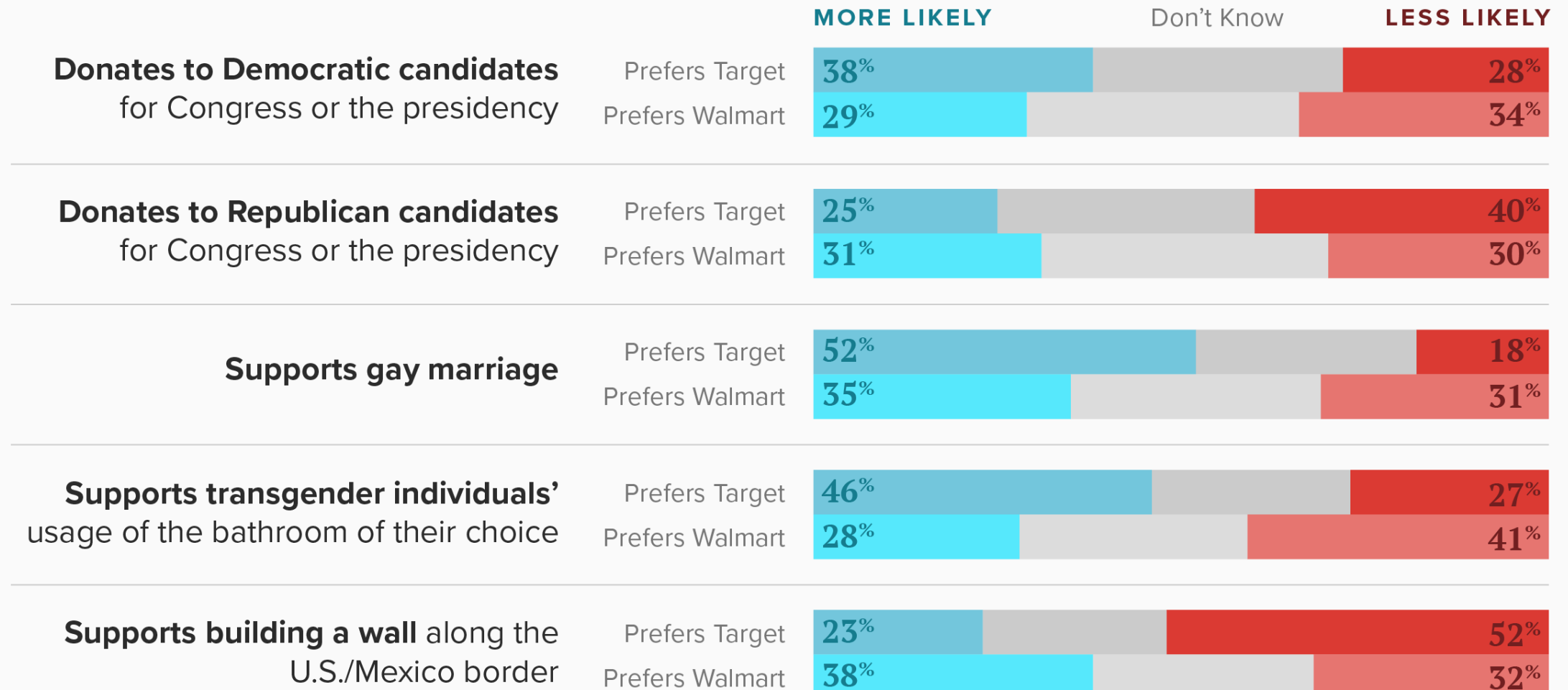
Walmart



**TARGET**®

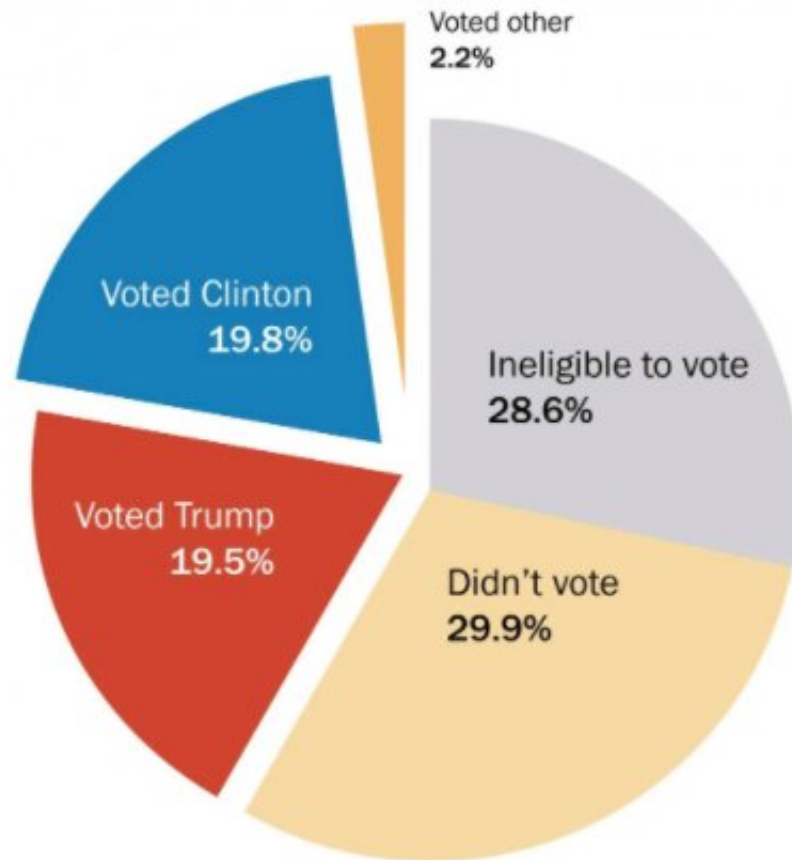
# Political Beliefs of Target vs. Walmart Shoppers

Are Target or Walmart customers more or less likely to purchase a product or service from a company that does each of the following?



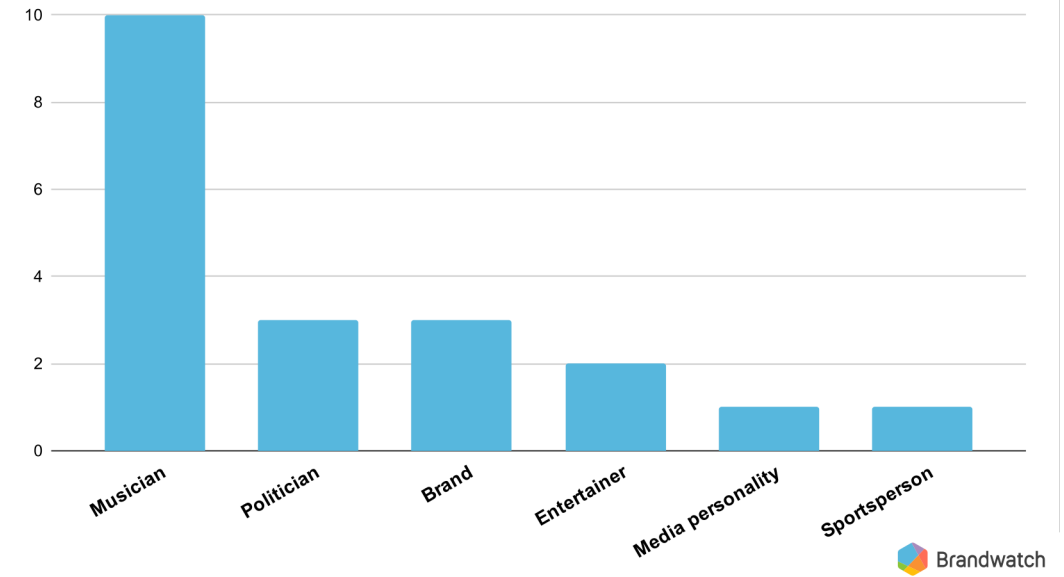
## How America participated in the election

Data from U.S. Election Project, Dave Wasserman, Census Bureau.



(The Washington Post)

## What types of accounts make up the 20 most followed on Twitter?





# Table of flavors/causes/ year(?)

- - Flavor one
- Flavor two
- Etc
- Etc





# Statement of Mission

Ben & Jerry's is founded on & dedicated to a sustainable corporate concept of linked prosperity.  
Our mission consists of 3 interrelated parts:

## PRODUCT *mission*

To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients & promoting business practices that respect the Earth & the Environment.



## ECONOMIC *mission*

To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders & expanding opportunities for development & career growth for our employees.



## SOCIAL *mission*

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally & internationally.



**CENTRAL TO THE MISSION** of Ben & Jerry's is the belief that all 3 parts must thrive equally in a manner that commands deep respect for individuals in & outside the Company & supports the communities of which they are a part.



# Consumer Attitudes to Corporate Social Responsibility

% of global respondents

**May 2013**

31%	of respondents believe businesses should change the way they operate to align with greater social and environmental needs
6%	believe businesses exist to make money for shareholders and are not responsible for supporting social or environmental issues
85%	say it's ok if a company is not perfect, as long as it is honest about its efforts
96%	have a more positive image of a company when it engages in CRS, and 93% would be more loyal
91%	of consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
87%	consider a company's social and environmental commitment when deciding what to buy or where to shop
88%	of consumers feel a responsibility to purchase products they think are socially and environmentally responsible
90%	would stop buying a company's products if they learned of its irresponsible or deceptive business practices





TO BE ADDED  
WHEN  
FINALIZED

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