

CORPORATE RESPONSIBILTY: RESPONDING TO CONSUMER ACTIVISM

Mike Kavanagh WRT205 Summer 2020





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.

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nd santern him, or if he be found in his hand, he hall surely be put to death. Ex. xxi. 16. Thou shalt not deliver into his master the servant.

naster unto thee : He shall lwell with thee, even among rou, in that place which he shall choose, in one of thy

im.—Deut. xxiii. 15, 16. And if a man smite the eye of his servant, or the eye of

is maid, that it periah, he hall let him go free for his ye's sake. And if he smite

ooth's sake.—Ex. xxi.26, If a man be just, and do that which is lawful and right; hath not oppressed my; hath spoiled nose by colorne; hath excented

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city of Philadelphia to organize a National Anti- [foundations of the social compact, a complete extisize to promalgate the following DECLArelation to the endowment ments-and that therefore a and man, hosshall sur

and that we break en

of herbs, and pass over t weightier matters of the lar judgment, mercy, and fait

done .- Matthew xxiii, 5

ing heart, Verys when the new indicted or logst, would not have a slave to till :

CONSTITUTION

OF THE

FREE PRODUCE SOCIETY

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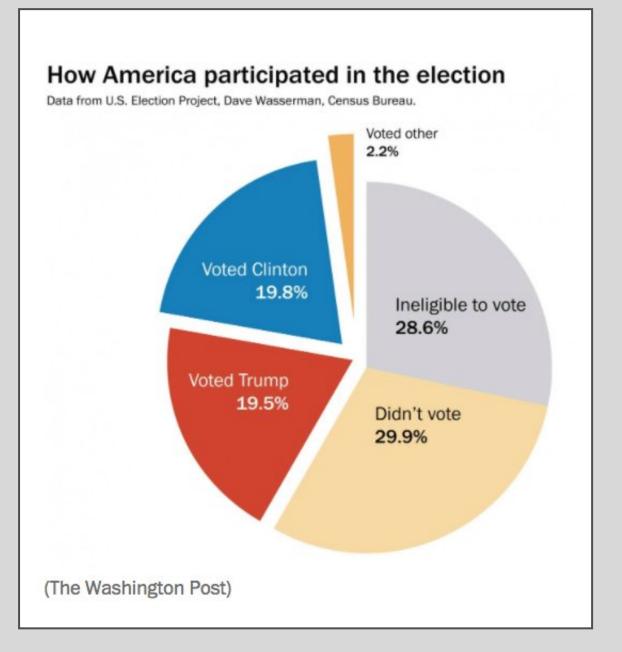
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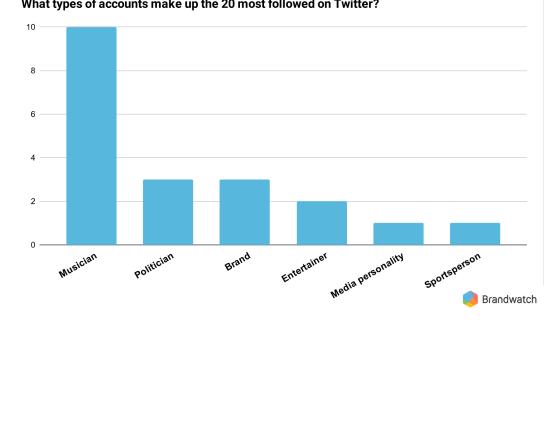


Political Beliefs of Target vs. Walmart Shoppers

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

		MORE LIKELY	Don't Know	LESS LIKELY
Donates to Democratic candidates	Prefers Target	38 %		28%
for Congress or the presidency	Prefers Walmart	29 [%]		34%
Donates to Republican candidates	Prefers Target	25%		40%
for Congress or the presidency	Prefers Walmart	31%		30 %
Supports gay marriage	Prefers Target	52 %		18%
	Prefers Walmart	35%		31%
Supports transgender individuals'	Prefers Target	46%		27%
usage of the bathroom of their choice	Prefers Walmart	28%		41 %
Supporte building o well clong the	Duefere Terret	97%		E a V
Supports building a wall along the	Prefers Target	23%		52 %
U.S./Mexico border	Prefers Walmart	38%		32 [%]





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





PRODUCT

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.





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

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.



Believe in something. Even if it means sacrificing everything.

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 deicising 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
MARKETINGCHARTS.COM	



Source: Cone Communications / Echo Research

TO BE ADDED WHEN FINALIZED

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