

Amber Wells

Professor Valladares

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Find four different companies that practice CSR and identify their mission statements

Both small and large businesses enact positive changes through Corporate Social Responsibility (CSR). This occurs when businesses decide to operate in the best interests of their brand while also establishing client trust. When consumers use a socially responsible company's service or product, they are being socially responsible (Digital Marketing Institute, 2019). If a company is more responsible socially, it reciprocates to more supportive consumers and their community.

CSR gains customer trust by caring about issues, encouraging social change, raising awareness, and Earth Day. Corporate social responsibility can be implemented in a variety of ways. By making a little donation, even the smallest businesses may have an impact on social change. The following are some of the most common CSR examples:

1. Innovation: Johnson & Johnson

The mission statement requires treating every visitor as if they are the only consumers. The big pharmacy pioneer Johnson & Johnson is a tremendous example of CSR on the frontline. Their objective is to reduce their effect on earth for over 30 years. Their innovations range from safe water provision to communities to the powerful leverage of wind (Digital Marketing

Institute, 2019). The company has been able to reduce pollution and provide economic and renewable alternatives to electricity. The company aims to provide renewable energy options aiming to achieve 100% renewable energy sources by 2025.

2. Google

Google's mission is to organize information in the world and make it valuable and accessible globally. Google's CEO, Sundar Pichai, makes it more trusted and environmentally friendly initiatives. Pichai stands up against President Donald Trump's anti-Muslim comments on social concerns. Google has aided other companies, such as Gmail, in reducing their environmental effect and allocating more than \$1 billion to renewable energy projects. Furthermore, they obtained the highest CSR 2018 score from the Reputation Institute since its data concentrates consume 50% less energy than others throughout the world.

3. Coca-Cola

Their mission statement is to bring bodily, mind and spirit refreshment to people across the world. The main focus of Coca-Cola as a brand is sustainability. The significant areas are packaging, agriculture together with product quality and water stewardship. Their mission is to create a "waste-free planet" by collecting and recycling plastic bottles (Digital Marketing Institute, 2019). Coca-Cola has devised new ways to make its packaging 100 percent recyclable and to return all water used in beverage production to the environment in order to ensure water security. Another goal for Coca-Cola is to reduce its carbon footprint by 25%.⁴

Pfizer

Its mission statement is to become the world's most valued patient company holder. Healthcare emergency assistance is vital, especially when disaster strikes. Pfizer has a three-pronged approach; product donations, approach, grants, and solutions to help in these circumstances (Hohnen & Potts, 2007).

Countries such as Haiti and benefited from grants to rebuild after the Hurricane Mathew. The money is distributed through Non-governmental organizations so as to reach as many people who were affected by the disaster as possible. Pfizer contributed much more money to help enhance patient detection, diagnosis, treatment, and care (Hohnen & Potts, 2007).

Pfizer donated a lot of money through its Global Medical Grants program during the COVID-19 pandemic. The money was aimed to assist with disease detection, diagnosis, treatment, and management. Besides, more funds was availed to health facilities to facilitate the care and management of COVID-19 patients.

References

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