Individual Assignment #2

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**Social Responsibility and Sustainability Structures**

As known to almost every individual who just knows the name of Starbucks Company that Starbucks is one of the highest socially responsible companies in the world. The company can be found always putting every possible effort for the community wellbeing and improvement. Starbucks always prefers to have a contribution to the success of every community and region that the company operates in. For the purpose to do so, Starbucks invest huge amounts of money in developing nations and community by helping them to gain a safe and healthier environment. They also develop different strategies to meet their goal(s) (Ewing-Chow, 2019). Additionally, the most credible evidence which proves that Starbucks is a socially responsible company is Starbucks has a specific strategy regarding social wellbeing and mitigating climate change.

According to (Ewing-Chow, 2019), Starbucks is a highly socially responsible company that works to strengthen every region and community they operate in. Starbucks is a socially responsible company because recently, Starbucks joined with the UN Refugee Agency to recruit 10,000 refugees by the coming year (2020).

According to the Lumina Intelligence’s Food & Drink Sustainability 2019 Global Progress Report, the world’s largest food, and drink companies have contributed and pledged commutative 5.2 billion US Dollars towards the sustainability initiatives of 2050 where Starbucks had been found an incredible contributor (Lumina Intelligence, 2019). The company mission is also a persuasive factor for the company. The mission statement of Starbucks also has a point that clarifies that the company’s mission covers the concept of sustainability. The point is *“To Inspire Human Spirit”*. Based on the analysis of current job openings at Starbucks, it has also found that the company focuses on sustainability while considering social responsibility. They do so because they look for highly competent candidates with almost exceptional competencies and hire from every region and country Starbucks performs its business operations.

According to the findings of (Ewing-Chow, 2019), Starbucks is a highly recognized company by almost every community and region Starbucks targets. The evidence is that many customers prefer to purchase from Starbucks because it is a socially responsible company. The awards that the company have are but not only;

1. “Sustainability Design Award” Global Green USA – 2011
2. One of the “Most Admired Companies in America” Fortune – 2003–2012
3. One of “The 100 Best Companies to Work For” Fortune – 1998–2000, 2002–2012
4. One of the “World’s Most Ethical Companies” Ethisphere – 2007‐2012

Being a multinational company, Starbucks has to hire from the countries and communities where the company does not currently operate. It would be a beneficial step for the company because it will enhance its positivity and value in people and customers’ minds (Stangis, & Smith, 2017). Despite this, the company focuses on social responsibility in the way that they hire people and empower internal employees, work for community wellness, and increase its stakeholders' interest and shareholders' revenues (Lumina Intelligence, 2019).

**Environmental**

Being a socially responsible company, Starbucks is a green-washing company. Apart from that, the company is considered as a green-washed company by many professionals and concerned entities or organizations. Several pieces of evidence are there which state the Starbucks is a green-washing company. Hence, according to (Pandya, 2019), Starbucks meet the cost and challenges of technology in a well and fine way. The company met these challenges by putting every possible effort that helps Starbucks to be green-washing.

Furthermore, finds that Starbucks is banning the use of straws and it is going to be done just for the purpose to ensure the win for the environment.

In terms of climate change, Starbucks can be found as an active actor to mitigate and control climate change. Based on Starbucks’s Climate Change Strategy, Starbucks has been implementing a climate change strategy that focuses on energy conservation, renewable energy, climate adaptation, and mitigation efforts. But when compared with the research and information available on credible sources, it has been found that the company contributes almost 80% CO2 every year which worsens the environments of its operations instead of the current efforts of the company towards energy conservation. While the carbon conservation of Starbucks is also leading to higher temperatures and lower precipitation. But in terms of efforts, (Byrnes, 2016) finds that Starbucks also take proactive measure in mitigating and addressing climate change. For the purpose, Starbucks works to invest in climate-smart agricultural practices, improve climate change controlling efforts, reduce environmental footprint, and empower coalition with government bodies regarding climate change mitigation (Byrnes, 2016).

**Culture and Leadership**

In the current time, culture, gender, and demographics impact Starbucks positively. It is so because Starbucks ensures gender equality at the company, supports and appreciates every culture, and hires from every country they exist in. So as a result, everyone from everywhere or any gender feels valued and put best efforts to ensure the company's growth and success (Stangis, & Smith, 2017). The stock price of the company is 82.30 USD, the turnover rate is 65%, while trends are quality coffee, best services, and incomparable taste.

A former executive members state that the company punished white employees in an unfair manner and way after the arrest of black men at the Philadelphia store (Laura, 2019).

Starbucks is a company that treats each of its suppliers as its business partners. Suppliers of Starbucks say that they are fortunate that they are Starbucks’ suppliers because they are treated very valued (Pandya, 2019). While based on the customers’’ views, customers pay only for Starbucks’ products but they something more than their expectations. It is so because the company on one side offers almost the best quality coffee products while it also ensures the most convenient customers’ services and provides incomparable taste at a premium but still competitive prices. Hence, it has been found that customers receive the value they pay for.

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