
UNIVERSITY OF THE PEOPLE

BUS 3306-01 BUSINESS AND SOCIETY - AY2024-T5

WRITTEN ASSIGNMENT UNIT 6

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EXPLORING BEN & JERRY'S SUSTAINABLE AND ETHICAL PRACTICES

Company Choice

I chose to explore Ben & Jerry's for this assignment due to their long-standing reputation for ethical business practices and commitment to social responsibility. The ice cream company has consistently demonstrated a dedication to sustainability, environmental protection and social justice which sets them apart in the food industry.

Impressive Areas of Corporate Social Responsibility

Fair Trade Ingredients

Ben & Jerry's commitment to sourcing Fair Trade ingredients impresses me greatly. They've transitioned to using Fair Trade certified cocoa, sugar, vanilla and other ingredients. This practice ensures fair wages for farmers and promotes sustainable farming methods in developing countries (Benmelech, 2021).

Climate Justice

The company's aggressive stance on climate change stands out. Ben & Jerry's has committed to reducing their carbon footprint by 40% per pint of ice cream produced by 2025. They've also launched climate change awareness campaigns and partnered with climate action groups to advocate for policy changes (Benmelech, 2021).

Social Activism

Ben & Jerry's doesn't shy away from taking stands on social issues. They've created ice cream flavors to support causes like marriage equality racial justice and refugee rights. This bold approach to corporate activism shows a genuine commitment to their values beyond mere profit-making.

Sustainable Packaging

The company has made significant strides in reducing packaging waste. They've eliminated plastic straws and spoons from their Scoop Shops and are working towards 100% compostable and biodegradable packaging for all products (*Sustainable Packaging*, 2019).

Employee Welfare

Ben & Jerry's commitment to their employees impresses me. They pay living wages offer comprehensive benefits and maintain a policy that the highest-paid employee can't earn more

than five times the lowest-paid employee. This dedication to fair labor practices extends throughout their supply chain.

Green Marketing Strategies

Current Efforts

Ben & Jerry's effectively communicates their sustainability efforts through various channels:

- 1. Product Packaging:* They use their ice cream containers to educate consumers about social and environmental issues.
- 2. Social media:* The company leverages platforms like Instagram and Twitter to share sustainability initiatives and raise awareness about climate change.
- 3. Transparency Reports:* Ben & Jerry's publishes detailed annual reports on their social and environmental impact providing clear metrics and goals.
- 4. Cause-Related Flavors:* They create special ice cream flavors tied to environmental causes raising awareness and donating profits.

Potential Improvements

While Ben & Jerry's already excels in green marketing they could enhance their efforts by:

- 1. Interactive Digital Experiences:* Develop an app or website feature allowing customers to track the impact of their purchases on sustainability goals.
- 2. Eco-Friendly Store Designs:* Showcase sustainability in their Scoop Shops through green building practices and educational displays.
- 3. Community Engagement:* Organize more local events focused on sustainability education and hands-on environmental activities.
- 4. Collaborative Campaigns:* Partner with other eco-conscious brands for joint marketing initiatives amplifying their green message.
- 5. Influencer Partnerships:* Collaborate with environmental activists and sustainability influencers to reach new audiences.

6. Virtual Reality Experiences: Create immersive VR experiences showcasing their supply chain and sustainability practices.

Conclusion

Ben & Jerry's sets a high standard for corporate social responsibility in the food industry. Their multifaceted approach to sustainability ethical sourcing and social activism demonstrates a genuine commitment to making a positive impact. While they already employ effective green marketing strategies there's always room for innovation. By continuing to push the boundaries of sustainable business practices and finding new ways to engage consumers Ben & Jerry's can further solidify its position as a leader in corporate sustainability. Their example challenges other companies to view profit and social responsibility not as conflicting goals but as complementary aspects of successful modern business.

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