



Activity 3 – Corporate Social Responsibility (CSR) Research

Objective: In this project, you will research and evaluate a company's Corporate Social Responsibility (CSR) initiatives. The goal is to understand how businesses contribute to societal well-being and assess the impact, authenticity, and sustainability of their efforts. You will present your findings and provide recommendations for improving the company's CSR strategy.

Company: Jollibee

Research:

Jollibee engages in several environmental, social, and economic initiatives. Environmentally, Jollibee has started implementing sustainable practices, such as reducing single-use plastic in its packaging and participating in waste reduction programs. These efforts aim to lessen its environmental footprint, although the scope of these initiatives remains limited. Socially, Jollibee's CSR efforts shine through its Jollibee Group Foundation (JGF), which includes the Busog, Lusog, Talino (BLT) School Feeding Program, addressing malnutrition by providing meals to underprivileged students. Additionally, Jollibee's Farmer Entrepreneurship Program (FEP) supports local farmers by integrating them into Jollibee's supply chain, enhancing their income and agricultural productivity. Economically, Jollibee creates jobs across the Philippines, providing thousands with employment and skill-building opportunities, while its franchise model supports local entrepreneurs and promotes regional economic growth.

Analyze:

Jollibee's CSR work, particularly through the Jollibee Group Foundation, demonstrates a significant and long-term commitment to addressing social issues such as hunger and poverty. Programs like the BLT and FEP initiatives have measurable impacts on communities and individuals, showcasing Jollibee's dedication to meaningful contributions beyond branding. The Farmer Entrepreneurship Program, for example, not only improves farmers' incomes but also strengthens local supply chains, showing an authentic integration of community support within their business model. However, Jollibee's environmental efforts, while positive, would benefit from more ambitious and measurable goals to meet growing expectations for sustainability in the fast-food industry. Transparency is another area where Jollibee could improve; while they do publish information on their CSR programs and outcomes, more detailed reports on environmental impact, such as specific waste reduction or carbon footprint data, would make their sustainability efforts more credible.

Compare and Present:

In comparison, McDonald's Philippines, through its Ronald McDonald House Charities (RMHC), focuses heavily on children's welfare and education, similar to Jollibee's BLT program. While both companies run effective social programs, Jollibee's Farmer Entrepreneurship Program provides a unique economic impact by directly benefiting local farmers and integrating them into its supply chain. Environmentally, McDonald's has taken additional steps by committing to sustainable packaging and energy-efficient restaurant designs, areas where Jollibee could strengthen its approach by adopting more visible environmental goals, like using renewable energy or setting carbon reduction targets.

To build on its CSR strategy, Jollibee could enhance its environmental sustainability efforts by setting more specific goals, such as reducing its carbon footprint or committing to renewable energy use in its restaurants. These measurable targets, like a specific reduction

in single-use plastics, would make Jollibee's environmental initiatives more impactful and credible. Additionally, increasing transparency by publishing annual CSR and sustainability reports with detailed data on their progress, challenges, and outcomes would foster trust with stakeholders and demonstrate accountability. Expanding social programs to reach additional regions or demographics, such as urban poor communities, could further strengthen Jollibee's social impact. Lastly, collaborating with more local partners—such as NGOs, government agencies, and educational institutions—would help broaden the reach and effectiveness of Jollibee's CSR programs, particularly in education and environmental conservation.

Sources:

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