

➤ Creating a corporate social responsibility strategy

Meeting stakeholder needs

A stakeholder is a group or individual who has an interest in the decisions made by a business. Amway's CSR strategy has been developed with the interests of stakeholders in mind. The key groups are:



Each one of these stakeholders has particular concerns:

Amway Europe/Global HQ	want to see the growth of the business and that the CSR strategy aligns with business strategy as a whole
IBOs	want to see Amway UK as a responsible, caring organisation which also helps them to promote the business opportunity
Customers	want to buy ethical and 'good' products from a responsible company
Staff	want to see that CSR aligns with their values so that they can do good while earning a living
Community Partners e.g. UNICEF	want to partner with an organisation that shares their values and vision and helps them raise funds

Amway takes corporate social responsibility seriously through its partnership with UNICEF. The two key partners in this relationship are UNICEF and Amway.

Amway:	UNICEF:
Is a global business. It is one of the world's largest direct sales companies, with over 3 million Independent Business Owners (IBOs) worldwide.	Is the United Nations Children's Fund. UNICEF is the world's leading organisation working specifically for children. UNICEF is a global champion for children's rights.

Amway and UNICEF work in and for communities across the globe. They are therefore natural partners.