

## ➤ Creating a corporate social responsibility strategy

### Creating a corporate social responsibility

#### Introduction

Amway aims to be more than just a business that provides customers with good products; it also aims to play a positive role in the communities where it operates. This is part of ethical good practice and corporate social responsibility (CSR). Amway's vision is 'To help people live better lives' and this underpins its values as a caring company. Amway is a direct sales organisation that provides its own branded products to over 3 million Independent Business Owners (IBOs) worldwide. Many of these are couples raising children therefore Amway's link with a children's organisation like UNICEF makes sense. UNICEF is the United Nations Children's Fund.

#### Stakeholders

Amway has to meet the needs of its stakeholders and makes sure that its CSR plan fits with these:

- \* Amway wants to see its business grow, and CSR will contribute to this.
- \* IBOs want to see that Amway is a caring organisation.
- \* Customers want to buy from an ethical and responsible company.
- \* Employees and IBOs want to do good whilst earning a living.
- \* UNICEF want to partner with an ethical organisation that helps them help others.

#### One by One

Amway launched its One by One global Campaign for Children in 2002. This established CSR at a high level. Just some of the activities under the One by One Programme include helping to set up schools, organising parties for orphans and providing Braille books for blind children. One of the reasons Amway has been able to grow is because it trades ethically. It can grow through recruiting more IBOs, IBOs increasing the range of products they sell and motivating IBOs to increase sales.

#### Strategy

A strategy is a set of plans. To be effective, a strategy needs to have been built on discussion and communication within the organisation. Amway's strategy for CSR is intended to build loyalty and pride amongst its own people, show that it is a caring organisation and make a real difference to human lives.

Every year 1.7 million children die from diseases that could have been avoided. For less than £12, a child can be vaccinated against the most serious of these diseases. Amway contributes to UNICEF's Immunisation Plus programme. In 2005 the link was strengthened in the UK when Amway (UK) Ltd and UNICEF UK formed a Corporate Partnership. This has created closer and longer term ties.

#### Communications

Clear communications between the various stakeholders involved is essential to the smooth working of the partnership. These take place through:

- \* Regular meetings between Amway, UNICEF and the IBOs.
- \* Written material such as newsletters and emails.
- \* A part of Amway's website is dedicated to supporting the Partnership through the sale of UNICEF merchandise in the Partner Store.

#### Conclusion

Amway is a family business so its partnership with a children's charity makes sense. Both organisations are responsible, global and have the needs of children at heart.