



## Corporate Social Responsibility

### Identifying stakeholders

Stakeholder	Interest in CSR
Global Headquarters, Amway Europe	Wants to see the growth of the business and that the CSR strategy matches the business strategy as a whole
IBOs	Want to see Amway UK as a responsible caring organisation whilst helping them earn money
Customers	Are concerned that the producers they buy from are responsible and produce good quality products that meet their needs
Staff	Want to work for a responsible organisation that does the 'right' thing as well as providing them with a good living
Community partners e.g. UNICEF	Want to partner with an organisation that shares their values and helps them raise funds

Amway's Corporate Social Responsibility strategy has been developed with the interests of the following stakeholders in mind: