



Corporate Social Responsibility

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Introduction

Amway is one of the world's largest direct sales organisations. It has over three million Independent Business Owners (IBOs). These IBOs source products from Amway and sell them in their own local businesses. Many of them are couples with families. This makes them happy to support Amway's efforts to work with UNICEF, the United Nations Children's Fund. This is part of Amway's Corporate Social Responsibility (CSR) strategy. CSR refers to the way that businesses work in a responsible way and contribute to the communities within which they operate.

One by One

Amway's vision is to help people lead better lives by providing low cost and low risk business opportunities. Amway supplies branded products to its IBOs, who sell them in their own communities. The IBOs agree to trade honestly and responsibly. They are Amway's link into local communities and can introduce others to the business. Amway's 'One by One' campaign is designed to give children all over the world a better chance. Since 2001, Amway Europe has partnered with UNICEF and contributed around £1.4 million to the charity. The focus is on supporting the worldwide 'Immunisation Plus' programme. This involves, for example, providing measles vaccines to children. The 'Plus' is about using immunisation to deliver other life-saving services for children. The IBOs act as 'Champions', traveling to meet the children and spreading the message in their own groups.

Values

One of Amway's main values is to be a caring company. It has developed a strategy, or set of ideas, to help it reach this aim. Its Global Cause strategy is what led it to support UNICEF. This feeds into European and UK strategies. The objective is to raise around £350,000 a year every year until 2010 to help combat children's diseases. In 2005 Amway became an official corporate partner of UNICEF, setting up a close long-term relationship.

Stakeholders

The CSR strategy has the interests of Amway's various objectives-planning-stakeholders--321.php">stakeholders in mind:

- * Amway: it helps to grow the business;
- * IBOs: want Amway to be a caring organization;
- * Customers: want the businesses they deal with to be responsible;
- * Staff: want to work for a responsible organization;
- * UNICEF: want to work with a business that shares their values and helps them raise funds. Amway supports UNICEF through sales of items such as greetings cards, wrapping paper and children's toys. In addition, its staff are involved in fund-raising events.

Communication

Clear communication helps the strategy to run smoothly. This includes:

- * face-to-face communication â€“ regular meetings between the various partners;

- * printed material: Amway produce a monthly magazine for IBOs;
- * public relations;
- * email to keep IBOs up to date;
- * online, for example, the site at www.unicef.org.uk/amway.

Conclusion

As a family business with family values “ and one that is still family-owned “ Amway wants to make a positive difference to the communities within which it operates. The strong link between its IBOs, itself and UNICEF help it to achieve this strategy.