

CSR Report on Apple

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The Apple Company's operation to provide better and efficient services is found on a robust Corporate Social Responsibility (CSR) program, which aims to ascertain that the organization offers sustainable environmental, social, and human rights performance initiatives. Apple's CSR strategies encompass a broad scope of implemented projects and programs of a specific financial period. However, the organization's CSR efforts face certain obstacles, calling

for immediate recommendations to address these issues and facilitate effective private sector practices and developments. This paper examines the risk and opportunities in Apple Company's effort to improve the social, human, and environment right performance and the practical approaches to addressing the underlying challenges in meeting its CSR objectives.

The Apple Company has integrated sustainability and reporting strategies to improve its transparency for efficient running activities (Apple India Private Limited, 2019). This CSR policy is essential in measuring the firm's actions on society, economy, and immediate surroundings. As a result, the Company's external communication with its stakeholders, such as employees and investors, is facilitated, increasing their sustainable development goals. The Corporate Social Responsibility Annual Report (2019) outlines various projects and programs to be implemented that would be beneficial to stakeholders, employees, the community, and the environment. Notably, the Company's average net profit for the last three financial years is determined from these projects, which are implemented following the Apple CSR policy, in turn, ensuring compliance with the objectives and policies of the Company.

Apple Company has established education programs geared toward children from low-income activities. In remote areas like Mumbai, Delhi, Bangalore, and Pune, the Company is central to promoting education initiatives such as special education, vocational training programs, employment enhancing, and livelihood enhancement projects (Apple India Private Limited, 2019). The Company's solar electrification project in rural areas, healthcare programs like preventive healthcare, and education at the primary level is critical to ensuring environmental sustainability. For instance, Apple's is central in promoting education and enhancing preventive healthcare in affected regions such as Tumkur, Bihar, Manipur, Assam, and Doda (Apple India Private Limited 2019). The organization has also established promotion

initiatives for gender equality and women empowerment, and disaster relief, all of which provide benefits to the environmental, social, and human rights sectors.

Accordingly, the Apple projects and programs of achieving and improving sustainability found on fiscal data interpretation include calculating the total annual expenditure for implemented initiatives and leveraging the data to determine net yearly profit obtained from the executed programs. The Company programs and projects for March 2019 Financial and based on the cumulative budget, the amount spent, and cumulative expenditure make it easier to determine which tasks require more attention than others and affirm the CSR policy's effectiveness.

Conversely, the Apple Company faces vast challenges in its efforts to meet its CSR goals, and the inability to present its past practices and future objectives. As a result, the Company finds it cumbersome to amend past mistakes and provide better and effective services on environmental, social, and human rights performance. According to Godelnik (2012), Apple's CSR model does not have a strategy that promotes stakeholder engagement, limiting its realization of sustainment and performance goals. The Company does not believe in involving its stakeholders, such as employees, in critical decisions. Coupled to the lack of triple bottom line thinking in the Company, which makes Apple mainly focus on maximum profits, its contribution to social and environmental issues is considered based on their implication on the Company's income.

The CSR board of Apple Company incomprehensively presents the Company's progress on implemented programs and projects that portray low transparency (Godelnik, 2012). The Company is mainly focused on positive feedback, including the projects and plans to be implemented. Therefore, the low level of transparency makes stakeholders, the public, and the community doubt how the projects and programs will become implemented. Besides, the Apple

Company has considerably failed to combine CSR reporting with its traditional business tactics and fiscal report (Godelnik, 2012). This limitation makes it difficult for the Company and its stakeholders to interpret data correctly to determine past and future business trends.

Consequently, the limitations Apple faces call for immediate solutions to promote effective private sector practices and developments. Godelnik (2012) posits that the stakeholder engagement tactic is an idea in stakeholders' involvement and will elevate transparency levels with the Company. Apple Company should adopt ways to engage with its stakeholders' critical point of view and integrate the triple bottom line way of thinking. The stakeholders have crucial viewpoints of the organizations, and their engagement in critical decision making would save Apple a lot of trouble. Also, by directing the safe efforts to both profits, the people, and its practices, Apple will efficiently involve its stakeholders and collaboratively address social and environmental issues and maximum profits (Godelnik, 2012). Notably, the Company's lack of complete transparency calls for initiatives that disclose how the organization runs its operations like the continuous release of sustainability reports and responding to the CDP surveys. Like many of the Company's competitors, Apple can attain satisfactory transparency by allowing third-party auditing of its working conditions.

Further, the CSR programs and their incorporation by organizations aim to achieve environmental, social, and economic impacts through the Company's everyday activities. CSR models benefit both the Company and stakeholders, providing maximum profits and better and efficient services. In this context, therefore, Apple's challenges cannot be regarded entirely as the Company's fault and an act to protect the Company's privacy policy in making sure that services offered are best and better the lives of people in the society. Such disparities revolving around

CSR in companies call for further empirical research to establish conclusive findings and commendations.

Technology is used in Emmy everyday life, from waking up with an alarm clock in the morning to setting reminders for work and schoolwork. I believe that without technology, many would be left out in society, like people with disabilities such as deaf and blind people. Without screen readers, text to speech, and other helpful tools, most couldn't work in the technological world and it wouldn't be their fault.

An example of how company's would struggle is The Apple Company's operation to provide better and efficient services is found on a robust Corporate Social Responsibility (CSR) program, which aims to ascertain that the organization offers sustainable environmental, social, and human rights performance initiatives. Without technology, Apple would simply crash and millions would lose jobs.

In conclusion, strategies comprise several programs to provide sustainable environmental, social, and human rights performance when it comes to technology in the classroom and workplace. However, the organization's efforts face certain obstacles, which call for corrective solutions to facilitate effective private sector practices and developments. I feel like this class will examine the risk and opportunities in Digital Literacy's effort to improve the social, human, and environment right performance and the practical approaches to addressing the underlying challenges in meeting objectives.

References

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