

Societal Responsibility

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Yum! Brands

- World's largest restaurant company: 34,000 units in over 100 countries
- Brands include KFC, Pizza Hut, Taco Bell, A&W, and Long John Silvers
- 20,000 domestic restaurants, including 5,500 KFC (Corporate & Franchise)
- >1 billion pounds of chicken annually (U.S.)
- >\$1.5 billion value

Societal Responsibility

- **What is it?**

- A concept that implies governments, organizations, businesses and individuals have obligations to society as a whole beyond their primary purpose.
- These responsibilities may be passive; refraining from actions that are contrary to the best interests of society, or active; some action is required on the entities part to achieve a societal goal.

Corporate Social Responsibility

Proposed Issues

- Product safety
- Employee “Quality of Life”
- Minority hiring & opportunity
- Environmental stewardship
- Animal Welfare

Societal Responsibility

- **Who decides?**
 - Government compelled: regulation
 - o State, National, Super-National
 - Trade Association or Standards Boards
 - Corporate boards or decision makers
 - o Stockholder vote

Corporate Social Responsibility

From where?

- Self generated, from within the business
- Trade groups, labor unions
- Individuals
- Non-Government Organizations:
Special Interest Groups

Corporate Social Responsibility

The rub.....

- Prioritizing issues
- Profits AND Social Responsibility
- The Agenda
- The Fringe or the “Middle”
- The Customer

Corporate Social Responsibility

The Response

- Explore and Investigate
- Frame, or be Framed
- Educate: Your Customer
- Solutions
- Stay ahead, Be proactive

KFC / Yum! Brands

Animal Welfare Program

- Animal Welfare Council
- Audit Program: Slaughter and Farm
- Educate: Our Customer
- Work with our Suppliers
 - Policy
 - Technology
- Stay ahead, Be proactive

Societal Responsibility

Respond Why?

- Company ethics and values
 - Do your employees, top to bottom, share the core beliefs of their community? Of course they do.
- Assuring your customer and the community at large that your company shares and respects their values is good business.

Societal Responsibility

Questions?