

# Online sustainable marketing of food industry companies with special regard to social and environmental responsibility

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## Abstract

The purpose of our paper is to present and analyze online sustainable marketing practices of food industry companies such as *Nestlé, Cargill, PepsiCo and Unilever*.

For the analysis of some of The Top 100 World Food & Beverage Companies we applied a comparative analysis based on secondary databases. *Firstly*, we compared the companies' responsible attitude – participation in social programs, reduction of the negative effects of their activity on the environment – with the help of data gained from their web sites in Hungary and in their homeland. *Secondly*, we analysed how the companies' reports making and publication intention change as a result of foreign pressure. *Thirdly*, we matched the findings of different corporations.

*Key words: sustainable marketing, food industry companies, social responsibility, environmental responsibility*

## 1. Introduction

Sustainable development is the key problem of our age in the solution of which all players of economy and society must take part. Nowadays a company leader who is committed to responsible behaviour tries to anticipate the expectations of public opinion. That is the reason why companies lay emphasis on sustainability, and social and environmental responsibility in their activities.

Corporate responsible behaviour increasingly gained attention in public debate, entrepreneurial networks, corporate communication and academic research. Attempts are frequently made to link CSR and CS with the global challenge of sustainable development. (*Hediger, 2010*)

## **2. Contemporary definitions of online sustainable marketing, corporate social responsibility (CSR) and environmental responsibility**

### *2.1. Online sustainable marketing*

In the future of every company it can be crucial whether their leaders realize the possibilities of social, environmental challenge and what extent they are able to create an responsible company management. The environmental management-system may be an important step towards sustainability and the preservation of social and environmental values, however marketing could be the key – through communication activities – in publicizing and spreading these ideas thus forming customers' attitude in this respect.

As a result of the increasing economic competition the importance of marketing seems to be valorised, consequently new ways have had to be found. Due to the growing social expectations and the competition, a novel marketing approach and an innovative, distinctive management policy was implemented.

The aim of *eco-marketing* is to raise the environmental consciousness of the society to a level which creates an ecology-based environmental culture for all members of the society and also to provide customers with the possibility of consuming according to these principles. (Szolnokiné, 2005)

The developed concept of eco-marketing – *integrative eco-marketing* – is concerned with creating an environment-oriented competition and transforming the market. In this approach integrating ecological aims are also central, while the social aims emphasised in the question of sustainability are pushed to the background. (Billharz, 2003; Meffert, 1995; Belz, 2001,a,b; Karstens, 2005)

Keeping to and integrating the domains and objects of sustainable development in practice is another step, which leads to the *marketing of sustainable development (sustainable marketing)*. Thus the marketing of sustainable development, as a next level follows organically from these, but also diverges from them. The marketing of sustainable development is such an innovative theory that deals with environmental and social problems and customers' needs. As a starting point the valorisation of ecological and social aims can be mentioned that have to serve to satisfy customers' demands. (Belz, 2003a,b; Kirchgeorg, 2003; Leitner, 2004)

This branch of marketing – like the integrative eco-marketing – can be understood as a double level. This interpretation of marketing does not only focus on the market and rivals but a multi-direction orientation is formed taking all the three pillars into consideration, which expands to the whole company. We can not, however, leave out the traditional marketing

provisions either, because these determine the future of the company. It is essential that the companies can take advantage of the changes brought on by environmental and social factors as market opportunities. The sooner a company recognizes and applies these future-oriented trends, the more effective it can be on the long run.

Nowadays is even spread the using of sustainable marketing on the Internet called online sustainable marketing. Companies try to let their partners and consumers know they deal with sustainable development including environmental protection and CSR which topics are in the agenda these days and years to come as well. Even more company demands that their partners really deal with environmental and society so sustainable marketing is appeared on their web pages in order to they inform people widely about their activity.

## 2.2. Corporate social responsibility (CSR)

Although the notion of corporate social responsibility (CSR) is prominent in some of the current discussions and investigations about the role of business in society, the concept is not new.

As an important proponent, the World Business Council for Sustainable Development (WBCSD) defined CSR in general terms as *the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of live of the workforce.* (WBCSD, 2002) In an analysis of different interpretations of CSR from the business community, Hediger (2010) emphasizes that according to Holme and Watts (2000) CSR is no longer seen to represent an unproductive cost or resource burden, but, increasingly, as a means of enhancing reputation and credibility among stakeholders. Accordingly, they understand CSR as representing the human face of the highly competitive world of commerce and globalization.

For the European Commission (2001), CSR is a program where companies decide voluntarily to contribute to a better society and cleaner environment. It is seen as an option where, along with their prime responsibility of generating profits, companies can contribute to social and environmental objectives, through integrating corporate social responsibility as a strategic investment into their core business strategy, their management instruments and their operations.

Likewise, Perrini (2005) define CSR as *the responsible behavior of companies is a concept in the framework of which companies integrate social and environmental aspects and considerations in their business activities voluntarily and they form their relationships with their partners accordingly.*

For Walker – Parent (2010), CSR implies that businesses are responsible for assessing their wider impact on society and regardless of specific labeling, the concept has been applied to how managers should handle public policy and other social issues.

Accordingly, Waddock (2004) claims that CSR is the subset of corporate responsibilities that deals with a company's discretionary relationships with its societal and community stakeholders. These demands on businesses to address and respond to social concerns have become an instrumental aspect of the majority of modern business models. (Walker – Parent, 2010)

The different definitions are similar in that regards that healthy and sustainable balance among economy, society and environment must be created in the business. The „triple bottom line” terminology which is frequently used in CSR communication means just the same. It means that companies' comprehensive achievement can be analyzed, and value if we know how their contact and contribution is to economy, qualitative environment and the social capital.

### 2.3. Companies' environmental responsibility

Defining environmental consciousness and environmentally conscious attitude is a very important question both from the point of view of individual- and that of organization-level studies. In both cases, however, it is hardened by the fact that such a subtle system of the studied factors is typical of environmental consciousness which is influenced by the subjective views of researchers on the subject.

By means of specialized literature (Banerjee – McKeage, 1994; Dembowski – Hanmer-Lloyd, 1994; Dudás, 2006; Nemcsicsné, 2008; Odor, 2009) we aimed at narrowing down the concept of environmental consciousness at first, then determine the components affecting environmental consciousness both on individual and organizational levels, finally we define what we mean by the environmental-conscious attitude of a company.

We suppose interpreting environmental consciousness is difficult without knowing the attitude to it. In spite of that it is important to distinguish between environmental consciousness and environmentally conscious attitude, because consciousness often appears in attitude influenced by other, outer effects, therefore we find literary definitions incorrect that identify environmental consciousness with the attitude towards environmental protection.

We consider *environmental consciousness* a special value and belief system, the manifestation of which is environmentally conscious attitude. Several components may influence an

organization's ecological behaviour, which can be divided into two dimensions (individual and company level) and sub-groups.

We mean by *the concept of environmentally conscious attitude on company level* that environment-oriented way of thinking matures into concrete activities and reforms, on the basis of which a management operates an organization or a company, independent of the fact whether this reform was evoked by a market mechanism or an administrative regulation.

### **3. Material and methods**

In the detailed presentation and evaluation on the novelties of marketing tendencies focusing on social and ecological aspects we trusted primarily findings of Swiss and German research and Hungarian publications.

In the conceptual clarification of environmental consciousness, environmental-conscious attitude and corporate social responsibility we relied on international and Hungarian special literature.

For the analysis of online sustainable marketing practices of some of The Top 100 World Food & Beverage Companies – *Nestlé, Cargill, Pepsico and Unilever*, – we applied a comparative analysis based on secondary database. We compared the parent companies' web sites with web sites of the Hungarian company.

### **4. Result and discussion**

*On the one hand*, in this chapter we compared the companies' responsible attitude – participation in social programs, reduction of the negative effects of their activity on the environment – with the help of data gained from their web sites in Hungary and in their homeland. *On the other hand*, we analysed how the companies' reports making and publication intention change as a result of foreign pressure. *Finally*, we matched the findings of different corporations.

#### *4.1. Nestlé*



On the front page of the web site of subsidiary company in Hungary, we can see the „responsible company” expression in which we can read about environmental protection, CSR, quality and lifestyle.

As regards CSR we can read the Sustainability and Creating Shared Value Report 2008 in Hungarian and in English as well, which is an improvement, because this is the first sustainability report of Nestlé Hungaria Kft. and they plan to publish reports annually. According to the Report *Creating Shared Value, which is tightly connected with their business strategy and operation, means that in addition to sustainability they also create value for their stakeholders and for society.* (II) The main chapters of the Report are about sustainability institutes, consumer, product, their colleagues, environment, suppliers, GRI index, economic performance. The chapters are fairly detailed we can find the company's objectives related actions and data.

*Now we would like to emphasize some of their CSR activities.* On the one hand they highlight the importance of content of product and *healthy products* so they would like to reduce the sugar by 5% and the salt by 25% by 2011. (II)

On the other hand in July 2007, Nestlé confirmed its commitment to *children* by initiating new rules: (1) no advertising for children under 6 years; (2) for children between 6 and 12 years, only those products are advertised, which contribute to developing a healthy diet, with clear sugar, salt and fat content restrictions. The above rules have been enforced in all countries, thus also in Hungary by the end of 2008. As regards *Nutrikid programme*, in the 2007/2008 school year approximately 7,000 pupils (10-12 years) took place in this programme in 700 teams of near 500 schools. Nutrikid Olympics for the prevention of childhood obesity. During the five months of the competition those participating had to solve tasks connected with nutritional information. The teams had a monthly chance of winning various gift items, furthermore there was also a 100,000 HUF bonus prize, which they could utilise for school trips, sport or educational equipment. (II)

There are different *training* e.g. health weeks (information by e-mail regarding healthy eating and lifestyle, poster campaign, alternative equipment, arm rest, screen guards, product packages) or sporting opportunities with a contracted partner (fitness, swimming) which are more and more popular among employees.

Even more health and safety offices are started which hold a meeting on the first Monday of each month to discuss the current health, safety and environmental issues.

In connection with *environmental protection* we are able to know their environmental policy and some of related action and specific examples. We can see some detailed tables 2006-2008, e.g. the total *amounts of hazardous waste* was reduced by 25% and in one factory of Nestlé Hungary Kft. due to selective waste collection, 80% of the non-hazardous waste and 100% of the production waste is recycled. (II)

According to the published data, it seems that the analyzed report deals with CSR much more detailed than with environmental protection. As we see the company really does special efforts to the society and their employees, especially for children, which is vitally important to be grown up a healthy and responsible society. To compare the earlier actions of the Nestle Hungary Kft. with these actions about CSR and environmental protection we can say that they took big step to become a really responsible company.

The analysis of the parent company's web sites (the centre of the company is in Switzerland), on the front page we can see the "*creating shared value*" expression. Within it, we can find Global Creating Shared Value Reports (2007-2009) in English, Spanish, Japanese, Indonesia, Philippines. In 2009 the Report consists of 5 main chapters, as nutrition, water and environmental sustainability, rural development, their people and GRI content index. This report is much more detailed than the other on the Hungarian web site. The lay-out of each chapter is their goals related action and their performances.

We would like to highlight some of those examples which strictly confirm that the company does about society and environment as well.

This report emphasizes as well that their ambition is "*to produce tasty and nutritious food and beverages that also have the lowest environmental footprint...we apply a life cycle approach to assess the impacts of our own operations and those associated with the wider value chain.*"

In order to fulfil this object they invested over CHF 220 million in environmental sustainability programmes and initiatives during 2009. They continue to identify and implement projects to reduce their use of water, non-renewable energy and other natural resources, to reduce emissions of greenhouse gases (GHGs), to eliminate waste and to improve the environmental performance of our packaging. They also work alongside their suppliers to promote more sustainable practices in their supply chain, including the promotion of water stewardship. (I2)

Nestlé aims to be the most efficient *water user* among food manufacturers. In 2009, the Company withdrew 143 million m<sup>3</sup> of water, – a decrease of more than 3.2% compared to 2008. Their goal is to reduce consumption on a comparable basis by a further 10–15% over the next five years. In addition to this in Cambodia, Nestlé Nordic and the Cambodian and Danish Red Cross organisations have helped locals to build eight wells, providing clean drinking water for 1000 people, and educated them about good hygiene and sanitation. (I2)

They managed to reduce their direct *greenhouse gas* emissions by 3.1% from 2008 levels. Through the "green fleet" scheme, which was awarded second prize in the International Green Fleet Award 2009 in November, they have reduced CO<sub>2</sub> emissions by 17%. (I2)

Since 2000, Nestlé has reduced its *energy* consumption by 7% while increasing its production volume by 63%. (I2)

Long-term investments in *training and professional development* give their people better job opportunities and higher incomes, and provide Nestlé with the skilled workforce they need.

For example, during 2009, 93 146 employees from developing countries received formal *classroom training*. This figure includes the 42 931 employees who undertook classroom training as part of our Nutrition Quotient nutrition training programme.

As the Hungarian report mentioned as well, that over 95% of surveyed Nestlé markets around the world either have *workplace wellness programmes* in place or under development. These are diverse in nature, but in general, they provide nutrition information (in 65%–80% of sites), fitness centres (about 50%) and free water (90%). Nearly all sites (96%) have preventive medicine programmes, for example vaccinations, blood glucose and lipid profiles. (I2)

The company tries to increased *physical activity*: employees are motivated to walk 10 000 steps per day through the 14-week Global Corporate Challenge. Nestlé UK and Ireland was named our “most active business”, with 22 teams in the top 100. The global daily average was 11 400 steps, and the 651 participants from Nestlé Switzerland averaged the most: 13 247 steps.

Nestlé intends to become one of the leaders in *workplace safety* their objective is to reach the milestone of less than one lost time accident per million hours worked by 2012.

There is no question that Nestle Company is really committed to environmental protection and CSR for years which is supported with the analyzed reports.



#### 4.2. Cargill

Cargill has a long, rich heritage, starting with W. W. Cargill's first grain storage facility on the American frontier in 1865. The company has grown to become one of the largest, privately-owned businesses, providing food, agricultural, risk management, financial, and industrial products and services around the globe.

On the front page of the web site of subsidiary company in Hungary we can find the “*corporate responsibility*” expression. We are not able to find information, nor reports about their responsible conduct just a 2 page document, called Commitment to Corporate Responsibility, in English and in Hungarian as well. Unfortunately this document doesn't contain goals, actions or specific examples, it is too general to get answer whether this

company really deals with CSR and environmental protection or not, do something about the analyzed topic or not e.g.:

- “We have developed management systems and policies to ensure environmental compliance, prevent pollution and continually improve performance in criteria relevant to our business and operation.” (I3)
- “We don’t accept or support the use of illegal, abusive, forced or child labour within our operation anywhere in the world.” (I3)
- “Our manager and supervisor will be responsible that employees, consultants and contract workers under their supervision are familiar with applicable law and company policies and comply with them.” (I3)

Analyzing the parent company’s web sites, on the front page we can see the “*corporate responsibility*” expression. Within it, we can read about their commitment, environmental innovation, food safety leadership, charitable giving, responsible supply chain, reports and fact sheets. There are published several different reports about corporate responsibility, action areas and partnership. Unfortunately the report about corporate responsibility (citizenship) was written in 2007 but we found a 4 pages fact sheet about CSR made 2010. February.

In this fact sheet they are committed to improving their *environmental performance* and reducing their impact across all their operations. Their 2010 goals are to (I4):

- Improve energy efficiency by 20 percent against fiscal year 2001 baseline.
- Increase use of renewable energy to 10 percent of energy demand.
- Reduce greenhouse gas emissions by 8 percent per metric ton of production, against fiscal year 2006 baseline.
- Reduce freshwater use by 2 percent per metric ton of production, against fiscal year 2006 baseline.

They mentioned some of their prominent *environmental innovation* e.g.: Cargill’s Nature Works LLC creates biodegradable plastics from corn. It is the first commercially available polymer derived from 100 percent annually renewable resources. It uses 65 percent less fossil fuel to produce and reduces greenhouse gas emissions by 80-90 percent compared to traditional petroleum-based polymers. (I5)

As the Nestlé, the Cargill find the *safe food and quality* important as well. They just set out their membership in different organization but we can’t read what they do about it.

They support programs that focus on *improving nutrition and health, education and environmental stewardship* (I5):

- During fiscal 2009 they gave U.S. \$58 million to non-governmental organizations and community causes. Their corporate contributions are supplemented by their individual business units and employee-led fundraising and volunteer efforts through more than 250 Cargill Cares Councils around the world.
- A donation of almost U.S. \$3.5 million to Habitat for Humanity to build houses on six continents. They employee volunteers also contribute about 8,000 hours per year.
- They have joined partnerships with the Bill & Melinda Gates Foundation to improve the livelihoods of 200,000 cocoa and 265,000 cotton farming households in Africa.

As regards the parent company of Cargill we can say, that we couldn't get detailed information about CSR activity. It seems as if they deal with environmental innovation and performance much better.



#### 4.3. PepsiCo

The Hungarian web site of Pepsi is unilingual and remarkably simple. Only four links can be found on the page, two of them relating to the theme of the page (History of Pepsi, Brands), the other about football (Pepsi football, Zizz). There is neither annual report nor information about environmental, quality, workplace policy; moreover we can not find any contact. (16)

In contrast, on the page of the parent company we can find one of the most detailed reports about results, efforts, goals showing the responsible, positive attitude of PepsiCo to address the unprecedented economic, environmental and social challenges year-over-year.

The first sustainability report, which we can read on the web site of PepsiCo, was made in 2007, since then reports are published annually. A special sustainability program was elaborated titled *Performance with Purpose* with three focus areas: human, environmental, and talent sustainability.

Under Human sustainability link, we can find seven subtitles, Responsible marketing, HIV/AIDS Initiatives, Nutrition, Food safety, Health Care Reform, Human Rights Workplace Policy and Food Frontiers Blog.

These are all important fields of the human sustainability, nevertheless we emphasize only some of them.

We would like to highlight the main goals of the company, which strictly confirm that it does about improving the well-being of populations. To address the public health challenges today, PepsiCo is developing products rooted in rigorous, science-based nutrition standards to offer the consumers more nutritious products, with more whole grains, fiber, fruits and vegetables. To provide more food and beverage choices that contribute to healthier eating and drinking, PepsiCo reduces the average amount of sodium by 25 percent by 2015, saturated fat by 15 percent by 2020, added sugar by 25 percent by 2020 with 2006 baseline.

We consider it is important to mention the commitments of PepsiCo in connection with the marketing of their products. It is to be hoped that it can influence positively the food industry. Calorie count and key nutrients will be displayed on their food and beverage packaging by 2012. Only those products will be advertised to children under 12 that meet the global science-based nutrition standards. The direct sale of full-sugar soft drinks will be eliminated to primary and secondary schools around the globe by 2012. Range of foods and beverages that offer solutions for managing calories will be increased. These goals demonstrate that the PepsiCo, as a major advertiser, recognizes the importance of the responsible marketing, especially among children. Teaching children sensible eating habits at an early age is a critical part of their up-bringing.

Besides developing product portfolio, PepsiCo promotes active, healthy lifestyle. We take the HealthRoads program for really useful effort, which is a good model to be followed. HealthRoads promotes healthier lifestyles through a combination of health assessments, personalized coaching, tobacco cessation, fitness and nutrition programs, online tools and worksite wellness initiatives. The number of countries, who take part in HealthRoads, has been increasing annually. In 2005 it was offered in 3 countries, and in 2009, 20 countries offered the program. HealthRoads assists employees in navigating through the health care system and addresses increasing health care costs for employees and their families, as well as the company, by helping employees maintain good health and improve their health status.

The second accentuated area of the annual report of PepsiCo is the environmental sustainability, which primarily focused on water, packaging, climate change and community. To contribute to preserve water resources and to enable access to safe water, PepsiCo set as an aim to improve its water use efficiency by 20 percent per unit of production by 2015, to strive for positive water balance in its operations in water-distressed areas and to provide access to safe water to three million people in developing countries by the end of 2015.

Besides, to minimize its packaging footprint too, PepsiCo increases the proportion of recycled packaging materials, reduces packaging weight (by 350 million pounds – avoiding the

creation of one billion pounds of landfill waste by 2012) and eliminates all solid waste to landfills from its production facilities.

We would like to emphasize most of all those arrangements, which are made by PepsiCo reducing its carbon footprint. These are improving its electricity use efficiency by 20 percent per unit of production by 2015, reducing its fuel use intensity by 25 percent per unit of production by 2015, reducing greenhouse gas intensity for U.S. operations by 25 percent and commit to an absolute reduction in greenhouse gas emissions across global operations. (17)

As the related facts above show, PepsiCo is one of the world largest food and beverage companies, who recognizes its responsibility to support economic development, to reduce its environmental footprint and to improve the well-being of population in both developed and developing countries.



#### 4.4. Unilever

This was the first analysed company where we have found the same online appearance at the parent company and also on the Hungarian site at first glance. The only difference is the language and some of the pictures. We can not find any reports on the *Hungarian version*. There is some general information about the environmental policy, quality policy and human rights workplace policy for example they have been committed to develop continuously their environmental activities, they have tried to measure the environmental influence of their production from the inputs till the outputs. They have always kept the environmental protection regulations, acts and their own rules. The Unilever has tried to give all the information for their employees in connection with the company's environmental policy.

We can find only a few concrete data called *global sustainable indicators* which show that they have reduced the CO<sub>2</sub> emission by 39%, the water consumption by 63% in their factories since 1995. They have spent 89 million € for the local communities all over the world and they have managed to reduce the numbers of accident from 0,26 to 0,21 in every 100.000 working hours. These are the only concrete information about the CSR on the Hungarian web site. (18)

As we mentioned earlier we can see almost the same arrangement on the web site of the parent company. On the front page of the parent company's web site we can find a link called sustainability which contains 12 subsections. We can divide these sections in 2 groups, one which deals with *social issues* like health & well-being, economic impacts on society,

consumer concerns, customers & suppliers, employees, etc. and the other deals with *environmental topics* like sustainability strategy, environmental sustainability, sustainable development report, etc.

The *report* starts with these sentences which are summarizing the company's mission, determine the direction in connection with sustainability: "*Sustainability is critical to the continued success of our business and to the environment and society we live in. We want to create a better future every day for people all around the world: the people who work for us, those we do business with, the millions of people who use our products, and future generations whose quality of life depends on the way we protect the environment today.*"

This introduction shows that the company thinks responsible about economic and environmental challenges today.

In connection with the *environmental protection* we can find almost the same data as we saw at the Hungarian web site. Over the last 15 years the company has significantly improved the eco-efficiency of its network of factories. CO<sub>2</sub> from energy has gone down by 41%, water by 65% and total waste by 73% per ton of production.

According to the Unilever's report, it is the biggest *impacts* do not come from their operations. Their 264 factories account for only a small proportion of their emissions. Their biggest effects on the world around them come from the sourcing of raw materials at one end of the value chain and consumer use of their products at the other. Their *water footprint* occurs mainly in the growing of raw materials and in consumer use of their products. Unilever operations use water in their factories and office buildings. Water is used to produce packaging, e.g. paper, plastic, glass and metal. Water is needed for personal washing and laundry. This accounts for a large proportion of people's daily water needs. Their business and brands have impacts at every stage of their lifecycle: in sourcing raw materials, packaging, manufacture, distribution, consumer use and disposal. These are issues which they cannot tackle alone. Together with NGOs, customers and other partner organizations they have programmes and commitments in place to address them at each stage of the value chain. As a food company, half their raw materials come from agriculture and forestry. Their ambition is to purchase all their key crops from sustainable sources. In palm oil, they have bought GreenPalm certificates covering 15% of their volumes. As a founder member of the Roundtable on Sustainable Palm Oil (RSPO) they are helping to move the industry to sustainable palm oil. They have set their own target to be 100% sustainably sourced by 2015. It is a similar story in tea. Around 15% of their global volumes of tea now come from certified sustainable sources. Commitments like these not only help the environment, but also have a

positive impact on the lives of millions of people. Ultimately, however, they will not achieve their environmental goals without persuading consumers to change their behaviour.

On the *social dimension* they are also making progress. Lifebuoy's programme to teach children and their families about the importance of handwashing has reached over 133 million people since 2002. In India their Shakti distribution network now employs 45,000 women. They are not only making their products more accessible to some of the 800 million people who live in Indian villages but they provide a livelihood, dignity and respect to many families along the way.

In connection with the topic of *sustainable living* we have found the following information on the web site. Their work in recent years has allowed them to gain a better understanding of the impact that their business has on climate change, water scarcity and resource depletion. Their carbon, water and packaging footprints show that the greatest impacts associated with their products often occur during consumer use. Yet consumers tell the company that they feel their actions can not make a big difference in the face of these huge environmental challenges. Unilever ambition is to show their consumers that their individual actions, multiplied by the scale of their business, can together achieve real impacts. Their aim is to inspire people to take small, everyday actions that can add up to a big difference for the world. To help them achieve this goal, they have conducted a lifecycle analysis of their environmental impacts against a set of four metrics covering greenhouse gases, water, waste and sustainable sourcing. The planet faces enormous environmental pressures. Their aim is to make their own activities more sustainable and encourage their consumers, suppliers and others to do the same. (19)

Unilever is really committed to environmental protection and CSR which is supported with the analyzed report, despite of the imperfections of Hungarian web site.

## **Conclusion**

The analysis of parent companies' web sites reveals a responsible attitude, in that they really care for sustainable development, as well as social and environmental accountability. It is easy to find reports in which they provide full details and indicators of the examined topics.

By contrast, data related to this theme is rather difficult to find with subsidiary companies in Hungary as regards Cargill, PepsiCo and Unilever. It was hard find information about their responsible conduct. However, as regards the Nestle Hungary Kft. they took big step to become a really responsible company.

The cause of this difference between the approaches may be that leaders think the awareness and expectations of Hungarian consumers and players of economy are under-developed. Another probable cause is that their financial circumstances do not allow them to take care of the issues under study.

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