

Strategic Management for Conservation (ACBA 7007)

Corporate Social Responsibility – Litter Mapping Exercise

Aim

In this session we will be quantifying litter in locations near the River Tawe. In doing so, we will be exploring the concept of Corporate Social Responsibility. We will be recording litter in its various forms using GIS to map its distribution and key attributes. In doing so, we will explore *a)* whether key brands can be identified and *b)* to try to develop new ways of strategically managing the environmental outcomes of packaging post-consumption. We will use the data collected and our ideas developed in a class-based activity next week.

Activity Outline:

Last week in our lecture we introduced the idea of Corporate Social Responsibility (CSR). CSR is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with stakeholders (UNIDO, 2023). In this activity we will be conducting a short litter survey in combination with the GIS class. The GIS team have designed a brief litter sampling protocol (which you have been provided). Last week, you were given a link which described how 12 large corporations are essentially responsible for 70% of litter in the UK (George, 2023). In this article they also highlight a series of missed opportunities to hold businesses more accountable and produce less waste in the first place.

Link here: [Top Littered Packaging Companies in the UK Revealed: Coca-Cola Leads the List \(edie.net\)](https://www.edie.net/news/top-littered-packaging-companies-in-the-uk-revealed-coca-cola-leads-the-list)

Roper and Parker (2006) explore litter in a post-consumption context, also identifying key brands most likely to be found as litter. They characterised their litter into 5 categories (Soft drinks, snacks, tobacco, alcohol, fast food). Today, we are doing something similar, but looking at things from a materials perspective.

Key Tasks:

To assist with data collection and interpretation of litter types.

Post Activity:

To explore and think about the following questions:

- 1) Can you observe any trends with the litter observed?

- 2) What do you think has changed since the surveys conducted by Roper and Parker (2006). Have there been big social/political changes? What is causing or promoting these changes?

- 3) How much does environment contribute to determining where or when litter is found?

- 4) What sort of conservation issues does this litter cause?

- 5) Surfers Against Sewage named 12 firms as their dirty dozen: Coca Cola Company, McDonald's, PepsiCo, Mondelez International (owner of brands including Oreo and Cadbury); Anheuser-Busch InBev (the world's largest brewer); Tesco; Haribo; Nestle; Mars; Heineken Holding; Carlsberg Group and Red Bull. Do we observe any litter that is also dominant but not readily identifiable by brand? What recommendations would you put in place to improve the CSR of these larger companies?
