

**Multinational Corporations Pursuing Sustainable  
Development: A Case Study of The Walt Disney Company**

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# **Multinational Corporations Pursuing Sustainable Development: A Case Study of The Walt Disney Company**

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## **Abstract**

The concept of sustainable development has grown in popularity recently, it was a slogan before, and now it has become part of the law. Nowadays, there are more restrictions or regulations for sustainable development, which cannot be ignored. There are two fundamental indicators for sustainable development: environmental protection and social progress. The Walt Disney Company was the research population of the study. The paper determines what multinational corporations take actions when doing sustainable development. This research used content analysis by collecting data from The Walt Disney Company's official website. The result showed that The Walt Disney Company put effort into sustainable development and took action. The company established an environmental policy, supported the program, and donated money to those who needed it. This research can provide some help to those who also want to do sustainable development in the entertainment industry.

Keywords: Disney, sustainable development, social progress, environmental protection

# 跨國企業追求永續發展：迪士尼公司個案研究

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## 摘要

永續發展的概念最近越來越流行，以前是口號，現在已經成為法律的一部分。如今，永續發展的限製或規定越來越多，這就是為什麼國際公司不能忽視它們的原因。永續發展有兩個基本指標：環境和社會。華特迪士尼公司是這項研究的主題。本文研究跨國公司在進行永續發展時所採取的行動。這項研究通過從華特迪士尼公司的官方網站收集數據來使用內容分析。結果表明，華特迪士尼公司致力於永續發展並採取了行動。該公司製定了一項環境政策，支持該計劃，並向需要它的人捐款。這項研究可以為那些也想在娛樂行業做可持續發展的人提供一些幫助。

關鍵字：迪士尼、永續發展、社會進步、環境保護

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# **INTRODUCTION**

## **Research Background**

Lots of companies have ways to earn profits but ignore nature. Research shows that sustainability and profit are not against. The concept of sustainable development has grown in popularity recently, from a slogan before it became part of the law. Companies are starting to focus on sustainability and incorporate it into execution. The benefits of filling the gap made the author understand more how the company sets its goal and how much effort it puts into creating the plans happen.

The research aims to determine what actions companies take to achieve sustainable development. Stand in different roles will have a different perspective; the company seeks business improvement, and society is looking for a better living environment. How to maintain market competition by doing the above is the purpose of this paper. This research will use qualitative research by using content analysis. Finding the methods will set an example for related industries.

## **Research Motivation**

In 1987, the concept of sustainable development started to be discussed due to 20th-century environmental concerns. Regarding sustainable development, three significant ideas go along with, which are social, economic, and environmental. As the green issue has developed, it focuses more on social development, economic development, and environmental protection. The Paris Climate Agreement entered into force in 2015, and

the limited greenhouse gas emissions affect the firms' operation. In 2030, apple decided to be carbon neutral, which they already met the goal in 2020. To produce one charger requires using massive materials, including plastics, copper, tin, and zinc. The company decides to stop providing the charger in the product. The decision significantly reduced the need for materials and the carbon emission associated with transporting these materials. Without the charger, the product is smaller than before, and transporting more products simultaneously helps reduce carbon emissions. Apple changes how to design, produce, transport, use, and recycle. Owing to the trend of green issues, the more awareness people notice, the more company will focus on its product.

### **Research Purpose**

The research aims to determine how international corporations put effort into sustainable development and their actions. Nowadays, there are more restrictions or regulations on sustainable development, which is why global corporations cannot ignore them. When a large-scale company wants to decrease the carbon footprint of its product, any corporation will affect its product's carbon footprint. They will choose the company that is doing sustainable development, which means that those not transitioning to the eco-friendly company will be replaced.

Stand in different roles will have a different perspective. The company aims for business improvement, and society is looking for a better living environment. How to maintain market competition by doing the above is the purpose of this paper. Customers become conscious consumers; conscious consumption is carefully thought over to minimize the environmental impact. Not only can the product follow the sustainable goal,

but the services. Uber is the company that mainly provides services connected to carbon emissions. To make efforts toward a greener future, drivers tend to purchase or trade cars from gasoline to electronic vehicles. The passenger can also choose if the ride he/she ordered wants an electronic or a gasoline car. Nowadays, the green issue needs every aspect to tackle the problem.

### **Research Question**

(1) What actions did The Walt Disney Company take for Environmental Protection toward sustainable development

(2) What action did The Walt Disney Company take for Social Progress toward sustainable development

### **Conclusion**

Finding a successful pattern of sustainable development can help the company that has yet to start or is on the way to have significant indicators to fulfill the goal. Focusing on sustainable development is essential for long-term profitability, so there is an advantage for the firms to increase attention to the issues. To start focusing on sustainable development, the company needs to form or decide whether the sustainable project is profitable or not. Companies that manage their material sustainability issues well are more likely to adapt their business models, protect their competitive positions and grow their intangible assets (Schoenmaker and Schramade, 2019). The sustainable business model requires the company to ensure financial viability and fulfill social and environmental regeneration.

### **Limits**

The limits of the paper are location and the company's large scale. The company locations are far from Taiwan, an international corporation, so it is almost impossible to interview or observe to collect the data. Due to the limitation, the author can only use the data on the internet to do the content analysis. The other limit is that the time for collecting the data is only two months, and the author might not be able to collect the data.

### **Delimits**

Although many international corporations pursue sustainable development, the author only chooses one company as the study population.

# LITERATURE REVIEW

## Sustainable development

Sustainable development is development due to the environmental concerns that led to the new model. It suggests several significant matters, including global warming, carbon dioxide refers to excessive emission, a harmful chemical that is emitted into the air, etc. The development concept moves from economic growth towards focusing on the quality of life, social progress, freedom, etc.<sup>1</sup> The development is not only the government's job; it is a mission for everyone in this world who must put effort into it. They mainly focus on three spheres, which are economic, environmental, and social.

### Environmental Aspect

After we know the situation and learn about the general concept of sustainable development, how to implement it is also a problem. Take our daily life as an example; we can have a conscious mind when buying stuff. Some tips you can think of before you buy the product, such as whether we need it, where it comes from, whether the product uses recycled stuff, is the company we purchase property from, care about, or do action in any sustainable development. The resources that humans currently rely on are fossil fuels. Fossil fuels are the leading cause of global warming. To achieve Net Zero by 2050,

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<sup>1</sup> Mozaffar Qizilbash, "Sustainable Development Policy Institute," (1998), <http://www.jstor.com/stable/resrep00609.5>.

imperative to find other alternative energy sources.<sup>2</sup> Every human being plays a crucial role in improving the environment.

### **Social Aspect**

Not only is the environment crucial, but also the social aspect. The social part aims to create a healthy and livable society for current and future generations. It includes local, national, and global levels—for instance, clean air, food, water, etc. The primary demand of the surviving substance is what a sustainable social need to work for. Across the globe, there are still places that lack development, which means many people still live in fear.<sup>3</sup> At the same time, since natural resources are not exclusively enjoyed by a few people, a few countries, or modern human beings, a democratic decision-making mechanism should be implemented to prevent decision-making from monopolizing a few. Various stakeholders should be brought together to participate in decision-making discussions and jointly plan the maintenance of environmental resources and fair use to build a sustainable society.

### **Economic Aspect**

Any development must consider the perceived value of an action by the people and identify with cultural property and traditional values. In the economic aspect, sustained economic growth should be based on protecting the earth's natural environment. A

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<sup>2</sup> Sustainable Development Solutions Network, *Sustainable Development Solutions Network* (2012), <http://www.jstor.com/stable/resrep16082>.

<sup>3</sup> Sustainable Development Solutions Network, *Achieving Gender Equality, Social Inclusion, and Human Rights for All* (2013), <http://www.jstor.com/stable/resrep15884.7>.

sustainable economy must consider the development process, including all the costs of environmental pressure and resource demand, rather than ignore these costs as external costs; at the same time, long-term sustainable development goals should be noticed in pursuit of short-term economic benefits. We can achieve sustainable economic development by ensuring sustainable and stable environmental and ecological resources.

## **Pursuing Sustainable Development**

### **Set Up the Group Team**

In recent years, sustainable development has taken the business world by storm. The firm is either already in the progress of pursuing sustainable development or initially integrated into the business strategy. The company's supervisor should oversee the firm. Timberland has board committees overseeing corporate responsibility, and Gap takes board members on factory tours in China so they can see the value of supplier codes of conduct and audits.<sup>4</sup>

### **Establish the Guideline**

Owners know that to fulfill the sustainable development goal, they need strategies to get employees on the right path. Sustainable development should be regarded as the core business strategy, just as are the strategies of marketing, research & development, capital expenditures, and talent management. Once it starts to develop, it should be integrated into the

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<sup>4</sup> University of California Professor Kellie McElhaney, Berkeley, "Relevant Article on Corporate Social Responsibility Leadership," *Clariden Global Insights* ([https://claridenglobal.com/programs/CGArticle\\_CSRLeadership.pdf](https://claridenglobal.com/programs/CGArticle_CSRLeadership.pdf)).

corporation can be an innovative and valuable business strategy, which should be both internal and external, not limited only to the corporation but also to society and the environment. The strategy cannot be proven effective without proper performance metrics, which means the strategy is not sustainable in the long term.

## **Multinational Corporations Pursuing Sustainable Development**

### **Set Sustainable Development Policies**

A company has a strong connection with the global environment and local community. Every time the company has a brand-new activity should respect human dignity and protect the global environment when carrying out activities. The goal of the business is to maximize the profits possible for shareholders and investors. The next step we should take is to expect our employees to follow in terms of sustainability and set business performance goals. The supervisor will play an essential role in overseeing the corporation's performance. Integrate environmental considerations into our business planning and decision-making processes, including product development and new manufacturing methods.

### **Execute and Implement Plan**

Putting the policy into action is a significant task that will affect corporations. After senior management decides on the sustainable development goal, they should pass the message to stakeholder groups. Some companies incorporate environmental

responsibility statements into managers' and employees' job descriptions.<sup>5</sup> An appropriate corporate culture is essential to ensure that an organization and its employees support sustainability policies—most customers like to be part of the change that is operating sustainable development.

### **Standards of Performance and Prepare Reports**

To meet the expectation of ESG, the company need to make a report to let the stakeholder satisfy. The reports possess what impact the corporations have on the environment, society, and economy. The CSR report is the tool for a company to provide details and communicate with the stakeholder. The CSR report could be the communication tool for marketing and public relations events limited to the internal employee, employer, and society.<sup>6</sup>

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<sup>5</sup> Dr. Douglas Renwick, Professor Tom Redman, and Dr. Stuart Maguire, "Green Hrm: A Review, Process Model, and Research Agenda," 2008, [https://www.researchgate.net/publication/341105190\\_Renwick\\_DWS\\_Redman\\_T\\_and\\_Maguire\\_S\\_2008\\_%27Green\\_HRM\\_A\\_review\\_process\\_model\\_and\\_research\\_agenda%27\\_University\\_of\\_Sheffield\\_Management\\_School\\_White\\_Discussion\\_Paper\\_No\\_200801\\_April](https://www.researchgate.net/publication/341105190_Renwick_DWS_Redman_T_and_Maguire_S_2008_%27Green_HRM_A_review_process_model_and_research_agenda%27_University_of_Sheffield_Management_School_White_Discussion_Paper_No_200801_April)

<sup>6</sup> Catherine Cote, "What Is a Csr Report & Why Is It Important?," 2021, <https://online.hbs.edu/blog/post/what-is-a-csr-report>.

# **METHODOLOGY**

## **Research Design**

This research paper is a one-shot case study that will be adopted qualitative analysis. Through qualitative research, the author uses content analysis and data from a reliable resource to approach the research questions and literature review. This research will analyze and observe how multinational corporations pursue sustainable development. To begin with, the indicators were set sustainable development policies, executed and implemented the plan and performance standards, and prepared reports.

## **Sources of Data**

The data (**Table 1**) I collected are sources that can show or prove that The Walt Disney Company is pursuing sustainable development. The author chose The Walt Disney Company as the research population for two reasons. First of all, the company's primary target audiences are children and teenagers, to get the awareness of protecting the environment and sustainable development to rub off on their future actions. Second, The Walt Disney Company is not only a multinational corporation but also various company forms, including Media Networks, Parks and Resorts, Studio Entertainment, and Consumer Products.

**Table 1. Data Collection**

Sorting of data	Origin	Types of Sources	Source of the materials
	News	Internet	press conferences and News release
The Walt Disney Company Official Website	Social Responsibility	Internet	1. CSR report 2. <a href="https://impact.disney.com/esg-reporting/">https://impact.disney.com/esg-reporting/</a>
	Annual Report	Internet	<a href="https://www.annualreports.com/Company/walt-disney-co">https://www.annualreports.com/Company/walt-disney-co</a>
	Diversity & Inclusion	Internet	<a href="https://impact.disney.com/diversity-inclusion/">https://impact.disney.com/diversity-inclusion/</a>
	Charitable Giving	Internet	<a href="https://impact.disney.com/charitable-giving/">https://impact.disney.com/charitable-giving/</a>
	Environment	Internet	<a href="https://impact.disney.com/environment/">https://impact.disney.com/environment/</a>

The data were collected from The Walt Disney Company's sustainable development website (<https://impact.disney.com/esg-reporting/>). The website has CSR reports, executive summaries, data, and reporting frameworks. The data for the research was secondary. The author used convenience sampling to choose the specific company.

### **Instrumentation and Data Collection**

This research examined The Walt Disney Company's pursuit of sustainable development through content analysis of the company's official websites. The author used MaxQDA software to code the collected articles. Although the companies' official websites have the CSR reports from 2016-2020, the author instead went through the earlier document, which was the 2000 annual report to see the whole process of how The

Walt Disney Company initially started sustainable development.

The sources I chose to analyze included The Walt Disney Company's annual reports every five years from 2000 to 2022 and the CSR report from 2016 to 2021. First, input the sources to the MaxQDA software and start to create the nodes "Sustainable Development," "Environmental Protect," "Social Progress." Then, the author returned to the sources to code the related paragraph into the specific nodes.

One of the most challenging parts of applying content analysis was sampling because too many related resources can be selected. The author narrowed it down to 2000, 2005, 2010, and 2015 because the companies' official websites did not have any information about sustainable development before 2016.

### **Tools for Data Analysis**

First, the author went to The Walt Disney Company's official website (<https://impact.disney.com>) to collect the data that can answer my research question. The data included The Walt Disney Company's annual report every five years from 2000 to 2022 and the CSR report from 2016-2021. The company's website does not have 2000, 2005, and 2010 annual reports, so the author search it online.

Next, the author applies the resource to MaxQDA software to categorize the theme. To answer the research questions, the author classified the document into two themes.

(1) the action of environmental protection toward sustainable development

(2) the action of social progress toward sustainable development

As the author goes through the document, classify the paragraph to the theme, and create a narrower code to be more specific. By clarified the source by editing and coding, the author would be able to find out the answer to the research question.

## DATA ANALYSIS

The data used for the research came from The Walt Disney Company's official websites. The data collection period was from August 1 to August 31, 2022. There was a specific area for "social responsibility" I went through all the impact stories that included several categories, which are "Charitable Giving," "Diversity & Inclusion," "Environment," "Operating Responsibly," "Workforce," and some uncategorized stories. The document amount was respectively 94, 35, 42, 14, 4, and 1(**Table 2**).

After collecting 190 pieces of document stories and annual reports every five years from 2000 to 2022 and the CSR report from 2016 to 2021., the topic that document stories report more on "Environmental Protect" and "Social Progress." In other words, there needs to be more information on the action of sustainable development that leads to Economic Growth.

**Table 2. Data Collection from The Walt Disney**

year												
		12	13	14	15	16	17	18	19	20	21	22
RQ												
Environment	Environment	1	1		7	1	4	2	3	8	8	7
	Charitable Giving	1	2	4	11	9	8	23	10	5	11	9
	Diversity & Inclusion			2	2	6	1	3	4	1	9	6
Social Progress	Operating Responsibly	1			2			1		5	4	1
	Workforce				1						2	1
	uncategorized											1
Total		3	3	6	23	16	13	29	17	19	34	25

After reading through all the documents that filtered out three repeated and irrelevant articles, the amount of data is growing yearly, and the document covers more, even in several categories.

The categories were divided into two indicators, which can illustrate and answer the research question as below.

- (1) the action of environmental protection toward sustainable development
- (2) the action of social progress toward sustainable development

## **The Action of Environmental Protection Toward Sustainable Development**

Research Question 1 aims to find the action that implements environmental protection on The Walt Disney Company's official websites. There were four themes elaborated more specifically on environmental protection, which are conservation, energy use, sustainable, and inspirational stories.

### **Conservation**

In the sustainable development of enterprises, environmental protection is a vital key. Environmental protection is not only about protecting current flora and fauna but also taking care of their future. Regarding protection, two significant funds must be mentioned. One is Disney Conservation Fund; another is Disney Climate Solution Fund. Conservation Fund supports nonprofit organizations for saving wildlife, including an animal in the sky, land, and sea. As the resources indicated

Disney's commitment to conservation and the environment can be traced back to 1950, when Walt Disney himself famously said, "Conservation isn't just the business of a few people. It's a matter that concerns all of us." Walt's love for nature and his dedication to preserving it paved the way for all we celebrate today

The company's emphasis on environmental protection began a long time ago.

Environmental protection not only affects corporate decision-making but also benefits the public.

A few years later, Disney's Animal Kingdom was opened, allowing the guests to donate to the Disney Conservation Fund from grants and items purchased in the shops. Starting in 2004, the Disney Conservation Fund will announce awards for Disney Conservation Heroes who have a passion or dedication to conservation projects. Disney

Conservation Fund has protected species and habitats. The article released on 6 May 2022 indicated that Disney Conservation Fund has helped save hundreds of species globally and safeguard more than 315 million acres of habitat—an amount equal to 10,000+ Walt Disney Worlds.

The organization started to film the nature document released in the theater. The theater ticket will return to the organization to plant trees and help the rainforest or other conservation projects. The article released on 15 June 2019 indicated that The Lion King launched a campaign to raise awareness of the crisis facing lions and other wildlife across Africa. To work with Lion Recovery Fund, commit to doubling the number of lions in Africa by 2050.

On the other hand, Disney Climate Solution Fund is dedicated to the planet. The priority is to protect the environment for future generations. The article released on 19 November 2015 indicated that the greenhouse gas emissions that the Disney company produces would be charged, and the money would go to Climate Solutions Fund.

“People are the heart of every successful conservation effort, and we are pleased to continue to support the dedicated conservationists and local community members working together to protect wildlife and the habitats they depend on”

Therefore, there were more funds to invest the forest conservation project like reforestation, such as cutting down unhealthy trees so that healthy ones can survive.

According to the article released on 19 November 2015, The Disney Climate Solution Fund not only protects over 1,000,000 acres of the forest but also creates thousands of job opportunities, such as park rangers, surveyors, trainers, and seasonal workers. Besides making the jobs opportunity, Disney supported the project and gave guidance for agriculture, guiding farmers from northern Peru to grow fair-trade certified

organic coffee. The coffee was sold at Disney World Resort and Disneyland Resort. Disney also supports the family that does not have the complete kitchen facilities to build fuel-efficient cookstoves. These stoves require less wood for fuel which will improve indoor air quality.

## **Sustainable**

Disney brings joy to the family and takes people on a journey to the magic world. Disney dedicates to involving sustainable development in everyday processes; when the company is filming the movie, they try to maximize what the crew can do for the best of the environment. A film with a sustainable development spirit influences the moviegoer's future career path, which means that the valuable content can make a big difference.

The article released on 20 May 2022 indicated that the "Moon Knight" main character was the first vegan superhero. The crew teams institute the composting programs, meaning containers and cutlery can be processed and turned into fertilizer. To reduce the use of diesel fuel, the production recommends battery-powered generators, which build up completely silent and emission-free conditions.

Walt Disney once said, "Conservation is not just the business of a few people – it is a matter that concerns all of us." The company follows discipline and takes action, such as reducing waste and building or designing more sustainable products and packaging. Disney announced the Paper Sourcing and Used Policy to minimize paper use and show how the company's commitment should be made. Starting in 2021, the 15 classic dolls sold in the Disney World Resort and Disneyland Resort will be plastic-free, and the alternative paper packaging will have to be 100% recyclable. Besides reducing paper use,

the company commits to reducing plastic waste. Eliminate using single-use plastic products to show the young audience that we can change the habit of being friendly to the environment and caring for wildlife and their habitats.

## **Energy Use**

When it comes to energy use, the top priority is to reduce greenhouse gas emissions. Disney is committed to renewable energy, such as solar energy. Disney is installing solar installations throughout its parks and resorts. Typically, film productions rely on diesel to power generators, actor trailers, and lighting. Instead of using diesel as an energy source, the production sector opted to use solar energy for casting trailers.

Alternative energy is both environmentally friendly and convenient, and solar energy is entirely silent and emission-free, which is suitable for rural use. Solar power is not only used for casting trailers but also for Disneyland's famous attraction, where a Mickey Mouse-shaped solar farm was built at Walt Disney World. According to the article released on 5 August 2020, Mickey Mouse-shaped solar has a five-megawatt installation. To achieve net-zero greenhouse gas emissions, Disney has constructed two new solar facilities to meet 40 percent of the resort's annual electricity needs. Disney is working on another solar project: building a solar canopy over the parking lot of Disneyland Paris. These solar panels will reduce more than 750 tons of carbon dioxide annually and provide shade and shelter.

## Inspirational Stories

The Walt Disney Company is known for its ability to tell compelling stories, reaching audiences from children to adults. The company makes efforts to try to have a profound inspiration for younger generations so that it can influence them in the future—Disney support several programs that encourage young ages to explore the planet. Jane Goodall’s Roots & Shoots, National Recreation and Park Association, and National Wildlife Federation are the programs that inspire and empower children to connect with nature. The commitment can show by the goal set by The Walt Disney Company.

The Walt Disney Company's 2030 environmental goals include:

- achieving net zero greenhouse gas emissions for direct operations.
- purchasing or producing 100% zero carbon electricity for all direct operations.
- collaborating with industry groups and investing in low-carbon fuel innovation.
- Investing in natural climate solutions.
- Implementing site-specific watershed stewardship strategies at high impact sites.
- serving 100% environmentally responsible seafood at U.S. parks and resorts.
- working to achieve zero waste to landfill for Disney’s wholly owned and operated parks and resorts.
- new construction projects to be designed to near net zero, minimize water consumption and support zero waste operations.
- ensure all paper, wood and palm oil used in Disney-branded packaging and products is from certified sustainable sources.
- ensure all branded product textiles contain recycled or certified sustainably sourced content, or are made from lower impact alternatives; and
- reduce the Company’s plastics footprint across all businesses

This is a long-term policy that involves everyday decisions which hope to make an impact on the world. In addition to caring about the environmental issues around us, we should also take a broad perspective and be concerned about potential global crises.

## **The Action of Social Progress Toward Sustainable Development**

Research Question 2 aims to find the action that implements social progress on The Walt Disney Company's official websites. There were three themes elaborated more specifically on social progress, which are operating responsibly, diversity & inclusion, and charitable giving.

### **Operating Responsibly**

Integrity, Honesty, Trust, and Respect are the core principles that Disney is committed to running the businesses. Disney is the world's second-largest media and entertainment company, with related industries spanning broadcasting, animation, film, and entertainment. It is committed to operating with integrity, respecting human rights, and being accountable to its more than 200,000 employees. Disney's theme parks are distributed in Europe, America, and Asia. There are more than 700 Disney stores in major shopping malls worldwide, allowing consumers to purchase goods easily while visiting the parks, even if they are not in the resort. With hundreds of categories, from toys, and T-shirts, to food, books, and games, the safe and complete supply chain allows consumers to have an enjoyable experience.

Disney focuses on employees, content, products and supply chains, communities, and children. Disney's corporate responsibility work is to create safe, inclusive, and respectful workplaces and to develop labor standards in the manufacturing locations where products are produced. Disney is committed to addressing workplace harassment in Bangladesh and enhancing worker-management communication. Disney values international worker wages

and has support an app for vulnerable immigrant workers at risk of exploitation and forced labor, allowing immigrants to access records related to contracts and vital identification documents, called SafeStep.

## **Diversity & Inclusion**

Disney has companies worldwide, meaning that different people with various cultures come from other communities, leading to unique content. Throughout the years, Disney has devoted itself to helping all kinds of vulnerable groups, no matter is handicapped, women, Hispanics, African Americans, etc.

A news article on 15 July 2022 indicated that Disney Theatrical Group provides those disabled with assistive listening devices, ASL, and audio descriptions for a better show-watching experience.

“We plan to show at least one sensory inclusive screening for all new releases at The El Capitan, to bring the magic of our movies to life in a way that promotes acceptance, understanding, and comfort for our guests.”

In the early years, Disney princesses conveyed the impression to the public that they were mostly white people with fair-skinned, delicate features and curvaceous figures and were described as extraordinary beauty. Women are often depicted as "weak" in pure, kind, gentle, and insightful stories. To be called a good girl, the girl must meet the above conditions.

“As we launch Elena of Avalor on Disney Channel, nothing is more important to us than using the impact that we know television has on our audience to showcase strong, ambitious role models for young girls. Our work with GSUSA will give us the chance to amplify that message and be a part of the largest community of young female leaders, by providing materials and inspiration that demonstrate every girl has the power to lead,” Disney Junior Worldwide’s Executive Vice President, Original Programming, and General Manager Nancy Kanter said.

Things have changed in recent years; the appearance and image of princesses are more diversified, the definition of beauty is no longer limited, and they no longer need to be protected by men and can still be independent. These emphasize that the characters no longer focused on good-looking and expected women to strive for honesty, justice, and loyalty. Elena of Avalor is a brave and adventurous princess. She is eager to rule her world with critical thinking and empathy, which inspires the girl from preschool to kindergarten to become a leadership kind of person.

“Education is the foundation upon which dreams are built and increasing access to higher learning is an investment with infinite returns for individuals and society as a whole,” said Disney Chairman and CEO Bob Iger.

This shows that Disney cares about distinguished students for those who need help; they provide scholarships to encourage students to fulfill their dream. Disney collaborates with the Hispanic Scholarship Fund (HSF) to support outstanding Hispanic students going to college. Disney donated the Hispanic Scholarship Fund to support the student's college studies. STEM (Science, Technology, Engineering, and Math) often consider as the male job, and data shows gender gaps in careers or schools.

“We have put together an incredible program with Girls Who Code that will immerse the next generation of innovators in the magic of Disney,” said Jamie Voris, senior vice president and chief technology officer, The Walt Disney Studios.

Disney announced Girls Who Code program to find out those interested in STEM and use their imagination and technology to develop related skills. The Walt Disney Company hosted a computer science topic program for high school students that are all female to try to encourage and inspire them student and work to close the gender gap in the technology industry.

## Charitable Giving

Disney is one of the largest companies in the world, and it is conceivable that the company's profits are enormous. In addition to donations, Disney partners with other nonprofits to help those in need. Disney sees children and the environment as its primary service to the masses. Disney works with Make-A-Wish to let the wishes come true, making those who are facing critical illnesses children can bring back their smiles and laughter.

Nearly 8,000 Disney wishes are granted every year—including experiences at Disney Parks, voyages on Disney Cruise Line, and visits to TV and movie sets. We're proud to lend our support to Make-A-Wish and help families make lasting memories together.

Many Disney characters will dress up and inspire those facing severe illnesses in children in the hospital to establish a solid and upbeat attitude and face the disease. The optimistic attitude of the company's characters hopes to help the sick children.

Besides creating a joyful moment for illnesses children, Disney provides future generations with more diverse opportunities to discover their future careers and industries, including STEM, journalism, sports, etc. Disney dedicates to the conservation fund to create last more prolonged environment for future generations. Since The Lion King movie was released, Disney launched a campaign to protect and revitalize the lion population.

“Conservation has always been a core value of The Walt Disney Company and that commitment is apparent in everything from our films to our theme parks and is why we created the Disney Conservation Fund (DCF). Through the stories we tell and the experiences we create, we have the power to reach people around the world and inspire them to take action with us.”

Disney invests more than 120 million USD in environmental protection and protects over 1000 species. Each year, Disney nominates conservation heroes who save animals and

the environment, and the nominees are those who have received funding from conservation funds.

## Summary

From the data collection, some findings can answer the research question. First, the company protects the environment by supporting projects and funds and using alternative energy to achieve net zero, which creates a better quality of life for the future generation. The results showed that The Walt Disney Company put effort into sustainable development. Disney is not a company with a slogan and no real action. Second, the Walt Disney Company committed to creating better social development, from children in hospitals to labor work in Disney land. Although no company will give up anything of economic value to implement sustainable environmental protection, as one of the world's most extensive entertainment industries, it brings many benefits if it puts sustainable development into action. The benefits are more than just boosting the brand image; earning a good reputation creates imitation. If a company does not incorporate sustainability into its corporate governance philosophy, it can compete with peers and generate poor customer perceptions.

# CONCLUSION

## Discussion

After the content analysis, the researcher would discuss further the findings from each of the two research questions: the action of The Walt Disney Company for Environmental Protection and the action of The Walt Disney Company for Social Progress.

### **Discussion 1: the action of The Walt Disney Company for Environmental Protection**

The findings revealed that The Walt Disney Company has developed several environmental management policy indicators with long-term and medium-term goals. Among these goals, it is hoped to reduce waste, plastic, and energy consumption, and decrease greenhouse gas emissions, thereby protecting water resources and ecosystems.

Based on the findings, The Walt Disney Company supports several conservation programs and develops environmental stewardship policies that will allow future generations to have a better living environment. The actions proved what Maiangwa, B., & Agbiboa, D. E. described said “ The notion of ecological and environmental justice underscores (i) the freedom to enjoy one’s environment and all of the benefits it confers, without it being destroyed for personal or corporate gain, and (ii) the need to safeguard it for both present and future generations.”<sup>7</sup> When Disney is doing environmental protection, it achieves this concept. While expanding its entertainment business, it also considers environmental protection.

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<sup>7</sup> Maiangwa, B., & Agbiboa, D. E. (2013). Oil Multinational Corporations, Environmental Irresponsibility and Turbulent Peace in the Niger Delta. *Africa Spectrum*, 48(2), 71–83. <https://doi-org.wenzao.idm.oclc.org/10.1177/000203971304800204>

## **Discussion 2: the action of The Walt Disney Company for Social Progress**

The findings revealed that Disney is a multinational company with a global presence, which means employees and customers are different types of people. Working with various charities and understanding social needs, Disney creates impactful community programs that support families through life's challenges and encourage people to follow their dreams.

Based on the findings, The Walt Disney Company supports several programs and develops environmental stewardship policies that will allow future generations to have a better living environment. Through funding and working with nonprofits, Disney has helped hundreds of sick children achieve their aspirations, bringing joy and life-changing experiences to them and their families. In addition, it creates a safe and respectful work environment for Disney employees working at Disney theme parks and resorts worldwide. The actions proved what The Centre for Business and Government of the Kennedy School of Government at Harvard University defines “Corporate social responsibility encompasses not only what companies do with their profits, but also how they make them. It goes beyond philanthropy and compliance and addresses how companies manage their economic, social, and environmental impacts, as well as their relationships in all key spheres of influence: the workplace, the marketplace, the supply chain, the community, and the public policy realm.”<sup>8</sup>

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<sup>8</sup> Feng Zhang, "Corporate Social Responsibility in Emerging Markets: The Role of Multinational Corporations," 3, 2008. <https://www.fpc.org.uk/wp-content/uploads/2008/03/919.pdf>

## **Conclusion & Suggestion**

After studying Disney's sustainable development initiatives, as a global entertainment industry company, its influence can be shown by its corporation's size. Not only can Disney use its clout to influence its audience, but it can also use its vast financial resources to help. Environmental impacts have become more widespread in recent years, and the entertainment industry has had to start paying attention. Disney has created a healthier and more socially responsible corporate environment through environmental management.

The data collection shows that the amount of impact stories is growing every year, especially charitable giving had the most. Nevertheless, the impact of charitable giving is mainly about giving money to other organizations or visiting the kid in the hospital. I hope that the genre of charitable giving can be more varied. Nonetheless, Disney is still a company worth learning from. I hope to continue to uphold the principles of sustainable development, a friendly environment, and social responsibility in the future.

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