



2011-01-12

## Apple criticized for not presenting a CSR report



Apple is out to convince its stakeholders not to accept the resolution towards the CSR strategy. According to Green Biz this decision will shadow the launch of a new line of green products that Macworld is planning for the next decade.

The „As You Sow” CSR resolution was proposed to Apple with the condition that the famous company will publish this summer a CSR report that is suppose to cover details referring to greenhouse gas emissions, toxic products and recycling programs. The report is forcing the company to define from the beginning whether or not their products and business practices are sustainable and if they are not, to make sure they redefine completely the market strategy.

According to „As you Sow”, Apple has every possible reason to publish a report considering that over 2.700 companies in the same line of business, among which the main competitors of Apple: Dell, IBM and HP have already initiated the procedure of publishing these CSR reports. As surprising as it may seem, Apple has fallen behind on this department, thing which threatens to become a menace to its good name as a company practicing sustainable growth.

In spite of this the Apple board of directors that includes Al Gore has recommended the shareholders to give a negative vote for the resolution adoption. According to Apple, the board of directors has already agreed to an official CSR report and an additional one would represent a useless expense from the company’s money.

The company’s declarations and reports concerning the activity in the environmental protection department are permanently refreshed on the company’s site and the CSR web page offers more than eloquent information about the green business strategy of Apple.

It is not the first time that Apple is under fire from “As you Sow” campaigns . Both this foundation and Greenpeace have been attacking Apple since 2007 summoning them to eliminate the chemical hazards from their mass production, an issue that was admitted by Steve Jobs , himself who also presented his public apologies for the matter.

<http://www.asyousow.org/>