

As You Sow Pushes McDonalds, Target

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As You Sow, a group that seeks corporate accountability through shareholder advocacy, has announced the results of some its recent campaigns.

Among the large companies **AYS** filed resolutions with was Target. The resolution requested that the retail giant expand electronics recycling for its customers and disclose information on its disposal policies, including whether or not it exports e-waste to developing countries. The resolution failed, but mustered an impressive 30.8 percent of the company's investors.

AYS also filed a resolution calling on McDonald's to stop using polystyrene coffee cups, which got 29.3 percent support. A third resolution asking Starbucks to develop a more comprehensive recycling scheme for its beverage containers got 8.1 percent. Specifically, the resolution urged Starbucks to set more concrete goals for the use of recycled content in its containers and to better track how many customers bring reusable mugs into its stores.

In the past, **AYS** has persuaded Coca-Cola and PepsiCo to recycle 50 percent of their bottles and cans by 2015 and 2018 respectively. It's also gotten Nestle Waters NA to agree to an industry recycling goal of 60 percent of PET bottles by 2018.

AYS also filed a resolution with Proctor & Gamble and General Mills in support of extended producer responsibility, which will be voted on in October.