

McDonald's Case Study



The following two pages contain the McDonald's case study which students will take a multiple choice assessment in. Go over it with them to ensure they understand the key themes.

Here are a few highlights of what we've been doing:

- Reducing our carbon footprint by over 60,000 tonnes of CO₂ per year - the equivalent of taking over 14,000 cars off the road.
- Committing to using more renewable energy, which will allow us to cut carbon emissions and help to support the green energy industry in the UK.
- Recycling our used cooking oil, turning it into biodiesel for our delivery fleet.
- Saving more than 150 million litres of water every year thanks to the installation of waterless urinals.
- Operating litter patrols on the streets since 1982, picking up all litter - not just McDonald's packaging for over 30 years. Our patrols walk almost 3,000 miles a week, a total of 150,000 miles a year.
- Using only whole cuts of British and Irish beef seasoned with just a pinch of salt and pepper.
- All our eggs are free-range and all of our bottled milk is organic.



Recycling

Our used cooking oil is recycled and converted into biodiesel which is then used by our delivery fleet. This saves 7,740 tonnes of CO₂ emissions against using ultra low sulphur diesel every year. We also recycle cardboard from more than 95% of our restaurants, which removes over 13,000 tonnes of cardboard per year from landfill, and well as our kitchen milk bottles. Our delivery trucks collect the used cooking oil and cardboard when they deliver supplies, cutting the amount of journeys needed and the amount of fuel used.

We now also collect and recycle our used uniforms – potentially over 650,000 garments a year. In the longer term our uniforms will be recycled back into new material – a great zero waste solution. We continue to look at many other ways we can recycle our remaining waste, including trials to recycle other plastics and separate out food waste.

We use as much recycled material in our packaging as is safe and practical – for example all our takeaway bags, napkins and cup carriers are made from 100% recycled materials.

McDonald's is at the heart of hundreds of communities across the UK. Not only do we employ over 90,000 people across our restaurants and in head office, but we also work with hundreds of suppliers and over 17,500 British and Irish farmers. By working together, we can make a big difference in lots of ways.

Good Food

We always strive to serve our customers high quality food that's locally sourced whenever possible.

- In 2011, we spent over £320 million sourcing quality ingredients from Britain and Ireland.
- 100% of our beef is British or Irish.
- We use 100% chicken breast meat in our chicken products.
- All our fish has been sustainably sourced since 2001.
- All of the eggs used across our entire menu are free-range (and have been for ten years).
- We won't work with any supplier who doesn't comply with the animal welfare standards required by UK and EU legislation.

Farm Forward

We really value our farmers which is why we launched the Farm Forward initiative in March 2012. It aims to create a secure future for British and Irish farming by helping young farmers into the industry, as well as supporting existing farmers.

Good Neighbour

Giving something back to local communities is something we're passionate about.

Football focus

As the Official Community Partner of the four UK Football Associations, we've helped raise standards in over 6,000 local clubs and created over 20,000 new football coaches. Many of our individual Business Managers and Franchisees have played a big role at grassroots level, by sponsoring and supporting their local teams. In 2012, we combined all our football activities into one programme, McDonald's KickStart. It offers once-in-a-lifetime experiences for young players and celebrates the heroes of grassroots football through special Community Awards – to find out more, go to mcdonalds.co.uk/kickstart. We're committed to improving and celebrating football whenever possible – we've even got our own.

Ronald McDonald House Charities

Our charity of choice for over 20 years, Ronald McDonald House Charities (RMHC) supports families with children in hospital, by providing free accommodation just a stone's throw from their child's ward. There are over 450 rooms available nationwide and families can stay for as long as they need to – whether it's two days or two years. The charity's biggest source of income comes from the collection boxes in our restaurants, through which customers give millions of pounds each year.

Litter Picking

We've been running litter patrols since 1982. Our litter pickers walk around 150,000 miles every year – that's the same as walking round the world six times.

Being Green

We've put sustainability at the heart of our business plan. And the bright ideas and hard work of our people have helped us to start making a real difference.

- Our used cooking oil is recycled and turned into biofuel to power our delivery fleet.
- 15,000 tonnes of our waste is turned into electricity every year.
- We're working to cut carbon emissions from our beef farms with a pioneering initiative.

Sustainable sourcing

Sustainable sourcing - We are committed to providing high quality food and using the best raw ingredients. To help reduce food miles and support the local economy we source 100% of our beef, pork, organic milk and free-range eggs from Britain and Ireland, along with our salad crops when in season.

We work closely with our trusted suppliers and their producers to identify and raise standards across farming practices. For example, back in 1998 we moved to using only free-range eggs across our breakfast menu, over 111 million eggs in 2012. We then worked with our suppliers to convert to free-range eggs across our whole menu, even in our sauces and the coating on our Chicken McNuggets. This took 10 years, but now means we're the only quick service restaurant that uses exclusively free-range eggs.

Every cup of coffee served in our restaurants is Rainforest Alliance certified, meaning the farms meet high environmental standards and protect the rights and welfare of their workers. Meanwhile, all of our fish is Marine Stewardship Council approved, with the fisheries being recognised as well managed and as using sustainable fishing practices.