Title : Corporate Social Responsibility Initiatives in Response to Global Warming Issues by KDU
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Abstract:

In current corporate world, the big organisations' aim is not only about doing business to make profit, corporate social responsibility (CSR) has become major trend that leads corporations to contribute to the society. In order to tie in with current issues such as global warming and also its subsequent negative impact on the environment as a whole is a serious environmental concern, KDU College, Penang has come out with a CSR project which aims to cope with this particular issue. The project called "Green Environment Project". There are three main objectives in relation to this project. First, it is to create awareness among KDU community about the importance of environment. Second, it aims to encourage KDU community to help prolong the life of the earth and third to support the effort of the on-going recycling project in KDU College, Penang. There are a series of continuous activities that has been conducted for the Green Environment Project. KDU College, Penang launched the Logo Design Competition to induce creativity in the theme. In conjunction of the Green Environment Project, the objective of Green Friday was to instill the Green Environment feeling in each and every student of KDU College, Penang. KDU College, Penang also launched the Green Peace Fair on the 15th of August 2009 at the KDU's College, Penang. The paper will discuss activities involved in relation to the Green Environment Project at KDU College, Penang. Furthermore, the paper will also look into the various stakeholders involved in the Green Environment Project activities, its target audiences, as well as communication tools used to gain benefit from and for all stakeholders. This paper will also highlight the future directions of Green Environment Project as well as suggestions on how it can be improve and efforts to sustain its performance in future will also be shared.