

# Starbucks Earns the 2015 DBMA Circle of Excellence Award



Every day, Starbucks helps drowsy loyalists in more than 60 countries face the day by offering premium coffees and teas in 21,536 shops around the globe. To ensure its customers get the service and experience they expect from one of the world's most recognizable brands, Starbucks employs more than 180,000 workers worldwide. Few companies in history have effected the kind of taste-making that Starbucks has. And even fewer have implemented the kind of meaningful, responsible policies to ensure the world remains a healthy place for everyone to live and work.

In recognition and appreciation of their profound and sustained commitment to corporate social responsibility, the Distribution Business Management Journal is proud to honor Starbucks with the 2015 Circle of Excellence Award.

Each year, a panel of DBMA experts takes stock of America's major corporations and their demonstrated performance in conducting environmentally responsible business, ensuring that sustainability and profits grow in unison. With stressors from a still-recovering economy to an ever-changing climate, operating with an eye to the future is equal parts good business and moral imperative.

"Everybody knows Starbucks, but hardly anybody knows the amount of good they do quietly behind the scenes," said DBMA Executive Director Amy Thorn. "With this year's Circle of Excellence Award, we're hoping to do our part to change that, to help spread the word that Starbucks is an upright corporation whose actions deserve recognition and praise, to say nothing of emulation from the rest of the private sector."

Starbucks current commitments take several forms:

## Ethical Sourcing: Coffee

Over the past 15 years, Starbucks has pioneered a new approach to ethical

sourcing with an aim to both ensure a long-term supply of high quality coffee and positively impact the lives and livelihoods of coffee farmers and their communities. The program is supported by a network of six Starbucks Farmer Support Centers around the world as well as more than \$16 million invested in farmer loan programs.

## Coffee and Farmer Equity (C.A.F.E.) Practices

Starbucks worked with Conservation International to develop and launch Coffee and Farmer Equity (C.A.F.E.) Practices in 2004 — one of the coffee industry's first sets of comprehensive sustainability standards, verified by third-party experts. In its first year, Starbucks purchased 43 million pounds of green coffee under the program, representing 14.5 percent of its total green coffee purchases. Ten years later, 96 percent — or more than 400 million pounds — of its coffee meets this standard.

## Leading in Green Building

Since 2008, Starbucks has worked to build all new company-operated stores globally to LEED standards. In 2014, it opened its 500th LEED-certified store, with LEED stores in 19 different countries, more than any other retailer in the world.

## Creating Pathways to Opportunity

In 2014, Starbucks introduced its College Achievement Plan, an innovative education benefit to help thousands of Starbucks partners complete their degrees online through Arizona State University.

## Commitment to Veterans and Military Families

By 2018, Starbucks will hire 10,000 veterans and military spouses. Nearly 3,500 have been hired to date. Over the next three years, the company will dedicate 30 stores as "Military Family Stores" to strengthen its connection in military communities.

We at DBMJ congratulate Starbucks for setting such a high standard in corporate social responsibility and demonstrating a deep devotion to environmental sustainability and the well-being of its employees. ■