
Facebook: Global Context And Case Analysis

Facebook

Introduction

Facebook, Inc. is a huge and well-known social media company based in Menlo Park, California. It was founded by Mark Zuckerberg, along with his friends in Harvard College: Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes, in 2004, originally called TheFacebook.com (Reaching Students with Facebook, 2018). It is listed by Microsoft, Amazon, Apple and Google as one the Top Five technology firms. The CEO of the company is Mark Zuckerberg. Some of its subsidiaries are Instagram, WhatsApp, Onavo, LiveRail and Oculus.

Global Context:

There are total of 17 UNSD goals which are formed to develop a better and sustainable world for the humans they are set some targets for each goal to be achieved by 2030. Out of these 17 the 2 of them are being discussed here: Goal 4 Quality Education and Goal 13 Climate Action.

Goal 4: Quality Education. According to recent research approximately 7 out of 10 children aged 3 and 4 in 72 countries have been progressing in areas like literacy-numeracy, physical growth, social-emotional development and learning. In 2017, the ODA contributed to \$1.3 billion in scholarships. Almost two thirds are among the following countries: Australia, France, Japan, The United Kingdom of Great Britain and Northern Ireland and the institutions of the European Union (Coach, 2017). Its targets are: to ensure that all the girls and the boys would get a good quality of education for free and compulsory by the end of 2030 this goal also, ensure a fair access to basic, vocational and tertiary education irrespective of any gender, including university. (Sustainable Development Goals .. Sustainable Development Knowledge Platform, 2019)

Goal 13: Climate Action. By April 2019, 185 parties had signed the Paris Agreement. In this agreement the countries agreed to work on their Green House Gas emission and reduce their level to save the environment from global warming by 2030. Under the Agreement, both parties are expected to send new defined commitments, including updated and even more ambitious targets, by 2020 (Alam, 2018).

Its targets are: Integrate action on climate change into national policies, plans and planning and strengthen climate threats and natural disasters resilience and adaptability in all countries, by 2030. (Sustainable Development Goals .. Sustainable Development Knowledge Platform, 2019)

Case Analysis:

Facebook works in the field of Corporate Social Responsibility, the main areas it focuses on are education, technology, social justice and economic opportunities. From this different CSR here,

Education (Goal 4) and Economic (Goal 13) portions are being discussed in this portfolio. The Chan Zuckerberg Initiative (CZI) is the key forum for the creation of Facebook's philanthropic activities.

Education (Goal 4: Quality Education): In education, CZI works with students, teachers and families to create services that make the application of learning science and human development simpler. The Summit Learning Program is specially designed program to take into account students' interests in the best possible way to fulfil their expectations and goals. The curriculum is actively sponsored by the CZI teaching department of educators. There is a special training department that consults teachers to develop tools and services that will meet the students' needs. A mentoring programme is also supported by the Summit Learning Programme. Teachers are an integral part of this curriculum and accepting their point of view encourages understanding and tackling the difficulties of learning in the classroom. (Pratap, 2019)

Economic Responsibility (Goal 13: Climate Action): Facebook is proud to work on catalysing climate change with others. They agree that tackling the climate change impacts would require new and innovative solutions. That's why they are partnering with industry-leading businesses and non-profit organisations to create creative approaches that enable people within their communities to better recognise and solve climate-related challenges. Facebook strongly supports the program 'We Are All In' which supports the Paris Agreement. Between 2017 to 2018, the Facebook reduced its GHG emissions by 44 per cent and met over half of its 75 per cent target. (Our Vision for a Sustainable World – Facebook Sustainability, 2018)

This graph shows how the Facebook is working on the reduction of emission of GHG from 2014-2018.

Conclusion

In the conclusion from the analysis done on the basis of secondary data obtained from the websites it is found that Facebook is actively engaged to fulfil its Goal 4 and Goal 13 which are related to Quality Education and Climate Action, respectively. To accomplish goal of quality education Facebook organized different programmes such as Summit Learning Programme for the teachers and students.

Other than this Facebook is also helped to save the environment by taking strides to reduce the emission of greenhouse gas (GHG) and it is seen to be reducing every year. It is said that “Facebook’s annual emissions for the average person on the platform are less than the carbon impact of making one cup of black coffee”. There are also other CSR activities in which the Facebook is actively participating and its target is to reach their targets by 2030 as discussed in the UNSD Goals.

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