Green Mountain Coffee Roasters – *Working Together for Change*

### Purpose

CSR pillar “Working together for change”
- Definition, Goals, Measurements
- Both externally and internally

### Activities

- Literature review
- Case studies
- Interviews
  - Industry peers
  - NGOs
  - Leadership teams
  - HR, Marketing, PR, IR, CSR
  - Acquired unit
  - Engineers
  - Champions

### Lessons/Recommendations

Working together for change as a **cultural value**
- Communication
- Relationship building
- Integrate silos
- Geographic outreach

### Insights

- Helpful frameworks from the class:
  - Appreciative inquiry
  - Habits of thought
  - Ladder of inference