

Multinational Corporation Communications Kit:
Internal and Corporate Communications

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Formal Newsletter Announcement

Disney's 2030 Environmental Goals and Impactful Partnership

Dear valued employees, we have an exciting announcement to share. The Walt Disney Company has released its new 2030 Environmental Goals whitepaper. The whitepaper illustrates how Disney has created a sustainable impact and continues progressing toward its [environmental goals](#).

Did you know solar power is our planet's most abundant energy source? To this fact, in the interest of producing zero-carbon electricity across our theme parks, resorts, and other facilities, the whitepaper states that "In collaboration with local utility providers near Walt Disney World Resort, two 75-megawatt solar facilities are expected to come online that will benefit Walt Disney World Resort. This project will bring Walt Disney World Resort's renewable energy consumption up to 40% of its total power use," which is big news!

We are heading in the right direction for this goal by utilizing renewable energy sources with zero carbon emissions, such as solar power. This particular goal has inspired a new Corporate Social Responsibility environmental initiative to lead our lives, both in the workplace and in our personal lives, in cleaner and greener ways than we might have previously. This initiative continues with a willingness to drive change. Sustainable energy practices, such as solar, lead to a brighter future.

A new partnership with SolarBuddy, an impact organization focused on reducing energy poverty worldwide, works towards that brighter future. Through their work, they build solar devices that enable children in energy poverty to receive light they do not otherwise have. These devices allow children to work on their homework after dark, gift their families with light when

it becomes dark, and provide a reliable, sustainable form of electricity for these children and their families. SolarBuddy has gifted solar lights across 19 countries to almost 1 million people!

With their Hour of Power program, SolarBuddy will further educate our team on energy poverty, learn more about solar power as a sustainable energy practice, and grant us the opportunity to build these solar lights! This hands-on activity will enable our team to drive change in developing sustainable electricity practices, inspire further impact, and encourage global citizenry in and out of the workplace.

The Hour of Power will take place next Friday, March 22nd. This hour will be an excellent opportunity to touch base and participate in a powerful program. This environmental CSR initiative will drive excitement and inspiration in sustainable practices professionally and personally. Remember, participation in the Hour of Power continues to work toward a brighter future to pursue global sustainability and maintain global citizenry. Cheers to sustainable energy practices, doing our part to be global citizens, and our fantastic team!

Informal Newsletter Announcement

Disney's Environmental Goals and SolarBuddy!

Walt Disney said, "Conservation isn't just the business of a few people. It's a matter that concerns all of us" almost 100 years ago. Disney references this quote in our company's new [2030 Environmental Goals whitepaper](#), and it couldn't be more timely. The whitepaper is a bit of a long read, but for good reason: our world is at stake, but we're trying to do everything we can to do our part! We encourage you to take some extra time to read it because there is a lot of great stuff they have implemented and are committed to implementing. One of these undertakings is to produce zero-carbon electricity across our theme parks and other sites.

The whitepaper says: "In collaboration with local utility providers near Walt Disney World Resort, two 75-megawatt solar facilities are expected to come online that will benefit Walt Disney World Resort. This project will bring Walt Disney World Resort's renewable energy consumption up to 40% of its total power use," which will be an instrumental step to achieving the environmental goals by 2030! Since Disney as a whole is doing such a stand-up job, we wanted to join in on the fun and do our part, too. To that end, we are launching a new Corporate Social Responsibility environmental initiative, ensuring we can do all we can individually. However, this does not start and stop with us! We have something special in store to propel this initiative.

We have a new partnership (yay!) with SolarBuddy, an impact organization that literally illuminates children's futures. How do they do that, you might ask? We'll tell you! SolarBuddy creates solar devices to help children and their families who are experiencing energy poverty and don't have reliable electricity. Sustainable solar power gives so much light to children and homes

worldwide. How fortunate we are to implement solar energy at our company, and how easily we can provide that to others! With this CSR initiative in place, we can do just that.

We are lucky to have an Hour of Power with SolarBuddy— a program where we will be educated on energy poverty, build solar lights for those who need them, and take the time to put in the time and commitment to this CSR. It doesn't stop here, but we are eager to take this time and work on sustainable practices for such a great cause! This excellent program is happening next Friday, March 22nd. Make a note in your calendar, folks! Your participation crafts a brighter future for those in energy poverty, our planet, and your future in sustainability, professionally and personally. Here's to our company (and us!) taking giant strides in sustainable practices—one step at a time!

Press Release Announcement Version 1: America

EQUITABLE FOOD OFFERINGS AT EPCOT FOOD & WINE

Walt Disney and the Pillsbury Doughboy Rise to the Occasion for “Doughboy Diverse Desserts”

- Celebrating Inclusion with Every Crunch of a Cookie

ORLANDO, U.S.A. —(Marketwire - April 7th, 2024)— Coming to Walt Disney World’s Epcot theme park for the annual Food & Wine Festival is a collaboration with the Pillsbury Doughboy—Doughboy Desserts: Sugar Cookie Sandwich Sampler. We are launching this campaign at Epcot with our continuing commitment to diversity, equity, and inclusion in our content and company. What better place than Disney’s most multicultural theme park and the World Showcase to highlight some of our favorite diverse characters during the festival? Specifically, the Pillsbury Doughboy, Miguel from Coco, and Moana!

Disney’s Chief Diversity Officer herself says: “This new treat will have you giggling with delight like everyone’s dearest Pillsbury Doughboy and fill your hearts with pride in its representation!” Featuring nostalgic imagery on the cookies, it features the Pillsbury Doughboy, Miguel, and Moana. These cookies sandwich three different delectable ice cream flavors: vanilla, dulce de leche, and pineapple!

The Pillsbury Doughboy has been well-loved since 1965, but Pillsbury continues to win over the hearts of many: Pillsbury ranks in Morning Consult’s [“Top Ten of Most Trusted Brands: Food & Beverage 2023”](#) category! The Pillsbury Doughboy makes strides in food and gives a platform to cultural diversity in this campaign. Try these sweet treats with us! Rise to the occasion alongside Disney and the Pillsbury Doughboy to celebrate diversity in every cookie crunch.

The Walt Disney Company is continually committed to DEI principles and proudly announces the Doughboy Diverse Desserts campaign for the Epcot Food & Wine Festival 2024.

Press Release Announcement Version 2: Japan

DIVERSE FOOD OFFERINGS AT DISNEYSEA FOOD & WINE

Baking Diversity in Every Batch: Walt Disney and the Pillsbury Doughboy Partner for “Inclusive Inspiration” - Baking Joy and Equity in Each Bite

TOKYO, JAPAN—(Marketwire - April 7th, 2024)—The Pillsbury Doughboy is coming from America to take us on our next grand voyage at Tokyo DisneySea! This new cuddly character will make you laugh and smile like all your favorite Disney characters. The Pillsbury Doughboy is the “Inclusive Inspiration” for a new food partnership!

The fluffy Pillsbury Doughboy is in the [“Top Ten of Most Trusted Brands: Food & Beverage 2023”](#) in America, so we want to bring him here to have fun with us in Tokyo! We are proud to announce a collaboration with him at Tokyo DisneySea’s first-ever Food & Wine Festival 2024! Disney’s Chief Diversity Officer shares: “Our commitment to diversity, equity, and inclusion brings this campaign to you, and we want you to feel just as included in the joy as some of your treasured Disney characters!”

In this collaboration, the Pillsbury Doughboy is best friends with our beloved characters, Miguel from Coco and Moana. Miguel comes from Mexico, and Moana comes from Motunui to share their diverse cultures with the Pillsbury Doughboy. Their cute faces are printed on sugar cookies sandwiched with three delicious ice cream flavors: vanilla, dulce de leche, and pineapple. We are introducing the Inclusive Inspiration: Sugar Cookie Sandwich Sampler! Be included with our cookies and characters at Tokyo DisneySea. We bake diversity into every batch of cookies; bask in the diversity, joy, and equity in each bite!

The Walt Disney Company is continually committed to diversity, equity, and inclusion and proudly announces the Inclusive Inspiration campaign for the first Tokyo DisneySea Food & Wine Festival 2024.

LETTER FROM THE CEO (Cover Letter Rewrite)

General-to-Specific

As we embark on over 100 years at the Walt Disney Company, it is imperative to remember what makes Disney the company it is today. The meaningful experiences, fond memories, and positive impact we create represent our commitments. At Disney, we are committed to responsible operations, endowing our employees, accessibility and inclusivity, sustainability, and societal impact to launch us into the next century.

Our efforts at Disney are rooted in the responsibility to provide these experiences, memories, and impacts meaningfully. Striving for these efforts starts with responsible operations, ensuring job safety, and holding ourselves accountable. These efforts measure product and guest safety, such as product integrity, attraction, and food safety. Measures like these establish trust between our company, employees, and guests to maintain safety. In 2023, this looks like providing digital wellness grants, adhering to our Disney International Labor Standards (ILS) program, maintaining supplier diversity, and more.

Endowing our employees with upward career mobility, access to higher education, and care for their well-being allows us to care for those who make our company what it is today. By investing in our employees, we further empower and inspire them to be the best version of themselves, professionally and personally. With the same dedication and rigor our employees have for Disney, we want to imbue that back into them with programs like Disney Aspire, comprehensive total rewards packages, and engaging and recognizing our employees, amongst other avenues.

Diversity, equity, and inclusion are also at the forefront of our company and extend to our valued employees and guests. Inclusivity and access are paramount to establishing Disney's next

generation of storytellers and providing equitable access to experiences and products. Keeping accessibility in mind, in 2023, we have recrafted Mickey's Toontown at Disneyland Resort, created sensory-inclusive screenings of movies, and abided by programs like our MagicALL accessibility program, which focuses on accessible infrastructure. By focusing on the individual and their needs, we can achieve new heights of diversity, equity, and inclusion.

We can also reach new frontiers of environmental sustainability by working toward a brighter future. By preserving our commitment to sustainability, we can ensure that our planet will live long beyond us and uphold the Disney legacy. This commitment involves sustaining our emission goals to achieve net zero emissions, working toward efficient energy and water conservation efforts, and much more. Specifically, we will keep ourselves accountable for 2030 waste, water, emissions, materials, and sustainable design goals for a healthier, long-lasting planet.

Sustainable impact is essential, but so are positive social impacts. Disney's dedication to creating a positive social impact in our company and the larger community sparks joy and happiness in those who most need it. Disney generates meaningful experiences, memories, and stories that last a lifetime in its effects. Flourishing programs in 2023, like Disney Future Storytellers, partnership with the Make-A-Wish Foundation, and VoluntEARS, all contribute to our immeasurable social impact.

This letter spotlights many of our undertakings, and our summary to come will highlight more key efforts. With resolve, perseverance, and dedication, Disney progresses to its goals in operations, endowments, diversity, sustainability, and societal impact. With the never-ending support of employees, guests, and shareholders, we can make strides into the brighter future of the next century.

2023 Walt Disney Company Impact Report Summary (Summary Page)

General-to-Specific

Our 2023 Sustainability & Social Impact Report covers a few sections, but the impact within each is substantial. This summary spotlights the stories, experiences, and impacts that Disney has made in strides. The report highlights our efforts and focuses on operating responsibly, endowing our employees, accessibility and inclusivity, sustainability, and social impact.

Responsible operations are paramount to ensure the safety of our employees, consumers, and guests. We streamline our operations and supply chains with safety in mind. Since 2012, we have contributed over 25 million dollars through the Supply Chain Investment Program, which we developed to vanguard labor standards. In 2023, SCIP funded the Open Supply Hub and the Working Capital Fund. Responsible operations take many forms, but continuing this work for our company and beyond necessitates safety.



We cultivate an empowered community by endowing our employees with education. They flourish through Disney Aspire, which funds all tuition for employees eligible to participate. In 2023, Disney Aspire commemorated its fifth anniversary; over 15,000 employees were matriculated in the program, and we promoted graduates upwards of 3,600 internally. Graduate Jeanine Carr remarks, “I am so lucky to be doing the job I have always dreamed of...and I have Disney Aspire to thank,” now working in Casting at Walt Disney World. Stories like these emphasize the need to support our people in their endeavors continuously.



To that end, DEI initiatives are necessary to maintain guests' accessibility. In 2023, we improved Mickey's Toontown at Disneyland Park for those with mobility challenges, such as removing almost all curbs. Several groups, like cast members with disabilities and the Disneyland Resort Accessibility team, provided insight into reimagining the land. These measures take steps to ensure equal access and track toward increased accessibility.



A sustainable, healthier planet brings Disney into the future. Conservation is central to these efforts as Animal Kingdom celebrates its 25th anniversary. Our care follows Gino the gorilla and Tuma the hippopotamus, who have called Animal Kingdom their home since its opening, along with 58 other animals. In 2022, we welcomed baby Beni, an endangered okapi species. Beni, Gino, Tuma, and more are a small part of Disney's larger conservation efforts and exemplify the importance of protecting our planet for years to come.



Disney's positive social impacts are many as we partner with foundations like Make-A-Wish. Disney and Wisher Mikayla celebrated our 150,000th wish from the foundation. Her wish came true when she became the Grand Marshal at the Festival of Fantasy Parade and sang on stage for the Once Upon A Wish Party. Her stories and others represent the heart of the Disney company. We are continually committed to gifting wishes and providing once-in-a-lifetime experiences in the coming years.



While our progress is measurable, the joy, dreams, and imagination underscoring Disney are immeasurable. Progress continues with the support of our esteemed employees, guests, and shareholders. In light of this, we look to a quote from the Carousel of Progress: “There’s a great big beautiful tomorrow, shining at the end of every day...and tomorrow is just a dream away.

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