

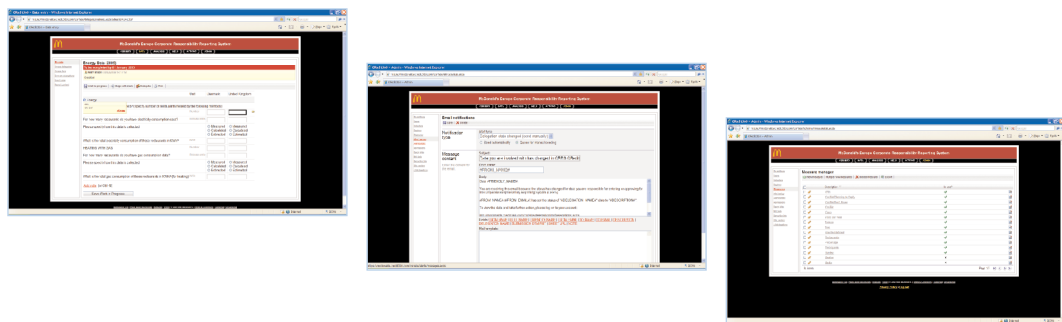
case study

McDonald's Europe

McDonald's Europe strives to be an industry leader in everything they do. They also take the responsibilities that come with leadership in their industry sector seriously, believing that corporate responsibility is part of how they do business. They realise that respecting the environment and addressing vital issues of sustainability are core values integral to the McDonald's customer experience.

challenges

McDonald's Europe tracks an array of complex indicators as part of its Corporate Responsibility (CR) reporting, which extend from the restaurants all the way into the supply chain. They published their first public European CR report in 2005 using manually collected data. Given that McDonald's Europe's business encompasses 40 markets and multiple languages, they realised that manual data collection was not a practical option for consistent long-term data collection. As a result, McDonald's Europe put out a Request for Proposal to find a better way.



the solution

McDonald's Europe was immediately impressed by how credit360 would fill their requirements. credit360 took their existing CR data and created indicators for their critical four CR areas – People, Environment, Quality Supply Chain and Balanced Lifestyles. In addition to integrating data from diverse sources in a variety of formats, credit360 determined that McDonald's Europe needed to leverage the data collection for each market for local communication and internal management tracking and comparison. To accomplish this, credit360:

- Designed a system that was brand compliant with the look and feel of McDonald's. This made participants feel immediately at home with the system, and meant that no special training was required for users to enter their data.
- Developed a system that combined indicators, automatically producing graphs and tables that are easily accessible to CR managers across Europe and which allow for year on year comparison.

key benefits delivered to McDonald's:

- assembles data that can be tracked, verified and audited
 - automatic collation ensures access to accurate, real-time data at any business level
 - flexible system that allows for the adoption and inclusion of future measures
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"We're in the process of making refinements based on what we've learned. The fact that we have a repository of information and data management is quite exciting. In terms of performance and value for money, credit360 has made our lives easier, and it's made our pan-European CR reporting process more effective and efficient."

Sebastian Csaki, Ph.D., Manager Environment & CSR

