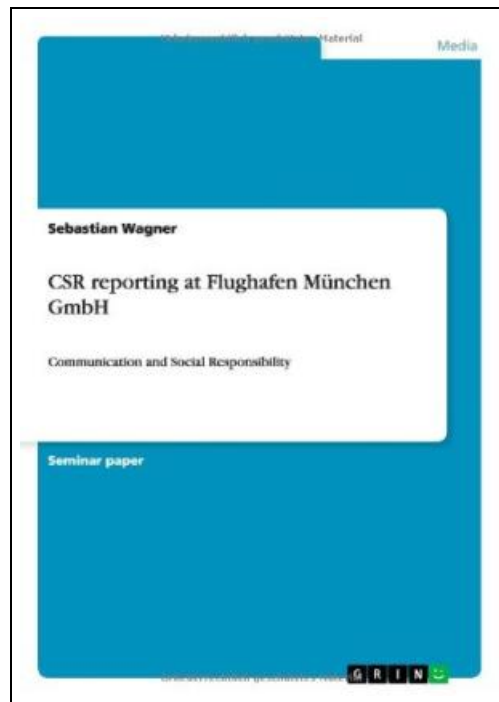


## CSR reporting at Flughafen München GmbH : Communication and Social Responsibility



Filesize: 9.45 MB

### **Reviews**

*It is simple in study safer to understand. It can be full of knowledge and wisdom Your way of life span is going to be enhance when you full looking at this book.*  
*(Lavina Torp)*

## CSR REPORTING AT FLUGHAFEN MÜNCHEN GMBH : COMMUNICATION AND SOCIAL RESPONSIBILITY

DOWNLOAD



GRIN Publishing Mai 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2014 in the subject Communications - Media and Politics, Politic Communications, grade: 2,0, University of Applied Sciences Wildau (Wildau Institute of Technology), course: Aviation Management 2012, language: English, abstract: 'Living Ideas - Connecting Lives''We promote cooperative development with the region, assume responsibility for our employees, and create added value for our customers.' This is the brand-new motto of the fresh corporate identity program of Flughafen München GmbH (FMG) introduced in January 2014. At the first glance it appears as a nice sounding slogan but there is more behind. It stands as a symbol of the entire Corporate Social Responsibility (CSR) strategy at Munich International Airport (MUC). It is CSR which has gained increasing importance in the global corporate environment mainly driven by changing expectations of the society towards the economy. And it is FMG which became a pioneer in CSR commitment and reporting of airports very early. By the end of 2015, MUC intends to be the most sustainable airport of the world. Especially in regard of reporting on CSR the airport operator is already second to none and has ambitious plans in order to satisfy their multi-dimensional stakeholder interfaces in the future. This research paper is going to describe key elements of CSR reporting of airports and FMG in particular. The overall structure of this paper uses the annual 'Perspectives 2012' report of FMG and additional company and airport industry related publications. After briefly introducing FMG as a company I will assess the CSR reporting practices of the airport operator in detail. An overview of the CSR reporting quality of FMG is given. Additionally, essential information are identified which shall be included in a publication in order to provide successful CSR reporting. In a second...



[Read CSR reporting at Flughafen München GmbH : Communication and Social Responsibility Online](#)



[Download PDF CSR reporting at Flughafen München GmbH : Communication and Social Responsibility](#)

## Relevant Kindle Books



### At-Home Tutor Language, Grade 2

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.7in. x 8.2in. x 0.3in. Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home....

[Download eBook](#)

»



### Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

[Download eBook](#)

»



### Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and...

[Download eBook](#)

»



### Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download eBook](#)

»



### Who am I in the Lives of Children? An Introduction to Early Childhood Education

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Download eBook](#)

»