Case study #1 Chapter 2 – Timberland

To be submitted at 11 PM on the date indicated on the WileyPlus.com website

Below are the four questions which you will answer online through the WileyPlus site. Be sure to write at least 250 words for each answer – that means a total of 1,000 words. You may, of course, go well above and beyond 1,000 words.

Recommendations:

* Read chapter 2 in order to understand all terminology
* Read the Timberland case at the end of the chapter 2
* Feel free to go to the websites for Timberland to do additional research and a deeper level of understanding
* For each of the questions below (which will appear under “assignments” through WileyPlus.com), think, research, and develop an original answer. Don’t copy anything you’ve already read. With original wording and writing, convey your thoughts. Provide a well-developed and detailed answer. Begin a week in advance.
* Your grade will include: grammar, spelling, and sentence structure. Get help at Rosenberg Library in the tutoring lab.
* Do additional research on the company and its current state of affairs. Study its website at timberland.com

**Being Socially Responsible Helps Timberland Thrive**
​**Summary**
The Timberland Company, based in New Hampshire, derives its name from the iconic yellow work boot introduced more than four decades ago. As importantly, Timberland has also found its place as a model for best practices in corporate social responsibility (CSR). The company’s passion for the outdoors, along with its responsibility to stakeholders, plays a major part in Timberland’s overall business culture. At its core, the company is committed to a culture of protecting the very essence of what keeps it in business—the outdoors and the environment. Each of Timberland’s strategies demonstrates a synergy between commerce and social responsibility. Timberland focuses its CSR efforts on the three areas of product, community engagement, and resource efficiency.

**Q3.a:**

Compare and contrast the CSR efforts of three of Timberland's competitors. How do they compare to and/or differ from Timberland's efforts?

**Q3.b:**

Discuss Timberland’s philosophy that CSR does not have to be an add-on but instead can work as a competitive advantage. Provide three examples of how Timberland’s commitment to corporate social responsibility has created a competitive advantage for the company.

**Q3.c:**

The Timberland Responsibility website is a wealth of information about the company’s approach to responsibility, including climate, product, factories, and service. Evaluate Timberland’s most recent CSR report, and expand on some of the company’s most recent initiatives. Discuss the company’s progress against its targets set around its core areas of corporate social responsibility.

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**Q3.d:**

Download Timberland's Service Toolkit handout about how to develop and manage powerful community service events. Go to [​http://responsibility.timberland.com](http://responsibility.timberland.com/), click on "Service", and download the "Service Tool Kit". Discuss how you would define project parameters (1.0), research community needs and assets (2.0), and select service partners (3).

Service Toolkit handout:

https://www.timberland.com/responsibility/stories/service-tool-kit.html