



# Apple Social Responsibility

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# What is Social Responsibility?

**Social responsibility is an ethical framework in which individuals or corporations are accountable for fulfilling their civic duty and taking actions that will benefit society as a whole.**

**“Apple is a technology company, but we never forget that the devices we make are imagined by human minds, built by human hands, and are meant to improve human lives.”**

**- Tim Cook , CEO**





# Types of Social Responsibility

**01**

**Human rights/  
Ethical  
responsibility**

**02**

**Environmental  
responsibility**

**03**

**Philanthropic  
responsibility**

**04**

**Economic  
responsibility**



01

# Human rights/ Ethical responsibility

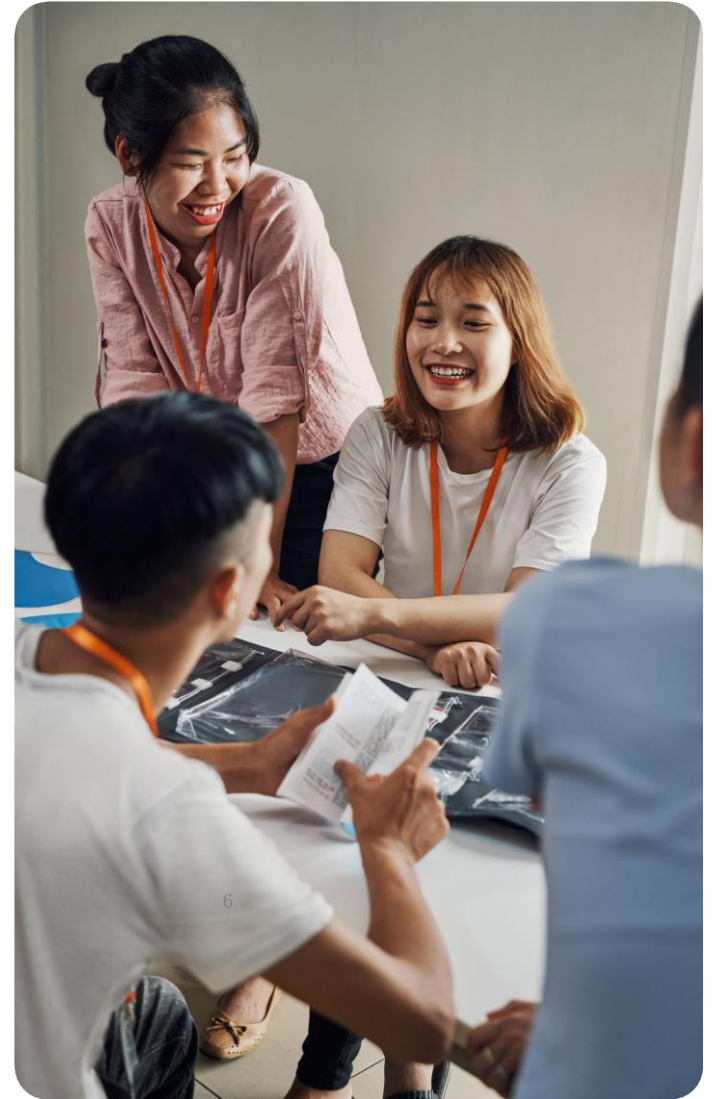
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**Safe Cleaning,  
China.**



**Quality  
Assurance  
Operator, China.**



**Production  
Operators,  
Vietnam.**

# Labour and human rights Code highlights







**Testing and Repair  
Technician, United  
States.**



**02**

# **Environmental responsibility**

**OOI WEI TAT & ARMAN**

# Highlights

## Renewable Electricity

**100%** renewable electricity at Apple Stores, data centers, and offices across 44 countries.

01

## Design

The Taptic Engine in iPhone 11 and later versions is built from **100 %** recycled rare earth elements.

02

## Award

The United Nations recognized Apple's achievements in reducing carbon emissions.

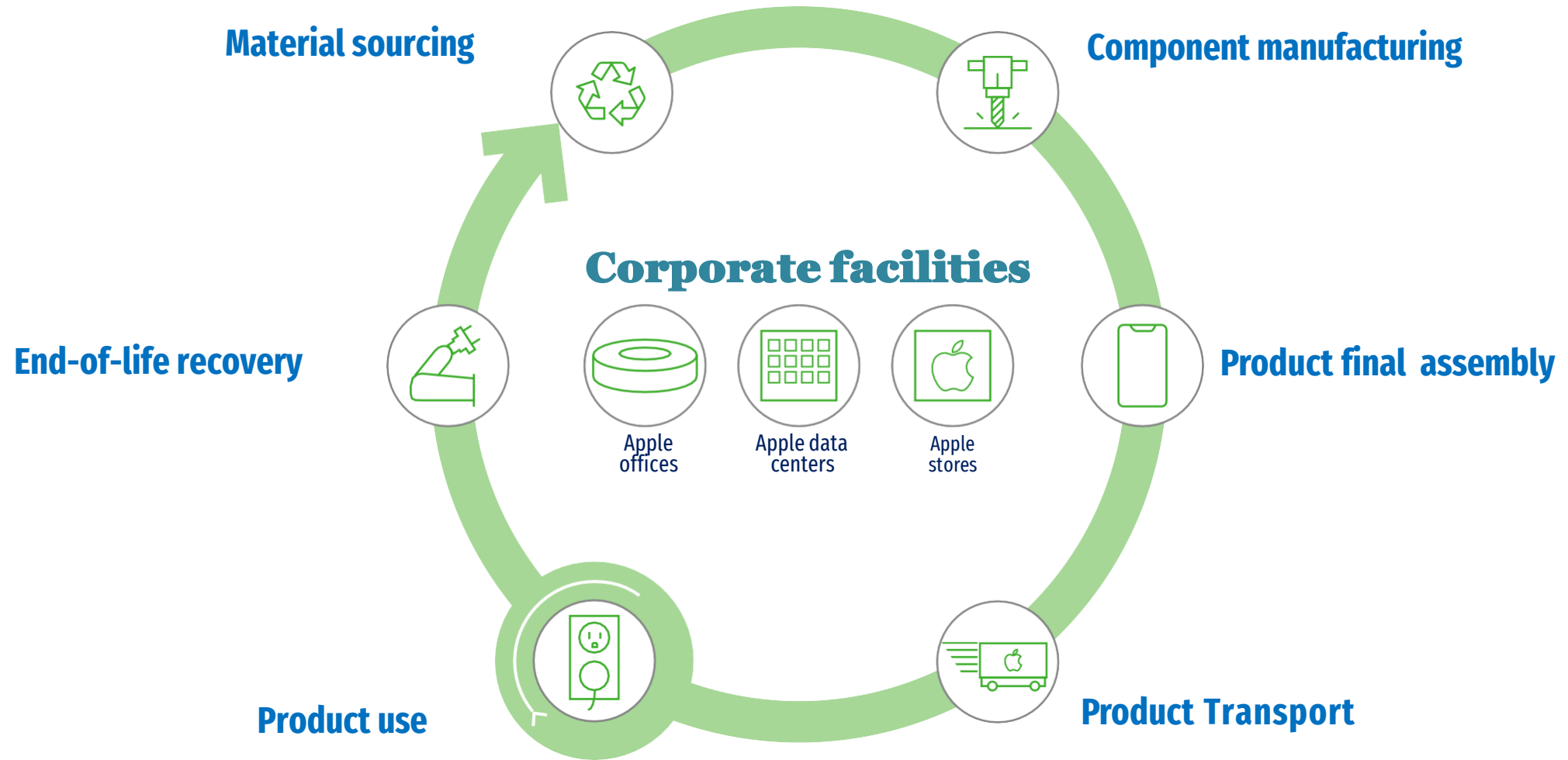
03

## Clean Energy

More than 70 suppliers have committed to **100 %** renewable electricity.

04

# Product life cycle





# Apple's Environmental Visions

- Drive **100 %** transparency of chemical use in supply chain and products.
- Entire manufacturing supply chain to **100 %** renewable electricity by 2030
- Only **recycled and renewable** materials in products and packaging
- **Minimize** use of freshwater resources in water-stressed locations.
- **Minimize** exposure to chemicals that could be harmful to human health or the environment.



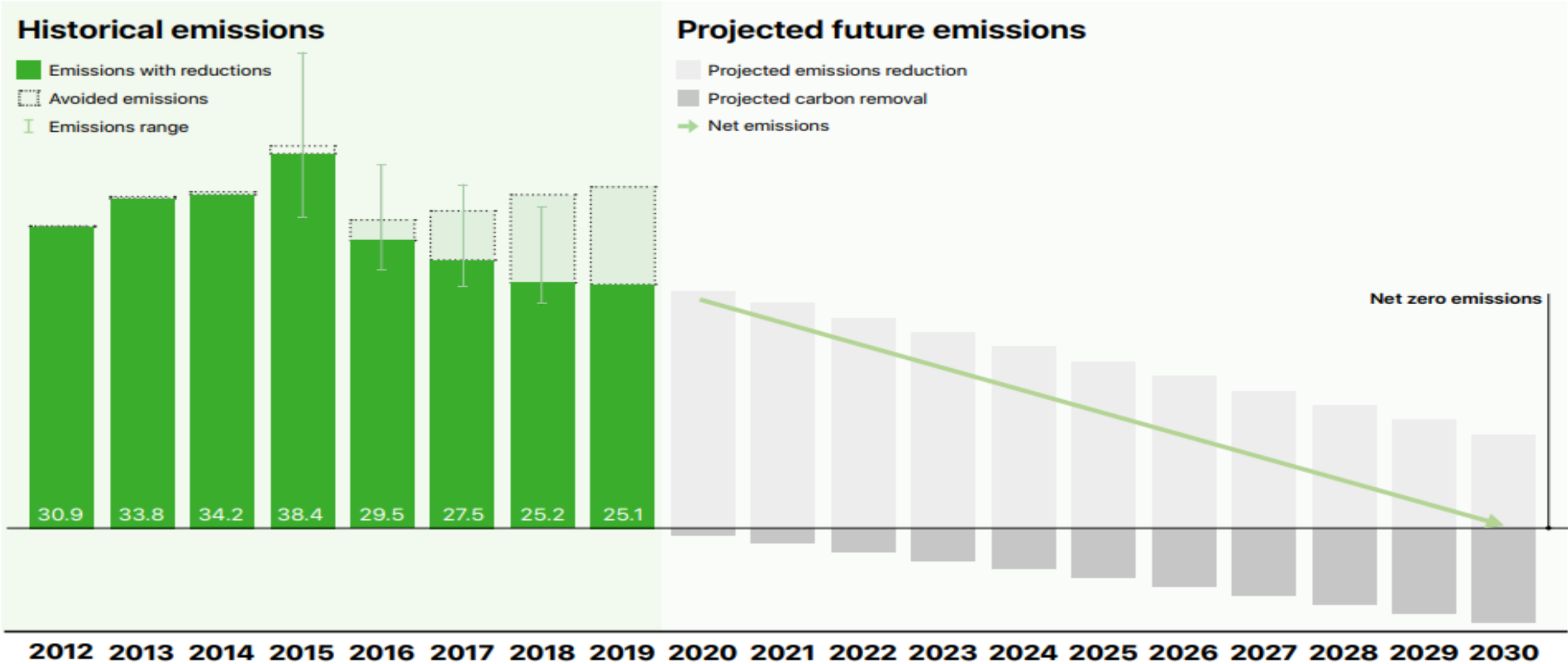
**“Climate change is real and we all share responsibility to fight it. We will never waver, because we know that future generations depends on us.”**

**—Tim Cook, CEO**



# Past and future carbon footprint

In the past year, Apple avoided over 10 million metric tons from our emissions reduction initiatives—like our Supplier Clean Energy Program, which lowered our footprint by 4.4 million metric tons.



# Low-carbon design

**65% lower**

The 16-inch MacBook Pro consumes **65 %** less energy



**70¢**

Super Retina XDR display is **15 %** more efficient only **70 cents** a year to charge iPhone once a day



**40%**

Pro Display XDR uses efficient backlight control while using **40 %** less energy

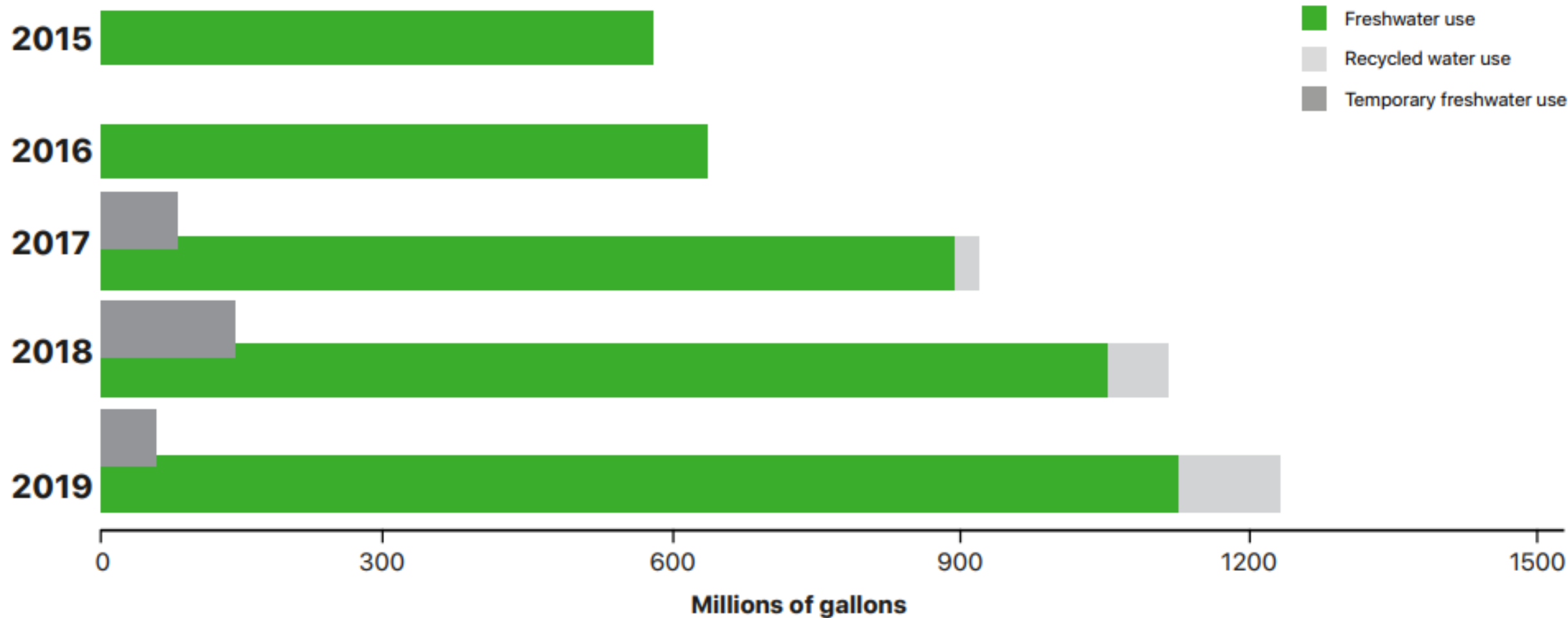




# China Clean Energy Fund

In 2018, Apple created a first-of-its-kind investment fund in China to connect suppliers with renewable electricity sources.

# Water Consumption by Apple

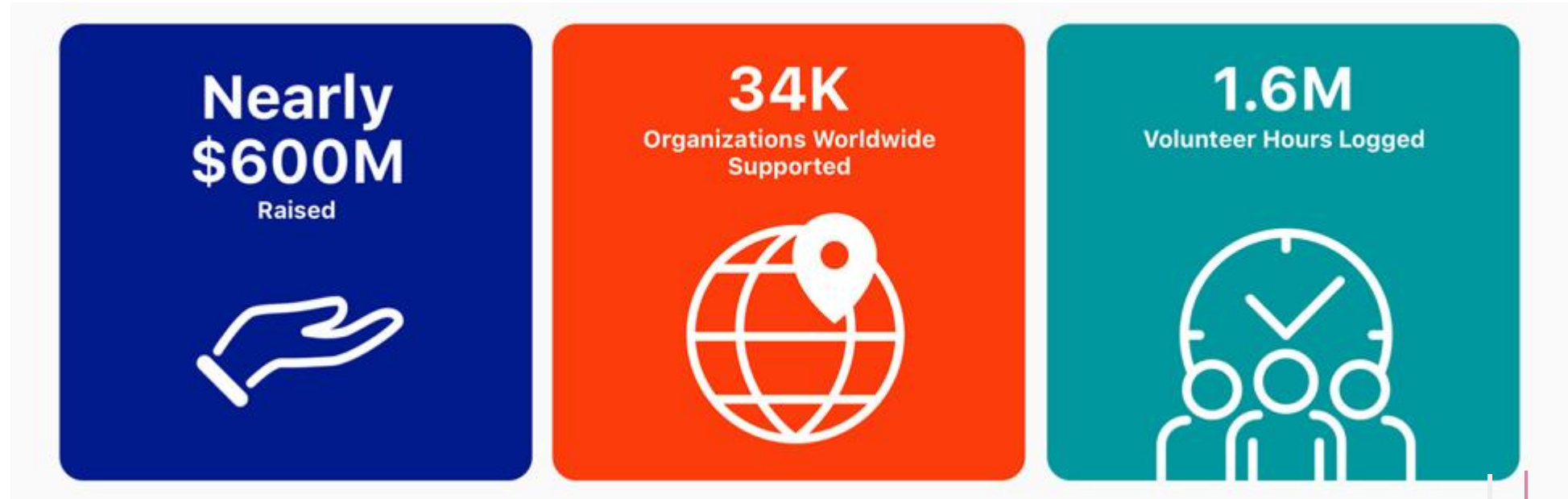


03

# Philanthropic responsibility

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# Apple's Giving Program 2020



**Apple employees have raised almost \$600 million in total donations – including more than 1.6 million hours volunteered – for more than 34,000 organizations.**

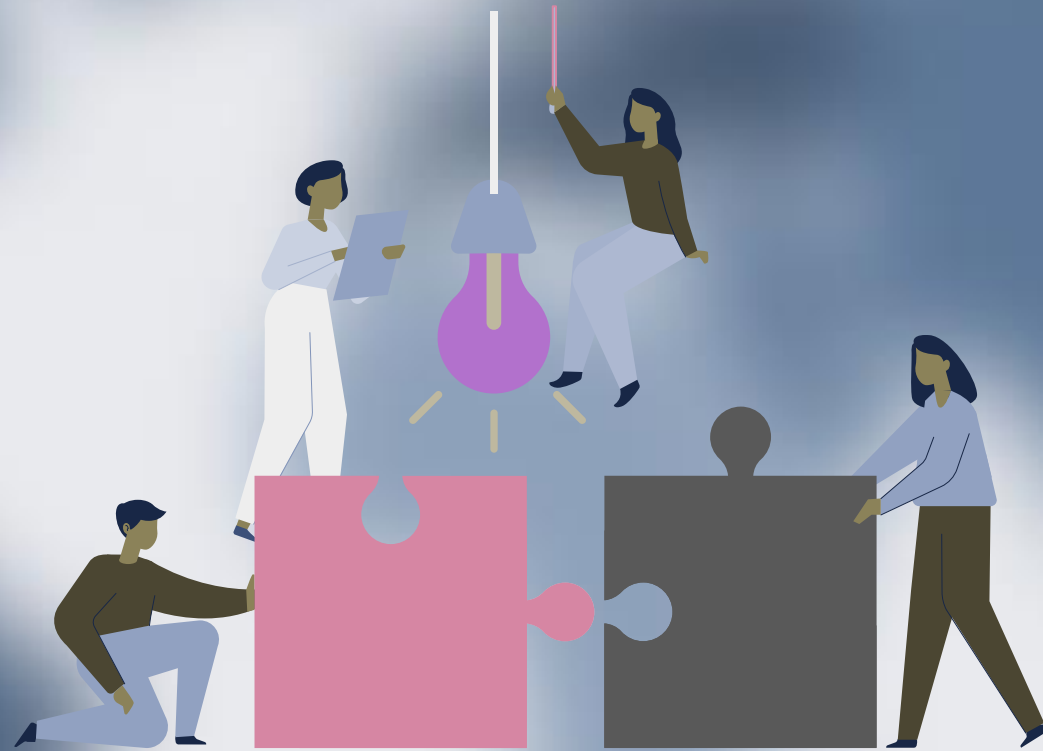




# Apple Supporting Communities

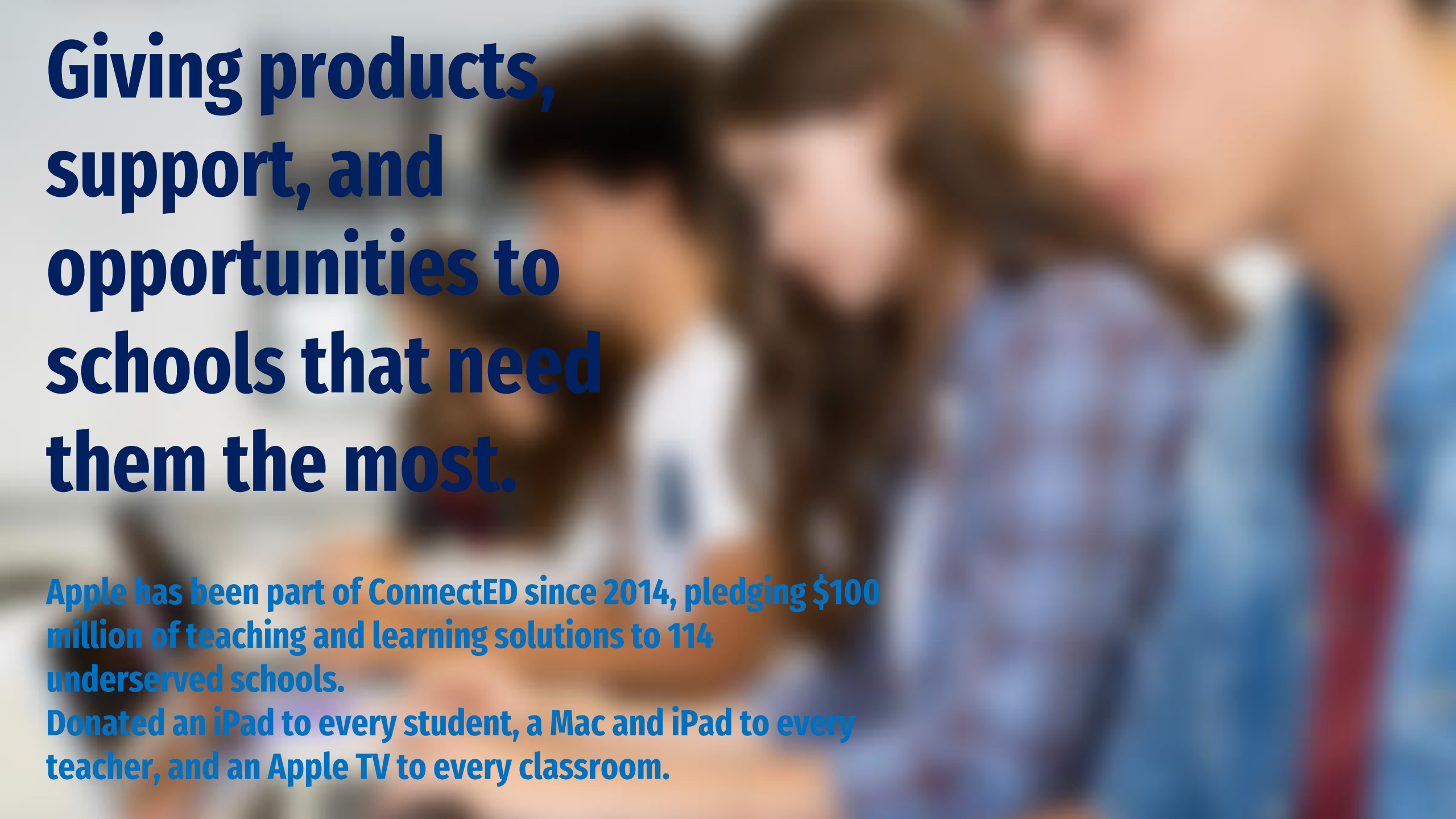
**Partners with  
Bluestone  
Natural  
Farms**

**Added 50-  
kilowatt solar  
power system  
and 260-  
kilowatt-hour  
battery in  
Thailand**



**Donations to  
the global  
COVID-19  
response,  
reached \$15  
million  
worldwide**

**Launched a  
100-kilowatt  
rooftop solar  
project for  
disadvantage  
d children in  
Philippines**

A blurred background image showing a group of students in a classroom setting. The students are out of focus, with some wearing blue shirts and others in darker clothing. The overall tone is warm and educational.

# **Giving products, support, and opportunities to schools that need them the most.**

**Apple has been part of ConnectED since 2014, pledging \$100 million of teaching and learning solutions to 114 underserved schools.**

**Donated an iPad to every student, a Mac and iPad to every teacher, and an Apple TV to every classroom.**

A close-up photograph of a person's hands, wearing a dark blue suit jacket and a light blue shirt, gently cradling a small, colorful globe of the Earth. The globe shows continents in various colors (red, yellow, green, pink) and oceans in light blue. The background is a plain, light-colored surface.

**Thank you for listening**