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CSR reporting at Flughafen München GmbH : Communication and Social Responsibility

By Sebastian Wagner

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...



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