

# NewsRelease

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## **CENTER LAUNCHES NEW McDONALD'S RESEARCH FELLOWS PROGRAM**

**August 15, 2005 - Berkeley** – The Center for Responsible Business, in partnership with McDonald's Corporation, is pleased to announce the launch of the **McDonald's Research Fellows in Corporate Social Responsibility (CSR) Program**.

This new program will expose a globally diverse set of second-year Haas MBA students studying corporate responsibility to key CSR focus areas of importance to McDonald's. The six "McDonald's Fellows" will conduct a focused CSR study with the company during the Fall 2005 semester. Each student will receive a research fellowship of \$2,000 for their work.

"This fellowship truly embodies our Center's experiential education focus," said Kellie McElhaney, executive director of the Center for Responsible Business. "There is no better way to teach corporate responsibility and stakeholder engagement than to actually have our students go out and do it, along with learning the theory and frameworks in our classrooms."

Each McDonald's Fellow will have access to stakeholders' time, facilities, and expertise related to the area of study – with the goal of observing, listening, and assessing McDonald's efforts in the assigned area. This will include one week of travel to a mutually designed direct experience in a select McDonald's market. Locations may include: USA, China, United Kingdom, Australia, and Brazil.

The focus areas for the study include: supply chain management; code of conduct and animal welfare; restaurant level environmental management and supplier environmental scorecard; human resources; balanced active lifestyles; and community involvement and investment.

"By opening our McDonald's doors, we aspire to help future business leaders gain a rich experience of the role of corporate citizenship issues, and how very integral and relevant they are to business in today's society," McDonald's Senior Director of Social Responsibility, Bob Langert, stated.

The McDonald's Research Fellows Program is a unique educational opportunity, giving Haas MBA students first-hand exposure to the myriad CSR challenges businesses face on a daily basis. McDonald's and the Center are looking for a diverse set of candidates who will approach the fellowship with an objective eye towards McDonald's and a willingness to explore alternative perspectives to what they already believe, as well as be able to operate within McDonald's existing business model.

Applications from second-year Haas MBA students will be accepted until August 31, 2005. Those selected for the McDonald's Fellows Program will be notified by September 9th.

"McDonald's is a pioneer, both in opening their doors to their stakeholders around these critical issues, and in contributing to the education of our future business leaders in teaching this critical management topic of corporate responsibility," added McElhaney. "We are very grateful that McDonald's is providing our MBA students with this valuable and unique learning experience, and for its support of our Center and our mission."

### **About the Center for Responsible Business**

Founded in 2003, the vision of the Center for Responsible Business is to create a more sustainable, ethical, and socially responsible society by establishing the Haas School of Business at the University of California, Berkeley as the preeminent educational institution for research, teaching, experiential learning, and community outreach in areas of Corporate Social Responsibility (CSR).

Website: <http://www.haas.berkeley.edu/responsiblebusiness>

### **About McDonald's Corporation**

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants serving nearly 50 million people in more than 119 countries each day. One of the world's most well-known and valuable brands, McDonald's holds a leading share in the globally branded quick service restaurant segment of the informal eating-out market in virtually every country in which it does business. Behind McDonald's strong commitment to customer service is a company and a system dedicated to earning its stakeholders' trust. It takes seriously its commitment to conducting business in a way that respects the world around us and the issues that matter most to its stakeholders.

Website: <http://www.mcdonalds.com>

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