

Disney Citizenship Spotlight



Summer 2017



Disney Parks Launches Connect to Protect Program Along With \$1 Million Grant

To celebrate the grand opening of Pandora - The World of Avatar at Disney's Animal Kingdom, Walt Disney Parks and Resorts and the [Disney Conservation Fund](#) recently announced [Connect to Protect](#), a new in-park interactive mobile adventure allowing guests to immerse themselves in the story of Pandora and help unlock a commitment of up to \$1 million to protect and restore habitats critical to 10 at-risk animals (apes, butterflies, elephants, coral reefs, cranes, monkeys, rhinos, sea turtles, sharks & rays and tigers). By completing one or more conservation-themed 'missions', participants can unlock a \$10 contribution from Disney Parks, through the Disney Conservation Fund, or a \$5 contribution just for discussing conservation. To learn more, click [here](#).



Disney Campaigns Recognized at Halo Awards

Initiatives to engage our fans in helping kids think creatively and to strengthen communities were recognized at this year's Halo Awards at the Engage for Good Conference. Disney's Hour of Code tutorials, created in close collaboration with code.org, a mission to inspire children of all ages to learn the basics of coding in a fun and engaging way. Since 2014, more than 42 million students in over 180 countries have tried a Disney Hour of Code tutorial. In 2016, Disney and code.org's Moana Hour of Code tutorial was recognized with a Gold Halo Award for Best Education Campaign and a Silver Award in the category of Best Digital Campaign. To learn more, click [here](#). In addition, Walt Disney Parks & Resorts' Share Your Ears campaign, recipient of a Silver Halo, helped celebrate the 100,000th Disney wish granted through the partnership with Make-A-Wish® and the 60th anniversary of the Disney and Resort. Fans were invited to take a picture wearing Disney Mouse Ears and share it on Instagram using the #ShareYourEars hashtag. For each photo posted, Disney Parks donated \$5 to Make-A-Wish®. The response was so positive, Disney Parks doubled the original \$1 million donation to \$2 million. To learn more about how many people shared their ears, click [here](#).

Sharing Workplace Equality Best Practices

Experts and leaders from Disney shared best practices in leadership, communication, and care at the Equality Institute, a one-day workshop in London earlier this month. The event focused on LGBT workplace equality and more than 200 representatives from 100 companies in the UK and other countries attended. Disney's commitment to LGBT equality includes providing safe, respectful and inclusive workplaces where everyone can contribute, grow and help develop world-class entertainment and experiences. Click [here](#) to learn more.



American Red Cross Honors Disney as the Humanitarian Company of the Year

March marked 100 years of the American Red Cross serving the Los Angeles region. To celebrate that achievement, the American Red Cross held the 2017 Humanitarian Award and The Walt Disney Company was honored to be recognized as the Humanitarian Company of the Year. Click [here](#) to learn more.

Disney Funds UNICEF Study Identifying How Companies Can Have Positive Impacts on Children in Vietnam



Vietnam's apparel and footwear sectors are the country's largest source of formal private sector jobs; as a result it affects the livelihoods of millions of families. With support from Disney's Supply Chain Investment Program, UNICEF conducted an assessment to identify how the apparel and footwear industry in Ho Chi Minh City affects children and propose ways to minimize negative impacts and maximize positive ones. The resulting report identifies nine key areas where companies can implement effective and targeted interventions to improve the lives of children in Vietnam. Click [here](#) to learn more.

New Study Shows Americans' Deep Appreciation for Nature & Barriers to Connection

The Disney Conservation Fund, along with a number of other supporters, funded an unprecedented research study of Americans' relationship to nature. The results of the research, led by DJ Case & Associates and released in April, show that there is a strong feeling that contact with nature is an important part of growing up and linking Americans to one another, but that competing priorities and other factors make getting outdoors a challenge. The results are prompting nature conservation, environmental education, and outdoor recreation leaders to rethink how they work to connect people with nature. To learn more about the research, click [here](#).



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