

# Disney Citizenship Spotlight



Winter 2017



## Disney Launches Global Online Coding Program with New Disney's Moana Hour of Code Tutorial

Disney recently launched "Moana: Wayfinding with Code," a free online tutorial with a digital toolkit for educators that offers an introduction to the basics of computer science, featuring characters from the Disney animated film, *Moana*. Created in close collaboration with [Code.org](http://Code.org), the "Moana: Wayfinding with Code" tutorial is available in more than 180 countries and 23 languages, including Samoan Polynesian, giving children all over the world the opportunity to learn the basics of coding. To date, the tutorial has been accessed over 2.8 million times across the United States and many more individuals globally have tried the tutorial through 238 Disney Hour of Code events registered with Code.org. Flagship Disney events were held in Argentina, Canada, China, India, Mexico, the United Kingdom, and the United States. Additionally, 487 Apple Stores worldwide ran 2,943 workshops using the "Moana: Wayfinding with Code" tutorial. Click [here](#) to learn more.

## Disney and the International Fund for Animal Welfare Connect and Inspire Young Conservation Leaders



In September 2016, with support from a Reverse the Decline, Increase the Time grant from the Disney Conservation Fund, the International Fund for Animal Welfare (IFAW) convened 34 young conservation leaders from 25 different countries across the globe for the Youth Forum for People and Wildlife in Johannesburg, South Africa. From rescuing and rehabilitating pangolins in Borneo, and painting murals to raise awareness of wildlife in Kenya, to studying primate populations in Vietnam, Youth Forum participants represented a variety of backgrounds, interests, and areas of expertise, yet were united by a common passion and dedication to protect wildlife. Click [here](#) to learn more about the forum.

## Disney and Dole Announce Co-Branded Produce Assortment

In October, Disney Consumer Products and Interactive Media and Dole Food Company announced plans to launch a new co-branded assortment of fresh produce featuring iconic Walt Disney Company characters. Produce began appearing late last year, and will be followed by a host of health and nutrition education programs themed around Disney, Star Wars, and Marvel films and characters in 2017- including promotions, digital integrations, in-

The Walt Disney Company

**The FIRST Major Media Company to Launch:**

- NUTRITION GUIDELINES
- FOOD ADVERTISING STANDARDS

A consumer tool to identify healthier food and beverage options in stores, online and at Disney theme parks and resorts

More than **10 Million** people engaged locally annually

More than **5 Million** Mickey Check recipes downloaded to date

More than **4.4 Billion** servings of Disney and Marvel-branded fruits and vegetables served in North America

Media content inspiring healthier lifestyles in **100 Million** households in the U.S./week

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store activities, and themed recipes that encourage kids and families to adopt a diet rich in fresh fruits and vegetables. Click [here](#) to learn more.



## Disney Funds Collaborative Initiative to Identify Trends in Worker Voice and Job Satisfaction

To better understand what factors drive positive worker satisfaction and retention in factories, Disney's Supply Chain Investment Program sponsored Good World Solutions (GWS) to launch the *Laborlink China Collaborative*. This two-year initiative utilized the GWS Laborlink mobile platform as a channel for workers to provide anonymous feedback on job satisfaction, working hours, stress, and supervisor communications. In total, the program partnered with ten leading companies, reaching over 110,000 workers in 70 factories. Click [here](#) to read the full report and learn what workers are saying.

## ABC News/Marvel Collaborate to Tell the Story of Madaya Mom

ABC News and Marvel partnered to create Madaya Mom, an original digital comic detailing the harrowing true story of one family's struggle to survive in the besieged Syrian town of Madaya. Based on texts and phone conversations with a family trapped inside Madaya, the collaboration goes where cameras can't and provides visuals to the true story—a story that needs to be seen and told. An inspiring tale of courage and resilience, the heroic Madaya Mom shows strength in the midst of tragedy, turning an incredibly difficult situation into an opportunity to give a voice to her people. To see the digital comic and learn more about the collaboration, click [here](#).



## Marvel Hero Acts Bring Help and Hope to Kids Around the World

This Fall, Marvel Studios launched a brand-new charitable initiative focused on bringing help and hope to kids around the world. In celebration of the campaign's launch, Marvel fans are invited to [post photos](#) to unlock donations for Save the Children that will help provide much-needed learning materials for as many as 123,000 kids in Nepal, Haiti, and the U.S. Click [here](#) to learn more about the initiative.



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