

American Express Publishes The Service Effect: 2015 Corporate Social Responsibility Report

Today, American Express published its first comprehensive Corporate Social Responsibility Report since 2008. The report highlights the company's efforts to create social, environmental and economic value for its stakeholders as well as operate ethically and responsibly.

"At American Express, we are dedicated to treating everyone we serve with the utmost care and respect," said Kenneth I. Chenault, Chairman and CEO, American Express Company. "As the world evolves, we will continue transforming to meet the needs of our stakeholders while remaining true to the values that have always sustained us."

"The Service Effect" highlights the myriad ways in which American Express' commitment to service shapes its daily work and approach to CSR across the following spheres:

Its People

The report features the ways the company makes it welcoming, purposeful and rewarding to be part of the American Express team. Highlights include:

- Women comprise more than 50 percent of its global workforce and 30 percent of its senior executives
- 41 percent of U.S. employees engaged in a flexible work arrangement
- From 2004 to 2015, American Express scored 100 percent on the Human Rights Campaign's Corporate Equality Index

Customers and Partners

The report offers examples of how American Express uses its relationships, technology and data to better serve its customers and open up commerce opportunities for its partners. Highlights include:

- The company was rated one of Ponemon's Most Trusted Companies for Privacy, and number one in financial services from 2006 to 2015
- More than 95 million U.S. consumers said they shopped at a small business on Small Business Saturday 2015, eight percent more than the previous year
- From 2010 to 2015, Card Members donated \$77 million in dollars and Membership Rewards points to charitable causes

Communities

The report provides a snapshot of the company's philanthropic and community work to empower volunteers, promote stewardship of historic places and support those who are addressing some of society's most complex issues. Highlights include:

- Its grants helped engage over 350,000 volunteers, resulting in more than \$70 million in donated time and talent, based on the estimated value of volunteer time by the Bureau of Labor Statistics
- Since 1974, the company has invested more than \$60 million in 500 historic sites, and in 2015, it provided preservation funding to 33 endangered sites through \$9.1 million in grants
- From 2008 to 2015, the company invested more than \$50 million to provide leadership development to 33,000-plus social purpose leaders who are tackling some of society's most complex issues

The Environment

The report describes how American Express does its part to sustain the world's resources across three main action areas: building a clean, efficient enterprise; enabling its customers to reduce their environmental impacts; and encouraging employees to help the company achieve its goals. Highlights include:

- 65 percent of the electricity purchased to power its operations worldwide were carbon-free
- The company reduced its carbon emissions by 10 percent from 2011 levels

- 91 percent of paper used in its U.S. direct-marketing efforts was certified as being from sustainably managed forests

American Express is reporting in alignment with the Global Reporting Initiative's (GRI) G4 Guidelines. To learn more about American Express corporate social responsibility efforts and to review the Corporate Social Responsibility Report, visit: amex.co/csr-report.

About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com and connect with us on facebook.com/americanexpress, foursquare.com/americanexpress, linkedin.com/company/american-express, twitter.com/americanexpress, and youtube.com/americanexpress.

Key links to products, services and corporate responsibility information: charge and credit cards, business credit cards, Plenti rewards program, travel services, gift cards, prepaid cards, merchant services, Accertify, corporate card, business travel and corporate responsibility.

1The Small Business Saturday Consumer Insights Survey was conducted in the United States among a nationally representative sample of 2,363 males and females 18 years of age or older. The sample was collected using an email invitation and an online survey. The study was conducted anonymously by independent marketing performance specialist Ebiquity on November 29, 2015. The survey has an overall margin of error of +/- 2.0%, at the 95% level of confidence.

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