

Citizenship Targets 2012

The **WALT DISNEY** Company

Developing our Citizenship Targets

We believe being a good corporate citizen is the right thing to do: for our consumers and guests, our employees and our businesses. Our goal is to achieve exceptional performance by embedding citizenship into all of our daily decisions and actions, guided by three core principles:



ACT and create in an ethical manner and consider the consequences of our decisions on people and the planet



CHAMPION the well-being and happiness of kids and families in our endeavors



INSPIRE kids and families to make a lasting, positive change in the world

We are focused on delivering on these principles across our many businesses. In 2010, we published a comprehensive set of citizenship commitments and goals. During 2011, we developed a set of targets for each of these goals. These targets detail how we define progress against our broad citizenship approach.

Target Development Operating Principles

These Targets Are:

- **Based on The Walt Disney Company's fiscal year.** Our fiscal year begins in October and ends in September. When a target says, "By 2016," we mean by the end of the fiscal year 2016.
- **Representative of the diverse business interests of The Walt Disney Company.** Within our framework, some goals are only relevant to specific segments of our company. As such, we have included a combination of targets that are set at the corporate, line of business or initiative level.
- **Dynamic and subject to updates or changes.** Setting goals and targets is not a static process. We will continue to evaluate the viability and utility of these targets. We are open to creating new targets, as well as adjusting ones that might not be aligned with the material impacts of our company.
- **Both aspirational and achievable.** Some of these targets represent "stretch" aspirations. At times — despite our efforts — marketplace and other conditions may impact our ability to meet these goals.
- **Both quantitative and qualitative.** Some of our goal areas do not lend themselves to the development of a quantitative target. In these cases, we developed a statement of commitment and provide examples of progress against that commitment.
- **Time-bound and forward-looking.** In some areas of this document, we discuss forward-looking targets and goals. We believe target setting to be a good discipline and it is a routine part of how we manage our business. Nevertheless, all targets are subject to uncertainty, and there is no assurance that the targets will be achieved or will not be adjusted as business priorities and external factors evolve.
- **Cumulative versus annual.** Unless otherwise stated, the numbers in our targets are meant to be cumulative from the beginning of fiscal year 2012 and concluding at the end of the year in the target.

During the development of these targets, we met several times with a group of external stakeholders, convened by Ceres, to solicit feedback. This group included topical experts in areas such as family entertainment and the environment, as well as socially responsible investors and thought leaders in corporate citizenship. These stakeholders played an important role in helping us develop a set of targets that accurately reflect the strategic priorities and material impacts of our organization.

Our targets reflect current priorities. They also provide an indication of the path ahead for our organization. We plan to provide updates on performance against these targets on an annual basis.

We welcome your feedback as we continue on this journey. Go to www.thewaltdisneycompany.com/contact-us to submit your comments.

Citizenship at Disney

Vision

To be the most admired company in the world: equally admired for the integrity of our people and the way we behave as citizens of the world, as we are for the quality of our exceptional entertainment experiences.

Mission

We will achieve exceptional performance by embedding ethical business practices into all of our daily decisions and actions.

Citizenship Tenets

A **ACT** and create in an ethical manner and consider the consequences of our decisions on people and the planet

Commitments

Environmental Footprint:

Minimize our environmental footprint

Respectful Workplaces:

Foster safe, respectful and inclusive workplaces wherever we do business

Strategic Philanthropy:

Utilize strategic philanthropy to make a lasting, positive change in communities around the world

Safe Products:

Design, manufacture and operate products with safety as a top priority

Integrated Citizenship:

Support the business through responsible governance practices

Human Rights:

Respect and support international principles aimed at protecting and promoting human rights

C **CHAMPION** the well-being and happiness of kids and families in our endeavors

Healthier Families:

Partner with parents in their quest to raise healthy kids

Parental Involvement:

Listen to, understand and respect the needs and expectations of parents and caregivers

Responsible Marketing:

Maintain clear and respectful guidelines for marketing to kids

Kids Experiences:

Create safe, age-appropriate and culturally diverse entertainment experiences for kids

I **INSPIRE** kids and families to make a lasting, positive change in the world

Catalyze Action:

Create opportunities for kids, parents, employees and communities to help people and the planet

Encourage Compassion:

Provide happiness, hope and laughter to those who need it most

Nurture Creativity:

Harness the power of creativity and imagination to improve the lives of kids and the communities they live in

Connect Kids to Nature:

Connect kids to nature to develop lifelong conservation values



ACT and create in an ethical manner and consider the consequences of our decisions on people and the planet

Environmental Footprint: Minimize our environmental footprint

– Achieve zero net direct greenhouse gas emissions	8
– Reduce indirect greenhouse gas emissions from electricity consumption	8
– Send zero waste to landfills	9
– Have a net positive impact on ecosystems	9
– Minimize water use	10
– Minimize product footprint	10

Respectful Workplaces: Foster safe, respectful and inclusive workplaces wherever we do business

– Develop and support a diverse workforce	12
– Maintain safe workplaces in our owned operations	13
– Support employee career development	13
– Hold Licensees and Vendors in our supply chain accountable to the standards in our Code of Conduct	14
– Support programs and initiatives that address core labor issues within our supply chain	15

Strategic Philanthropy: Utilize strategic philanthropy to make a lasting, positive change in communities around the world

– Build on our philanthropic legacy with programs that share our resources to make lasting, positive change in communities and promote the happiness and well-being of kids and families	15
– Leverage our core assets and competencies to help children in need	16

Safe Products: Design, manufacture and operate products with safety as a top priority

– Promote leading policies on product and guest experience safety	16
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Integrated Citizenship: Support the business through responsible governance practices

– Disclose relevant citizenship information in a timely manner	17
– Integrate citizenship into the day-to-day decision making of leadership	18
– Engage with our stakeholders on a regular basis	18

Human Rights: Respect and support international principles aimed at protecting and promoting human rights

– Respect human rights within our operations	19
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Table of Contents



CHAMPION the well-being and happiness of kids and families in our endeavors

Healthier Families: Partner with parents in their quest to raise healthy kids

- Prioritize and promote nutritious foods 21
- Inspire kids and families to be physically active and spend more time outdoors 21
- Increase access to and participation in health and wellness programs for our employees and their families 22

Parental Involvement: Listen to, understand and respect the needs and expectations of parents and caregivers

- Promote policies and programs that support parents and caregivers in the workplace 23
- Integrate feedback from parents and caregivers into the development of our entertainment experiences 23
- Provide parents and caregivers with the tools to help them make informed entertainment choices 24

Responsible Marketing: Maintain clear and respectful guidelines for marketing to kids

- Develop marketing for kids that focuses on the positive attributes of our entertainment experiences in a respectful and appropriate manner 24

Kids Experiences: Create safe, age-appropriate and culturally diverse entertainment experiences for kids

- Promote safety for kids 25
- Create age-appropriate entertainment experiences for kids 25
- Reflect a diversity of cultures and backgrounds in our entertainment experiences for kids and families 26



INSPIRE kids and families to make a lasting, positive change in the world

Catalyze Action: Create opportunities for kids, parents, employees and communities to help people and the planet

- Provide kids and families with opportunities to take positive actions for their communities, people and the planet 28
- Recognize kids who make positive contributions to their environment or communities 28
- Encourage volunteerism to make a meaningful difference in communities 28
- Integrate citizenship into the responsibilities of every Disney employee 29

Encourage Compassion: Provide happiness, hope and laughter to those who need it most

- Use the power of entertainment to promote giving back 30

Nurture Creativity: Harness the power of creativity and imagination to improve the lives of kids and the communities they live in

- Collaborate with organizations to support creativity programs and imaginative play 30

Connect Kids to Nature: Connect kids to nature to develop lifelong conservation values

- Connect kids to nature through exploration and discovery 31



ACT and create in an ethical manner and consider the consequences of our decisions on people and the planet



Environmental Footprint: Minimize our environmental footprint

Achieve zero net direct greenhouse gas emissions

Current scientific conclusions indicate that reductions in greenhouse gas emissions are required to avert accelerated climate change. This challenge demands fundamental changes in the way society, including businesses such as Disney, use natural resources. Disney’s approach to greenhouse gas emissions goals follows a hierarchy of avoiding emissions, reducing emissions through efficiency, replacing high-carbon fuels with low-carbon alternatives and then using high-quality offsets for our remaining emissions.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, achieve 50% of our long-term goal of zero net direct greenhouse gas emissions through a combination of reductions, efficiencies and offsets	<p>We have had reductions in our direct greenhouse gas emissions every year since the announcement of our target until 2011. Please see www.disney.com/citizenship2010.</p> <p>In 2011, a new cruise ship, the Disney Dream, was introduced. As a result, our direct emissions increased and we are now 15% above our 2006 baseline. Although the addition of the cruise ship has resulted in an increase in direct emissions, the new ship incorporates state-of-the-art technologies such as: 1) an innovative hull coating that reduces drag and increases fuel efficiency and 2) smart technology that self-adjusts temperatures throughout the ship.</p> <p>Since 2009, Disney has invested in carbon offset projects around the world. During 2011, Disney completed investments in reforestation projects in the Angeles National Forest, Cuyamaca State Park, and in Sichuan province in China. In addition, Disney continued its support for the Garcia River Forest improved forest management project in Northern California.</p>	Disney’s ultimate goal is to achieve zero net direct greenhouse gas emissions. This is an absolute reduction goal that is independent of a “baseline” year. This goal applies to existing assets, such as theme parks, office facilities and cruise ships, as well as to assets that are added in the future. An interim milestone target of 50% mitigation by year 2012 has been set.

Reduce indirect greenhouse gas emissions from electricity consumption

Disney is focused on taking steps to be more efficient in electricity consumption, to procure clean electricity from utilities and to invest in clean energy projects.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, reduce electricity consumption of existing assets by 10% compared to 2006 baseline in existing assets	In 2011, electricity consumption was 9% below the 2006 level. There has been a reduction in electricity consumption every year since the 2006 baseline year.	<p>The goal to reduce electricity consumption by 10% between 2006 and 2013 builds on efficiency initiatives that have been in place since the 1990s. Our facility operators have made changes that include: replacement of old lighting and fixtures with energy efficient alternatives; implementation of energy management systems; increased efficiency of chillers, heat exchanges, air handlers and pumps; and building tune-ups (replacing light bulbs, temperature set-points and light timers).</p> <p>While the efficiency target applies to existing assets, new assets undergo a sustainable design process to incorporate cost-effective new technologies into building design. Disney has incorporated an environmental review step into the process for authorizing capital for new construction to ensure that efficiency measures are adequately evaluated.</p>

TARGET	FY11 PERFORMANCE	CONTEXT
Pursue renewable sources of electricity to reduce emissions from electricity	Internal discussions are underway to identify an appropriate strategy for increasing the use of electricity from renewable sources.	Disney's diverse business operations require that renewable energy opportunities be evaluated on many criteria, such as geography, cost, operational constraints, and regional incentives. Discussions with internal partners are underway to identify a practical and cost-effective approach to increase the amount of renewables in our energy mix.

Send zero waste to landfills

Disney has a long-term vision of achieving zero waste. Meeting the goal will require minimizing waste, increasing and improving aggressive recycling and other disposal mitigation programs, and sourcing high-recycled content and highly recyclable products.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, decrease Parks and Resorts' annual solid waste to landfill to 50% of 2006 baseline level	Disney has met the target and continues to maintain the targeted rate of solid waste to landfill. Solid waste sent to landfill in 2011 was 49.3% of the total waste generated in 2006.	The 2006 baseline level refers to the total waste generated in 2006. In practical terms, this means decreasing our waste sent to landfill to levels below 135,782 tons per year. From 2006 to 2011, the total waste generated by Parks and Resorts increased by 31,630 tons, due primarily to significant construction projects at Disney's California Adventure and Hong Kong Disneyland. However, despite this growth in construction-related waste, we surpassed our target in 2009 and sustained it in 2010 and 2011, due to increases in recycling programs at every theme park. A new target will be announced in 2013.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, divert at least 80% of waste from landfill at the Summer X Games and 90% of waste from landfill at the ESPYs	In 2011, we diverted 73% of waste from landfill at Summer X Games and 83% at the ESPYs.	The Summer X Games and ESPYs provide great venues for us to demonstrate our commitment to the environment, and we have been focused on minimizing the waste generated from these major sporting events.

Have a net positive impact on ecosystems

Healthy ecosystems provide many benefits to Disney and the communities in which we work and live. We are focused on implementing an ecosystem management strategy designed to deliver a net positive impact.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, apply our integrated approach to sustainable design, engineering, and habitat protection for a pilot construction project	Disney is developing an ecosystem management strategy designed to deliver a net positive impact on ecosystems. A significant research effort, in conjunction with Walt Disney Imagineering Research and Development, is underway to develop the specific methodology around assessing ecosystem value.	As part of our ecosystem management strategy, ecosystem impacts are first identified during the design-review process of new building projects. Then, habitat and restoration solutions are developed to avoid, minimize or mitigate those impacts. Finally, a set of sustainable design solutions are evaluated for potential implementation. Our Ecosystems Integrated Approach will continue to develop and evolve as more scientific research becomes available. We expect to pilot this approach in upcoming design projects.

TARGET	FY11 PERFORMANCE	CONTEXT
Between 2009 and 2013, annually increase the level of support to nonprofit organizations from Disney Worldwide Conservation Fund (DWCF)	In 2011, DWCF granted over \$2.7M to 75 nonprofit organizations working in 42 countries.	The Disney Worldwide Conservation Fund (DWCF), founded on Earth Day in 1995, provides financial support for the study of wildlife, the protection of habitats, and the development of community conservation and education programs in critical ecosystems around the world. Every year, DWCF awards grants to U.S. nonprofit organizations and their partners abroad. The giving philosophy emphasizes a combination of scientific field study, education and awareness, and local community involvement. Priority is given to programs that demonstrate all three components.

Minimize water use

Disney recognizes the importance of water as a critical resource for our operations and the communities in which we operate. The purpose of our water goal is to ensure the sustainable use of water by Disney, now and into the future.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, Water Conservation Plans will be adopted to identify areas for water-conservation improvement at all major locations	During 2011, a water inventory for 2009 was completed, and guidance on creating Water Conservation Plans was provided to business units.	<p>Availability and business use of water varies across geographic locations. In order to develop a meaningful target, an internal water working group engaged employees, Imagineers, crew members and employees throughout Disney to identify the sources of water for each business and location, the relative availability of potable water, and the current water conservation practices. This group determined that the best approach to water conservation must be locally-relevant and locally-managed.</p> <p>The Water Conservation Plans will be developed at all major Disney sites including our theme parks, corporate headquarters, ESPN offices and other locations.</p>

Minimize product footprint

Disney's long-term goal is to reduce the emissions and waste associated with the manufacture, transport, use and disposal of Disney products. As we explore all aspects of the product lifecycle, we are focusing our company-wide targets on two areas in particular: the sourcing of raw materials and manufacturing. These aspects of the product lifecycle are significant contributors to a product's overall environmental impact, and we believe they offer the best opportunity for Disney to minimize our product footprint.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2011, strategic suppliers of key product lines will complete an Environmental Responsibility Index (ERI) survey	Target achieved. In 2011, we developed and fielded an ERI survey to query Disney Store and theme park merchandise suppliers on their environmental practices and policies. The survey will set a baseline for measuring future improvement.	<p>"Strategic suppliers" are suppliers that represent the top 50% of the supplier base for the key product lines.</p> <p>"Key product lines" are the product lines that make up the top 80% by volume of total business.</p> <p>The "Environmental Responsibility Index survey" refers to a set of questions that are being used to query manufacturers on their environmental practices and policies.</p>

TARGET	FY11 PERFORMANCE	CONTEXT
By 2014, demonstrate continued improvement in environmental performance for strategic suppliers in plush, apparel, accessories and toys	Same performance as previous target.	Our immediate focus is on products Disney sells directly to consumers through The Disney Stores and merchandise in our theme parks. Licensed products will be addressed in a later phase. We have selected the plush, apparel, accessories, and toys product categories to be tracked for improvement using the ERI because they represent a significant share of Disney's product volume and involve many of our strategic suppliers.
By 2011, all paper used in paper-based books and magazines by Disney's non-licensed North American publishing businesses will fully meet the responsible paper target, meaning it will either contain recycled content, be sourced from certified forests, or be of known source origin	Target achieved. Paper used in paper-based books and magazines printed in 2010 by Disney's non-licensed North American publishing businesses fully met this target because paper across all suppliers was found to be of known source origin and certified.	"Disney's non-licensed North American publishing businesses" include Disney Publishing Books and Magazines, Hyperion, and ESPN Magazines. Some of these books and magazines include inserts that are provided by advertisers or other third parties. At this time, the goal does not extend to such inserts. "Certified forests:" In pursuit of responsible paper use, Disney shall accept documentation for recycled and virgin paper from the Forest Stewardship Council (FSC), Programme for Endorsement of Forest Certification Claims (PEFC), Canadian Standards Association (CSA), and the Sustainable Forestry Initiative (SFI). Additional certifications systems may be evaluated by Disney on a case-by-case basis. "Known source origin:" For the purpose of responsible purchasing, a "known source" designation means the purchaser has been informed of where the timber was grown, and has determined that the source is not unwanted (e.g. illegally harvested).
By 2011, all other non-licensed businesses will identify a timeline for achieving the responsible paper target	Target extended. The timeline for all other non-licensed businesses will be identified in 2012.	"Non-licensed businesses" include Disney Book Group (U.S.), Disney Libri (Italy), Libros Disney (Spain and Portugal), Theme Parks Merchandise (North America, Europe, Hong Kong), Disney Stores (North America, Europe, Japan), Walt Disney Studios Home Entertainment, and Walt Disney Music Group.
By 2012, Disney Stores North America will expand their commitment to organic cotton by making all Disney Baby apparel and sleepwear from 100% organic cotton	In 2011, The Disney Store transitioned graphic t-shirts and baby apparel to 100% organic cotton.	The Disney Store is committed to decreasing the environmental impacts of the products they produce in a way that brings higher quality and value to our guests. The Disney Store believes it is important to educate our guests on the benefits of organic cotton, which is done in a fun way through the online portal www.disneystore.com/trackmyt . The Disney Store is continually looking for ways to expand their commitment to organic cotton through other apparel lines where possible.

Respectful Workplaces: Foster safe, respectful and inclusive workplaces wherever we do business

Develop and support a diverse workforce

To understand and meet the needs of diverse consumers, guests, fans and viewers, our opinions, products and perspective must include a multitude of ideas, sensibilities and experiences. As a company, we must include and attract individuals who reflect the diverse world we live in.

TARGET	FY11 PERFORMANCE	CONTEXT
In 2012, introduce a global workplace and women's initiative	Conceptually developed in 2011, this initiative is an outcome of earlier efforts — including those of our Employee Resource Groups, leadership development and mentor forums, and others — to accelerate and leverage contemporary workplace practices and this key segment of our employee population.	Driving and sustaining peak performance requires us to leverage the time and talents of our total workforce. Women account for nearly 50% of our employees. They exercise significant economic influence and purchasing power, including impacting the decisions regarding products, services and experiences we provide. Improving our workplace practices and enhancing the quality, creativity and innovation of our products are primary goals of this initiative.

TARGET	FY11 PERFORMANCE	CONTEXT
Increase the diversity of our employee base	In 2011, we sponsored and participated in recruiting events targeted to attract diverse candidates and we significantly enhanced our career site to improve our employment branding campaign, messaging and candidate experience.	We believe that a broad range of backgrounds, experiences and perspectives gives us an advantage in understanding and meeting the needs of our consumers. This commitment serves to keep our focus on attracting, developing and retaining a diverse workforce at every level.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2015, create at least 1,000 job and career opportunities for U.S. veterans across The Walt Disney Company	We will report on progress in 2012.	<p>From the beginning, supporting the U.S. Armed Forces has been a Disney tradition. It's part of our history, and Walt Disney's legacy, and something we're very proud of. From our USO sponsorship to special discounts for military families at our parks and cruise lines to our daily Flag Retreat Ceremony at Disneyland and Walt Disney World that honors military personnel and veterans from all branches, recognizing and supporting the men and women in uniform is important to us.</p> <p>As America's military men and women return from deployment and complete their service, they create a tremendous talent pool of potential employees who have been tested and proven to have the courage and character to lead the future. We believe their experience, skills, and perspective will add significant value to any organization — and we want them at Disney.</p>

Maintain safe workplaces in our owned operations

Disney is strongly committed to reducing the risk of injury and illness to our employees, and to managing problems that do occur. We utilize a team-based safety strategy centered on the belief that safety is everyone's responsibility and rests with each employee. In addition, management takes a visible and active role in embedding safety into the planning process for all projects and business development. This commitment is communicated to every employee, as well as contractors, vendors and suppliers.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, include additional, safety-specific expectations as part of employee-performance evaluations at Walt Disney Parks and Resorts	In 2011, Parks leadership held more than 95 safety conversations reaching more than 8,000 salaried employees. Safety performance plan goals were communicated to all salaried leaders as part of their 2012 plan.	Performance plan goals are vital to moving our safety culture and keeping our leaders focused on their personal and visible commitment to safety. This includes helping our employees to feel empowered to take action around safety.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, create a Community Watch presence in offices across most businesses and affiliated companies around the world and increase the percentage of U.S.-based employees who are trained in key awareness areas by 50% over our 2011 baseline	In 2011, Global Security launched a security awareness campaign in our offices in Los Angeles, New York and in all offices in Latin America. Approximately 700 employees in the Los Angeles and New York areas participated in at least one or more Community Watch awareness trainings over the year.	Employee vigilance is the best way for us to better protect our workplace, our employees, our guests/vendors, and our intellectual property. Our employees are the first line of defense — the most likely to encounter an issue before a security team member — and may need to take action or help themselves in a natural hazard before authorities can respond. Community Watch's comprehensive training approach educates employees on their role at all points in the security spectrum — how to protect persons, property and information, personally prepare for unlikely events, and recognize and respond to the threats they are most likely to encounter.

Support employee career development

Disney offers a wide array of professional opportunities in different lines of business, geographical locations and specialty areas. To support each individual's development, we have invested in a global approach to learning and development called Disney Development Connection. In addition, we support employee learning through a tuition reimbursement program and other learning opportunities. Importantly, we place specific emphasis on the targeted development plans of those employees recognized as successors for key roles.

TARGET	FY11 PERFORMANCE	CONTEXT
Continue to enhance career development efforts across our business units	In 2011, we drove development initiatives used to identify individual and career development solutions for Disney's highest performers.	Individual development plans are integral to performance management, career planning and effective leadership transition. Executing these strategies ensure that Disney's employees have the knowledge, skills and abilities needed to excel in current and future roles, and make certain that successors are identified for and prepared to assume key positions.

Hold Licensees and Vendors in our supply chain accountable to the standards in our Code of Conduct

Disney's International Labor Standards (ILS) program, created in 1996, is based on the company's Code of Conduct for Manufacturers, which we use to monitor, evaluate and address issues related to working conditions in facilities manufacturing Disney-branded merchandise around the world.

TARGET	FY11 PERFORMANCE	CONTEXT
<p>By 2014, increase visibility into facilities producing Disney-branded products in high-risk countries by 50%, and achieve 100% visibility by 2018</p>	<p>In 2011, we reviewed approximately 6,100 audit reports for facilities engaged in the manufacture of Disney-branded product.</p> <p>As a result, we had visibility under our current program to 41% of the facilities producing Disney-branded product in high-risk countries in 2011.</p>	<p>We continue to focus our resources on facilities located in countries that have been identified as high risk for labor standards issues using data and information available from various sources, as well as through Disney's years of experience with facility working conditions in various countries.</p> <p>For this purpose, visibility is achieved by reviewing the facility audits conducted by Disney and the independent auditing organizations engaged by Disney, as well as by the independent licensees, vendors and buying agents authorized to produce Disney-branded products. For this target, "Disney-branded" means all brands owned by The Walt Disney Company.</p> <p>Visibility enables us to work with our business partners to help foster safe, inclusive and respectful workplaces in the facilities that produce Disney-branded product. Audits required to be provided to us by third parties must be conducted within 12 months of the date of submission and repeated within 24 months or sooner.</p>
<p>By 2014, achieve 85% visibility into facilities in high-risk countries that are used in the production of Disney-branded products sold in our vertical retail businesses, and achieve 100% visibility by 2017</p>	<p>We currently prioritize the auditing of facilities producing Disney-branded products for our vertical retail businesses and internal use. In 2011, our visibility to this category in high-risk countries was approximately 69%.</p>	<p>Disney-branded products are used internally, sold in our theme parks and resorts and Disney Stores and are distributed in countless retail locations around the world. Only a portion of all Disney-branded products are sold in retail businesses owned by Disney. This target focuses on those products.</p>
<p>By 2013, implement an enhanced global training and education program for key internal stakeholders focused on better understanding and implementation of our International Labor Standards program requirements</p>	<p>A variety of in-person and online training programs and materials currently exist. We have developed a strategy of expanding our training and education programs to include all relevant stakeholders.</p>	<p>Disney employs over 150,000 people located across the globe. A portion of employees have a role in licensing or sourcing Disney-branded products and educating these employees is a critical part of our program. In addition to employees, our strategy anticipates training and education programs and materials aimed at all stakeholders including licensees, vendors, buying agents, facility management and workers.</p>

Support programs and initiatives that address core labor issues within our supply chain¹

Disney believes that by lending financial and other support to organizations addressing systemic challenges and core labor issues we are contributing to the promotion of ongoing and responsible improvements in working conditions in our supply chain around the world.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, increase financial and other support for independent programs and initiatives addressing core labor issues within our supply chain	In 2011, we aligned our ILS program strategy to better support organizations that are involved in addressing core labor issues within our supply chain. We also completed a preliminary analysis to determine the types of organizations that we will support.	<p>We confront systemic challenges in promoting continuous improvement in working conditions around the world that are not unique to Disney. These challenges present core labor issues in many of the facilities that produce Disney-branded products. These systemic challenges have been well-documented by independent experts, interested organizations and numerous companies that have adopted similar standards.</p> <p>We believe that by lending support to organizations that are addressing these systemic challenges and core labor issues we are contributing to the promotion of ongoing, steady and responsible improvements in working conditions in our supply chain.</p>

Strategic Philanthropy: Utilize strategic philanthropy to make a lasting, positive change in communities around the world

Build on our philanthropic legacy with programs that share our resources to make lasting, positive change in communities and promote the happiness and well-being of kids and families

Giving back to communities is one of our founding principles. We continue that tradition through programs that make lasting, positive change in communities, with a particular emphasis on kids and families.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, implement a philanthropic strategy with three focus areas: Compassion, Conservation and Creativity	In 2011, Disney developed a strategic plan to provide resources to families and communities through programs that support compassion, conservation and creativity initiatives.	Disney believes that being a good global citizen means using our company-wide resources to make a lasting, positive change in communities around the world. We collaborate with local organizations and engage the time and talent of our employees to provide inspiration and opportunities for kids and families to enhance their local communities.

¹ Based on an assessment of material labor issues for The Walt Disney Company, we have broadened this target.

Leverage our core assets and competencies to help children in need

Disney is committed to using our time, talent and resources to help children in need. Our contributions include working with children’s wish-granting organizations around the world, supporting children’s hospitals, assisting in disaster situations, and donating toys, DVDs, books, clothing and much more to those less fortunate.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2020, positively impact the lives of 10 million children and families in need	In 2011, Disney reached children and families through Disney VolunTEARS (employee volunteers) projects, hospital visits, military care, disaster relief, wish-granting and other compassion-related programs.	Giving back to communities is one of Disney’s founding principles. In communities around the world, we focus on being a good local citizen and demonstrate our leadership as a caring, compassionate company.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2014, donate 18 million books to organizations that provide new books to children in need	Disney Publishing Worldwide (DPW) was able to donate more than 7 million books in 2011.	Disney has a long tradition of storytelling. The donation of 18 million books by the end of 2014 will show Disney’s strong support of getting books into the hands of children who otherwise would have little or no access. To this end, Disney joins forces with key nonprofit organizations like First Book and Toys for Tots, with the goal of sharing the gift of storytelling with the next generation.

Safe Products: Design, manufacture and operate products with safety as a top priority

Promote leading policies on product and guest experience safety

The safety of products bearing Disney brands, characters and other intellectual property is of crucial concern to Disney. Equally important, safety guides Disney’s operational decisions to ensure a safe and enjoyable experience at our parks and resorts worldwide. Since we believe safety is everyone’s business, we collaborate and share our learnings so we can all benefit.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, share a restricted substance list with our vendors and licensees	We will report on progress in 2012.	Disney thinks globally and strategically to anticipate regulations as they apply to chemicals and substances of concern. We canvass different sources — from jurisdictions, NGOs, and consumer advocacy groups to medical studies — to anticipate the next regulated substance. Our ultimate goal is to proactively reduce or eliminate substances of concern before it is required and to provide safe products and experiences for our customers.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, improve upon existing safety protocols by implementing a global, integrated product management system to track food quality and safety compliance of existing licensee base, and by 2015, validate all licensees' compliance with internationally-recognized safety standards consistent with Disney requirements	Integration of the Quality and Safety Management System has been completed for North America and Europe. Implementation of the system across all remaining global regions is on track for completion in 2012.	<p>Disney Consumer Products requires all licensees to comply with Global Food Safety Standards for all Disney-branded food products. Quality and Safety must be designed and built into products at every step of the supply chain and all applicable information made readily available.</p> <p>An integrated product management system streamlines all relevant Quality and Safety information into a central location and provides an effective way to ensure preparedness and responsiveness globally.</p>

TARGET	FY11 PERFORMANCE	CONTEXT
Walt Disney Parks and Resorts (WDP&R) will increase availability of Disney-licensed technology and expertise on safety and accessibility for third-party use	WDP&R currently has several licensing agreements in place for our patented accessibility and safety technology. The most significant agreement, signed in 2011, is with the National Safety Council (NSC) who is making our patented safety technology available to their 20,000 members through NSC Navigator.	<p>In order to be a leader in accessibility and safety, it is important to share expertise and best practices both internally and with external organizations. Disney can do this by:</p> <ul style="list-style-type: none"> – Making Disney accessibility and safety expertise and patented technology available for industry and third-party use. – Sharing our safety expertise through continued participation on industry boards/committees to advance standards and policies related to the safety of attractions and facilities.

Integrated Citizenship: Support the business through responsible governance practices

Disclose relevant citizenship information in a timely manner

We are committed to biennial public reporting, with ongoing updates to data and programs.

TARGET	FY11 PERFORMANCE	CONTEXT
Publish annual updates on citizenship data	We published our last citizenship report in March 2011, reporting on fiscal year 2010.	<p>We view reporting as part of an ongoing dialogue with Disney shareholders, employees, business associates, governmental and nongovernmental organizations, and consumers. It is our intent to publish a citizenship report on a biennial basis, with data and target updates during the off years.</p> <p>More details can be found at: www.thewaltdisneycompany.com/citizenship/report-archive</p>

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, complete a pre-assurance process on key citizenship content and data	We have begun working with internal and external partners to help us perform a pre-assessment review of key citizenship data.	Disney is committed to the continued improvement, accuracy and sophistication of our citizenship reporting. To this end, we are evaluating the citizenship data that we disclose in our annual report to ensure that we are incorporating the latest best practices. During the pre-assurance process, we anticipate a review of our policies, procedures and processes related to the collection of data.

Integrate citizenship into the day-to-day decision making of leadership

Our executives and business unit leaders are committed to embedding citizenship into the daily decisions and actions of employees. Employees throughout Disney share their professional and personal time to guide our citizenship activities. Many employees participate in working groups on key issues or serve on Green Teams and VoluntEARS Leadership Councils.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, establish an executive-led, company-wide Citizenship Council	We will report on progress in 2012.	Our executives and business unit leaders are committed to the highest level of corporate citizenship. Many executives serve on internal councils that advise the Company on corporate citizenship. For example, the Environmental Council, established in 2007, is comprised of senior representatives from across our many businesses with responsibility for meeting our environmental goals. These councils oversee operations and provide guidance, policy and strategy to citizenship efforts.

Engage with our stakeholders on a regular basis

We believe that working with stakeholders enhances our ability to identify opportunities, address issues, and find solutions to some of our most important citizenship challenges. We engage with stakeholders of all types and interests, striking a balance between their needs and the needs of our business and society. We actively listen to and learn from stakeholders and provide them with information to better understand our actions and our intentions.

TARGET	FY11 PERFORMANCE	CONTEXT
Continue to meet with a formal external stakeholder group that provides regular feedback on citizenship performance	We met with the Ceres stakeholder group three times in 2011 during the development of our citizenship targets.	<p>We find conversations and collaboration with stakeholder groups an effective tool for driving business value and our citizenship approach. These organizations, which are often focused on the environment, health and nutrition, labor standards and other areas of strategic interest for Disney, have helped us chart our sustainability goals and programs.</p> <p>In the fall of 2010, Disney joined Ceres, a national network of investors, environmental organizations and other public interest groups working to address citizenship challenges. As part of our membership, Ceres facilitates regular stakeholder engagements on a wide range of citizenship topics.</p>

Human Rights: Respect and support international principles aimed at protecting and promoting human rights

Respect human rights within our operations

As a global company with diverse businesses, Disney recognizes our responsibility to respect human rights. Our human rights policy statement aligns with the United Nations' Universal Declaration of Human Rights and the International Labor Organization's Declaration on the Fundamental Principles and Rights at Work.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, assess the measurable steps Disney has taken to advance its Human Rights Policy Statement and determine if additional steps are necessary to achieve its ends	We began an assessment of Disney's current activities based on the commitments made in our Human Rights Policy Statement.	As a global company with diverse businesses, we recognize our responsibility to respect human rights in our activities. Our Human Rights Policy Statement articulates our commitment to do that.



CHAMPION the well-being and happiness
of kids and families in our endeavors



Healthier Families: Partner with parents in their quest to raise healthy kids

Prioritize and promote nutritious foods

Disney partners with parents in their quest to raise healthy, happy kids, and we recognize our unique ability to help parents and kids make positive lifestyle choices. Our Disney Magic of Healthy Living program associates Disney brands and characters with a more nutritionally-balanced range of foods, offering healthier options at our parks and with our licensed foods, and inspiring healthier lifestyles among kids.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2020, sell over 5 billion servings of fruit and vegetables to kids and families	Since 2006, the North America licensing business has sold over 2.8 billion servings of fruits and vegetables to children and families.	<p>Disney partners with parents in their quest to raise healthy, happy kids, and we recognize our unique ability to help parents and kids agree on positive lifestyle choices. We can make healthy living fun and joyful for parents and kids by drawing on Disney's boundless creativity.</p> <p>It is in defining the intersection between health and fun that Disney has been, and will continue to be, a leader. Disney can again demonstrate leadership by actively encouraging healthier lifestyles and food choices rather than by focusing primarily on dietary restrictions.</p>

TARGET	FY11 PERFORMANCE	CONTEXT
By 2020, increase the percentage of globally licensed wholesale food sales dedicated to everyday foods that meet our global nutrition guidelines from 66% to 85%, and continue to meet our 85% target in North America	We achieved 66% wholesale sales of everyday foods that meet our nutritional guidelines globally in 2011. This represents a significant increase since the guidelines were developed, and we continue to make progress annually.	For additional context on the balance of our licensed food portfolio please go to our report at www.thewaltdisneycompany.com/citizenship/report-archive

Inspire kids and families to be physically active and spend more time outdoors

Playing outside is critical to keeping kids physically fit. Studies also show that play is important in the development of children's imagination and cognitive and emotional strength. Disney Magic of Healthy Living is helping to expand access to play — working to build community playgrounds, provide creative play spaces and support active play instruction.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2016, support the creation of 50 play spaces for kids	In 2011, Disney built 14 creative play spaces in disadvantaged communities across the U.S.	Nearly 70% of lower income families in the U.S. say they do not have access to a community playground. Yet, nearly all parents say playing outside is critical to keeping their kids physically fit. Play allows kids to use their imagination and further develop their dexterity and physical, cognitive and emotional strength to support child development. Through partnerships with organizations like KaBoom!, Disney is committed to building creative play spaces that improve the well-being of kids.

TARGET	FY11 PERFORMANCE	CONTEXT
Promote physical activity and healthy living messages through our media platforms with over 500 hours of programming annually	We are developing internal processes and controls to track the data to support this target.	Disney is committed to championing the happiness and well-being of kids and families and promoting healthy lifestyles. Through public service announcements, content, and storylines, we are providing information for parents and kids to make healthy choices simple and fun.

Increase access to and participation in health and wellness programs for our employees and their families

Disney is committed to the total well-being — physical, emotional and financial — of our employees. We provide a range of wellness resources to meet the diverse needs of our employees — no matter where they are on their personal journey to better health. Disney’s efforts encourage simple changes that add up to make a healthy difference.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, create and promote participation in kid-friendly physical activity events for employees and their families in all major U.S. geographies where our employees reside (CA, CT, FL and NY)	In 2011, over 1,200 employees participated in Disney’s Couch-to-5K Challenge. As part of this effort, several hundred employees completed a 5K run/walk at six sponsored events held across the country.	Disney Healthy Pursuits is the collection of health care and wellness programs we offer our employees to support them in their pursuit of a healthier life. As part of Disney Healthy Pursuits, we are working with Active.com (in which ESPN has an equity interest) to promote, through a dedicated website and specified events throughout the year, the importance of outdoor physical activity. With growing evidence of child obesity and its impact on the health and productivity of the future workforce, Disney is looking to extend these activities to employees’ families.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, provide financial incentives to employees and their families for at least three specified “healthy” results through Disney’s results-based Wellness Rewards Program	For 2011, a “bonus” reward was offered for achieving a “healthy” body-mass index (BMI) or making progress toward the healthy range.	In 2009, as part of Disney Healthy Pursuits, we launched a new Wellness Rewards Program. Employees who participate are eligible for financial incentives in return for making healthy choices. Currently, the Wellness Rewards Program is part of a multi-year approach to recognize employees and their spouses/partners who are taking healthy steps and getting results. Numerous studies have shown that employees’ engaged participation in wellness programs can lead to reduced utilization of high-cost medical services, reduced absenteeism, and improved job satisfaction.

Parental Involvement: Listen to, understand and respect the needs and expectations of parents and caregivers

Promote policies and programs that support parents and caregivers in the workplace

Disney recognizes and appreciates that work is only one element of our lives. To that end, Disney provides a wide selection of family-friendly benefits and services to support the needs of parents and caregivers at Disney. Our many initiatives include the expansion of childcare opportunities in our domestic sites, adoption assistance, survivor support and domestic partner benefits, and complimentary tickets to Disney-owned theme parks for employees and their eligible dependents and to screenings of Disney films.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2015, grow backup child care and elder care efforts that result in a 20% increase in the total number of employee workdays saved across Disney	In 2011, program utilization continued to grow. Backup child care accounted for up to 7,600 workdays saved across Disney.	Dependent care programs support critical business goals by helping employees meet their obligations at work even as they juggle child care, sick children, elder care, school closings, business travel and the many other issues that may present work/life challenges. We believe that employees with dependent care support systems experience better health, well-being, productivity, and engagement, and they are more likely to stay with the organization.

Integrate feedback from parents and caregivers into the development of our entertainment experiences

Parents and caregivers are an important audience that guides our thinking on developing age-appropriate children’s entertainment. We engage in dialogue with parents at our parks, at focus groups and screenings, and via multiple online platforms and social media. Feedback from parents and caregivers is critical to creating quality entertainment that meets the needs of today’s diverse families.

TARGET	FY11 PERFORMANCE	CONTEXT
Continue to listen to the opinions of parents and caregivers in the development of our entertainment experiences	We regularly seek out dialogue with parents at our theme parks, at focus groups and screenings, and via multiple online platforms and social media. For example, Disney Baby conducted three sessions in 2011 with our Disney “Momgineers™” and “Dadgineers,” a group of 45 expectant, new and experienced parent employees, to get feedback on our key products, website and marketing progress.	Parents and caregivers are key partners in helping guide and shape our approach to entertainment for kids. Parents know their kids best. We strive for balance when developing age-appropriate entertainment experiences. We want kids to love our entertainment, and parents to trust that we are delivering quality content.

Provide parents and caregivers with the tools to help them make informed entertainment choices

We encourage parents to be actively engaged with their children in viewing Disney content or experiencing our movies, parks and online platforms. Throughout our entertainment offerings, we provide forums and content that both value and respect children and give adults a point of connection to the children in their lives.

TARGET	FY11 PERFORMANCE	CONTEXT
Build world-class console experiences for gaming and Disney enthusiasts that receive no higher than a T rating based on the standards of ESRB (Entertainment Software Ratings Board) and PEGI (Pan European Game Information)	We are in compliance with this target. All console products being developed meet the proposed target and strive to engage kids, families and Disney gaming enthusiasts with rich interactive experiences that are age-appropriate and comply with the standards of ESRB and PEGI.	<p>The Entertainment Software Rating Board (ESRB) and Pan European Game Information (PEGI) ratings are designed to provide consumers, especially parents, with concise, impartial guidance about the age-appropriateness and content of video games so that they can make informed purchase decisions about the games they deem suitable for their children and families.</p> <p>The ESRB rating system is voluntary, although most games that are sold at retail in the U.S. and Canada include this rating. PEGI is supported by the major console manufacturers, including Sony, Microsoft and Nintendo, as well as by publishers and developers of interactive games throughout Europe.</p>

Responsible Marketing: Maintain clear and respectful guidelines for marketing to kids

Develop marketing for kids that focuses on the positive attributes of our entertainment experiences in a respectful and appropriate manner

Disney maintains internal marketing guidelines that apply to entertainment platforms that target children under the age of 18. These guidelines cover areas such as privacy, parental consent, the nutritional content of the food we sell, and strict rules about sharing data. Additionally we take special care with respect to children age 12 and under to ensure they are not vulnerable due to any cognitive or emotional immaturity.

TARGET	FY11 PERFORMANCE	CONTEXT
Maintain advertising and marketing guidelines for all media outlets that target children 12 and under	Disney currently maintains advertising and marketing guidelines.	Our guidelines include standards indicating that advertising to children not be deceptive, inappropriate, unfair or exploitative in any way. To manage the implementation of these standards, Disney maintains a dedicated staff of Standards professionals who review all kids programming before airing, including commercial content for our kids television and radio networks.

Kids Experiences: Create safe, age-appropriate and culturally diverse entertainment experiences for kids

Promote safety for kids

Child and family safety are of utmost importance in all of Disney’s entertainment environments, including theme parks, theaters, playrooms, television and online. We take extra care to provide kids and parents with the information and tools they need to keep safety in mind.

TARGET	FY11 PERFORMANCE	CONTEXT
Continue to integrate Internet safety initiatives across all Disney Internet Media Group (DIMG) platforms and products	In 2011, Disney Internet Media Group (DIMG) focused on integrating online safety initiatives across their virtual worlds.	DIMG believes in “Online Safety by Design” as a premise for the development and execution of our Internet products. Through its multiple platforms, DIMG wants to engage children, teens, parents, adults and teachers in understanding their role in ensuring a safe Internet experience for children.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, support Internet safety programs through our external partnerships that will train over 100,000 children, parents and teachers globally	In 2011, Disney Online Studios (DOS) supported programs that trained teachers, parents and children on how to use the Internet safely. These programs directly engaged beneficiaries of programming in Canada, the United States, the United Kingdom and globally online.	As a leading company in family entertainment globally, Disney works to lead the way to support the safety of children online and to inform the adults who care for them with timely information about ensuring their safety.

Create age-appropriate entertainment experiences for kids

While Disney is known for the kind of entertainment that families of all ages can enjoy together, we also create entertainment experiences tailored for different age groups. We serve the needs of children across childhood, with different offerings for different age groups. This target is just one example of how Disney is working to ensure age-appropriate entertainment experiences for kids.

TARGET	FY11 PERFORMANCE	CONTEXT
Continue to implement our policy of zero instances of tobacco depictions in North American Disney-branded films	In 2011, no Disney-branded films included tobacco depictions. Any DVD distributed by Disney for a non-Disney-branded film that included a tobacco depiction, was distributed with an anti-smoking Public Service Announcement.	Disney is committed to limiting the depiction of smoking in movies marketed to youth. Our current policy prohibits all depictions of tobacco and smoking in Disney-branded films. Disney also discourages depictions of cigarette smoking in movies for which Disney is a producing or distribution partner.

Reflect a diversity of cultures and backgrounds in our entertainment experiences for kids and families

Disney is committed to appealing to broad audiences and reflecting the diversity and multiculturalism of our audiences and the world. We believe that diversity of content is integral for the growth and viability of Disney, and that it allows us to engage and remain relevant to a broader community of viewers.

TARGET	FY11 PERFORMANCE	CONTEXT
All North American Disney Stores will host in-store events that entertain and educate kids about different cultures, backgrounds, behaviors or skills to expand their awareness of and appreciation of the world	In 2011, Disney Stores hosted CARS 2 events for four weekends leading up to the movie release. Each event taught kids about the different countries that Lightning McQueen was racing in for the World Grand Prix. Kids learned how to say car parts in Italian, created a mosaic French flag and became secret agents on a scavenger hunt and were knighted by the Queen Car of England.	The Disney Stores are dedicated to providing experiences that not only entertain but also broaden children's awareness, understanding and respect of different cultures to celebrate the diversity of the world.

TARGET	FY11 PERFORMANCE	CONTEXT
Walt Disney Parks and Resorts will increase its external partnerships to ensure cultural relevancy worldwide	Disney Parks and Resorts works with local scholars and cultural experts at its locations around the world to ensure cultural relevancy in everything from food to color palettes to signage to design motifs. For example, local Hawaiian experts in culture and academia were consulted on how to highlight core elements of Hawaiian culture as well as traditional Hawaiian stories into Disney Parks and Resorts' newest property, Aulani, a Disney Resort and Spa opened in 2011.	Walt Disney Parks and Resorts continues to expand globally, and our audiences around the world grow increasingly diverse. We feel it is critical that guests see themselves in our product, and that we tell our stories in ways that resonate with them.



INSPIRE kids and families to make a lasting, positive change
in the world



Catalyze Action: Create opportunities for kids, parents, employees and communities to help people and the planet

Provide kids and families with opportunities to take positive actions for their communities, people and the planet

Disney leverages our unique reach and global businesses to help kids and families take action on important topics, ranging from protecting the environment to helping those in need. Our engagement efforts are designed to inspire kids and families to make a lasting, positive change in the world.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2020, provide opportunities for kids and families to take 20 million actions that help people, communities and the planet	In 2011, Disney inspired kids and families to take positive actions through initiatives such as Friends for Change, an employee matching gifts program, and volunteer activities at the local community level.	We believe that small individual actions can have a collective impact that transforms communities. Through Disney initiatives, or ones that we support, we believe we can inspire kids, families and employees to make a lasting, positive change in the world.

Recognize kids who make positive contributions to their environment or communities

We leverage our media resources to recognize and celebrate the positive contributions kids are making in the world.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2016, air 300 hours of content annually that showcases kids' contributions to their communities and the environment	We are developing internal processes and controls to track the data to support this target.	We believe that kids are often most inspired by the ideas, actions and accomplishments of their peers. By showcasing the contributions of kids, we aim to both recognize the impact they are having on communities and inspire others to do the same.

Encourage volunteerism to make a meaningful difference in communities

We play an active role in local communities through charitable giving, volunteerism and community collaboration. We encourage our employees to volunteer by providing inspiration, resources and incentives. Our employees around the world are making a positive impact in our communities, and their passion and commitment are inspiring others to volunteer.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2020, contribute more than 5 million hours of employee community service through the Disney VoluntEARS program	In 2011, Disney VoluntEARS gave over 560,000 hours of service to nonprofit organizations around the world.	Volunteerism is an enduring part of Disney's legacy and culture. The signature Disney VoluntEARS program provides opportunities for employees to give their time and talent back to local communities in countries around the world.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, set a baseline for the percentage of employees who volunteer at least one hour of service annually in the VoluntEARS program	We are currently evaluating and researching systems and technologies to effectively track participation.	Disney continues to support the community work of our employees through dedicated programs and resources to promote a culture of giving.

Integrate citizenship into the responsibilities of every Disney employee

Disney is focused on embedding citizenship into our daily decisions and actions. Educating and informing employees about their role in citizenship at Disney, and the opportunities available to them to participate more deeply in citizenship initiatives, is a critical step in reaching realizing this goal.

TARGET	FY11 PERFORMANCE	CONTEXT
Maintain the high level of understanding that employees have about the role they can play in helping Disney be a responsible company	Research conducted in May 2010 indicates that among U.S.-based employees, 41% strongly agree and 86% agree with the following statement, "I understand the role that I can play in helping The Walt Disney Company be a responsible company."	<p>Disney's citizenship mission is to embed citizenship into daily decisions and actions. We are continuously developing and executing communications and programmatic strategies to fulfill this mission through executive and employee engagement.</p> <p>In May 2010, we developed benchmark information to understand employee opinions and behavior around citizenship. We intend to continue this research on a biennial basis.</p>

TARGET	FY11 PERFORMANCE	CONTEXT
By 2013, all employees will receive citizenship information during recruitment, orientation or on-boarding	Limited citizenship information is currently shared with employees during recruitment, orientation and on-boarding for employees.	All employees currently receive at least one day of formal orientation covering topics such as brand immersion, ethics and business standards.

Encourage Compassion²: Provide happiness, hope and laughter to those who need it most

Use the power of entertainment to promote giving back

Since Disney’s earliest days, a guiding philosophy has been to act as a compassionate and generous company that leverages our resources to bring happiness, hope and laughter to the lives of children and families in need and promotes a culture of “giving back.” Disney also uses our media platforms to inspire others to give back. Our work with online games is one example of Disney’s diverse efforts.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, engage over 4 million players through online games to raise awareness of, and encourage participation in, giving back to people and the planet	<p>In 2011, Club Penguin launched its 5th annual Coins For Change and completed its annual Earth Day Party in the Spring of 2011.</p> <p>In addition, in 2011, Disney Online Studios (DOS) donated funds to projects that directly engage their player audience in making a difference in the world through programs such as the global Think We Speaking Tour and the Kids Matching Gift Program.</p>	Disney Online Studios (DOS) believes that kids can change their world through connected play. In the virtual worlds DOS creates, children who play online are encouraged to realize they can make a difference in the world.

Nurture Creativity³: Harness the power of creativity and imagination to improve the lives of kids and the communities they live in

Collaborate with organizations to support creativity programs and imaginative play

Disney is committed to harnessing the power of creativity and imagination to help kids and families improve their communities and create the future they imagine. By supporting nonprofits that celebrate multi-disciplinary learning through play, imagination, and storytelling, we are nurturing the creative thinking skills that will help children and families create a brighter future.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2012, launch a pilot creativity project	<p>A creativity strategy has been developed and pilot projects have been identified.</p> <p>The creativity grants will support non-profits that nurture creative thinking skills in the afterschool/out of school time through multi-disciplinary learning. The non-profits supported will deploy play, imagination and storytelling as the means to achieve progress on nurturing creativity skills.</p>	Worldwide, creativity skills are declining in youth while economic shifts are placing emphasis on creativity and innovation. Creativity is a competitive advantage for companies, including Disney. Employers need these skills in our next generation of employees. Additionally, creativity is vital to solve the problems that exist today, and ones unimagined. Disney continues to seek a world where kids and families can create the futures they imagine.

² We moved the following goal to the Strategic Philanthropy commitment: “Leverage our core assets and competencies to comfort children in need.”

³ We removed the following goal: “Leverage the passion and talents of Disney employees to inspire creativity in the local communities” from our strategic framework because we determined it was redundant to our volunteerism goal.

Connect Kids to Nature⁴: Connect kids to nature to develop lifelong conservation values

Connect kids to nature through exploration and discovery

Disney is focused on ensuring that future generations have experiences and opportunities that help them develop lifelong conservation values through nature exploration. We also recognize that we can help inspire and support parents by sharing with them the value of nature and how it nurtures the development of healthier kids and families.

TARGET	FY11 PERFORMANCE	CONTEXT
By 2015, connect 35 million kids and families with nature experiences	Behind-the-scenes tours, interactive experiences and conservation day camps are all ways we help connect kids and families with nature at Disney's Animal Kingdom Theme Park, The Seas and The Land at Epcot, Aulani, Castaway Cay and Vero Beach.	Guest conservation experiences and interactions are an ongoing focus in areas of Walt Disney Parks and Resorts where Disney shares the wonder of nature. We measure how we connect kids and families to nature by the number of experiences and interactions with Walt Disney Parks and Resorts "Animals, Science and Environment" facilitators and team members in structured, measurable programs. In addition, we provide philanthropic support of organizations and programs connecting kids and families with nature.

⁴ The following goal was merged in Environmental Footprint/Have a positive impact on our ecosystems: "Conserve nature for future generations."