



Altria Group

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Altria Group

- Ranked #154 in Fortune 500
- Revenue: \$19,494M (2018)
- An American corporation who is one of the world's largest producers and marketers of tobacco, cigarettes, and related products:
 - Tobacco Companies
 - Phillip Morris USA (*Marlboro Cigarettes*)
 - U.S. Smokeless Tobacco Company
 - John Middleton (*Black & Mild Cigars*)
 - Nat Sherman (*super premium cigarettes & cigars*)
 - 35% ownership in JUUL Labs, Inc. (*leading e-vapor company in the US*)
 - Alcohol Companies
 - Ste. Michelle Wine Estates (*a collection of wine estates*)
 - Significant equity investment in Anheuser-Busch InBev (*world's largest brewer*)
 - Cannabis Company
 - Cronos Group (*one of the leading global cannabinoid company*)



What We Have Done So Far...

- Based on sciencebasedtargets.org, Altria Group is deemed “committed” to comply with the Paris Agreement
 - Philip Morris International commits to:
 - Reduce GHG emissions by 40% by 2030
- Research:
 - Company’s latest corporate responsibility progress report
 - Evaluated company culture through website, code of conduct, review sites, recent restructure of the organization
 - Their promotion of an inclusive & diverse workplace
- Recent acquisitions:
 - Juul
 - Cronos Group



Plan for the Project

- Meet bi-weekly to go over information that we gathered and put together graphs/reports/etc. (3/29, 4/12, 4/26, 5/3, 5/10)
- Deadlines:

Due: 3/31 Culture analysis (current vis-a-vis desired one)

Due: 4/1 Midway Presentation

Due: 4/7 Stakeholder map

Due: 4/7 Ecosystem map

Due: 4/14 Value chain analysis

Due: 4/21 Clear steps the company needs to take to comply with the Paris goals and design approach you're taking

Due: 4/22 Progress Report

Due: 5/12 Write final report and create final presentation

Due: 5/13 Final In Class Presentation