



# BETTER RETAIL BETTER WORLD

HOW RETAILERS ARE TAKING ACTION

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## BETTER RETAIL BETTER WORLD - CASE STUDIES

While this is the start of our initiative, signatories are already taking action under our industry goals. Case study examples are below.

We will report on the outcomes of Better Retail Better World in 2021 at the end of first phase.



### SDG 8: DECENT WORK & ECONOMIC GROWTH

- We will collaborate to enhance employment and recruitment best practices through the BRC Retail 2020 campaign
- For the supply chain, we will embed a policy that no worker should pay for a job, and identify other human rights issues so that by 2022 action to address these can be demonstrated

### CASE STUDIES



**Living Wage:** In 2015, IKEA committed to paying the Real Living Wage and London Living Wage, whose rates are set independently, to all co-workers. In April 2016, IKEA became a principal partner of the Living Wage Foundation. As part of its wider Global Employment Standards strategy, IKEA UK also introduced one weekend off in four for retail co-workers. The Global Standards were introduced to further enrich co-worker satisfaction, wellbeing and to provide fair and equal opportunities for all.

*John Lewis Partnership*

**Human rights review:** In 2015 John Lewis Partnership carried out a review of its human rights due diligence approach and identified the most salient issues faced by workers and developed a strategy to drive improvements in these areas. A key area of focus for the Partnership is worker engagement, an example of this is the John Lewis Model Factory Programme in the UK, which uses feedback from confidential online worker surveys to support managers to facilitate more meaningful discussions with their workers to address issues that will improve their experience of being at work.



**Human Rights Report and Global Community Programme:** In 2016, M&S signed-up to the United Nations Global Compact and published its first ever report on Human Rights. In 2017, M&S was ranked as the top retailer and second-best company overall, in the inaugural Corporate Human Rights Benchmark. Through M&S's Global Community Programme the retailer has helped over 130,000 people in key regions of the world where it sources M&S products and, in addition, has provided training on employee responsibilities and rights, health care, numeracy and literacy to over 890,000 people.



**Mobile schools in the Democratic Republic of Congo (DRC):** Schools are often far away from artisanal mining communities, so children miss out on formal education. In 2016, Signet partnered with Diamond Development Initiative (DDI), an international non-profit organization focusing on the political, social and economic challenges facing the artisanal diamond mining sector, to fund two mobile schools for mining communities in the DRC. These schools provide customized education to 50 children who might otherwise be working in the mining fields. Students are provided with uniforms, school materials and daily meals.



## SDG 10: REDUCED INEQUALITIES

- We will publicly disclose how we are supporting people from underrepresented demographics enter and progress in employment
- We will engage customers either directly or working with others to empower citizens and reduce inequalities

### CASE STUDIES

Sainsbury's

**You Can scheme:** Sainsbury's launched its You Can initiative in 2008 to support people who might otherwise face barriers to employment. Since then, the retailer has employed 26,000 people through the scheme with support from partners including MENCAP, Jobcentre Plus, Remploy, People Plus and A Fairer Chance.

wilko

**Helping the High Street:** Wilko is a key partner of Business in the Community's Healthy High Street programme, which reduces empty premises, increases footfall and creates jobs in the UK's most deprived towns. Store managers received additional training and over 100 have actively engaged and positively impacted their High Street and Town Centre partnerships.

co  
op

**Modern slavery campaign:** Central to the Co-op's campaign on modern slavery is its Bright Future Programme, offering victims a paid work placement and the opportunity of a job in the business. The Co-op is also actively engaging with Parliament, including supporting Lord McColl's Private Member's Bill on enhanced support for victims of modern slavery and raising awareness of the issue more widely.

WHSmith

**Championing literacy:** WHSmith has supported the National Literacy Trust's Young Readers Programme since 2005. The programme has reached thousands of children across the UK, through summer play-schemes, family reading programmes and a project promoting peer reading in schools. A new three-year partnership with the Trust includes 'live literature' events to bring children into direct contact with authors, storytellers and illustrators. The partnership reaches a new generation of readers each year and has a high level of impact on their reading attitudes, behaviour and confidence.

next

**Partnership with Doncaster Refurnish:** Next works directly with Social Enterprise organisation, Doncaster Refurnish, who are able to reuse and recirculate products and materials the retailer donates to create value to benefit their aims, provide employment and support people in the community with learning difficulties, disabilities or are long-term unemployed to learn new skills and develop new knowledge and confidence.

SIGNET  
JEWELLERS

**Young lives against cancer:** Signet has partnered with CLIC Sargent, who work to limit the damage cancer causes to young lives beyond their health. A major part of the partnership was selling Jasper, the CLIC Sargent Bear, in all H. Samuel, Ernest Jones and Leslie Davis stores. The sale of five Bears could pay for one hour of a CLIC Sargent Play Specialist's time to help children prepare for and cope with treatment. Since 2015, Signet customers have purchased over 49,000 Bears and the retailer has raised nearly £400,000 for this cause.

Clarks

**ShoeShare scheme:** Through the Clarks ShoeShare scheme, delivered in partnership with UNICEF, worn shoes are returned to store for reuse. A payment is returned to UNICEF for each tonne that Clarks collects and this payment supports young people in Africa to access education – the first step towards empowerment and reducing inequality.



## SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

- We will publicly disclose our strategy for community engagement, investment, fundraising or volunteering
- We will publicly disclose our business's climate change vulnerabilities/risks

### CASE STUDIES



**New UK partnership improves homes for those in need:** DIY retailer Kingfisher has teamed up with UK housing charity Shelter in a new partnership to help people improve their homes and - in the process - to improve their lives. Kingfisher is supporting the work of six Shelter DIY Advisers who support people who have recently been rehoused to improve their new homes, helping 70 families in the first three months. The retailer is also involving customers through fundraising weekends; by donating proceeds from sales of B&Q's 5p carrier bags; and by providing opportunities for B&Q staff to volunteer.



**House of Fraser Foundation:** In March 2017, House of Fraser launched the House of Fraser Foundation, which enables the retailer to support charities across the communities its business touches, including Action for Children, the Prince's Trust and the Retail Trust. Over £900,000 has been raised in the Foundation's first year of operation and all staff have volunteering days as standard.



**Food Academy:** Musgrave Food Academy was established in 2013 as a joint initiative between Musgrave, Bord Bia and the Local Enterprise Network, to harness the energy and passion of entrepreneurial food producers from all over Ireland. Since its foundation the Academy has supported over 600 local suppliers and created over 1,000 jobs. In 2016 Musgrave expanded Food Academy to create Foodservice Academy, this has seen the first 10 small food and drink producers join a programme to bring local Irish food to the foodservice sector.



**Morrisons Foundation:** As part of its commitment to give back to the communities it serves, in 2015 Morrisons established the Morrisons Foundation, which awards grant funding to charities across England, Scotland and Wales. Since launch, more than £20 million has been donated to a wide range of good causes, in addition to the millions of pounds raised every year in Morrisons stores for local and national charities.



**Impact of climate change on supply chain:** Asda has carried out a wide ranging analysis of long term climate trends and the implications for its supply chains and business operations. The supermarket commissioned PWC to map Asda's entire global fresh produce supply chain against the impacts that global warming will have on the food it buys from across the world. The research found that 95% of the entire fresh produce range sold by Asda is already at risk from climate change.



**Climate change action:** Greggs understands the risks from climate change and has worked hard to reduce its carbon footprint intensity by over 30 percent since 2010, though process review, innovation and working with its operational teams on behavioural change.



## SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

- Reduce waste sent to landfill and ensure that all operational water usage is measured

### CASE STUDIES



**Packaging plan:** The Co-op's leading cross-industry work to improve packaging recyclability includes engagement with local authorities and government to improve the UK recycling system. The retailer has introduced market-leading innovations to boost recyclability, including minimised black plastic in fresh product lines and is trialling fully compostable tea bags. This means 71 per cent (by line) of own-brand packaging is now easy to recycle – against a short-term goal of 80 percent by 2020.



**Re purposing uniforms:** In order to avoid Ocado uniforms being sent to landfill when the uniforms are rebranded, Ocado partnered with HMP Northumberland Textiles Unit to repurpose uniforms into useful products that Ocado will sell, with proceeds going to charity. 145 tonnes of uniform have been sent to the prison and 17 offenders have used the project to complete a Level 2 NVQ qualification, with a further 61 enrolled.



**Refuse derived fuel:** Boots is rolling out an innovative process from its waste service provider which processes feminine hygiene and nappy waste into refuse derived fuel for energy generation. When the programme is fully implemented across Boots stores, an estimated 140 metric tonnes of waste will be diverted from landfill each year.

The Baukjen Group  
BAUKJEN Isabella Oliver

**Donation of samples and off cuts:** At the end of each season, the Baukjen Group donates clothing samples to charities and has raised money for organisations including Scope and Cancer Research. Unused factory fabric samples are shipped back to head office and used for toiling, ensuring fabrics are not wasted or discarded. The retailer also offers fabric off cuts to local schools for crafts.



**Unsold food and 'Wonky Veg':** Morrisons stores partner with local community groups to donate any unsold food that is safe to eat. Since 2016, the supermarket has donated 3.5 million unsold products to over 420 community groups. Morrisons manufacturing sites continue to work with FareShare to redistribute edible surplus and donated over 130,000 meals in 2017/18. Morrisons stocks 18 varieties of 'Wonky Veg' throughout the year, selling over 500 tonnes per week.



**Unsold food:** Greggs has been donating food for many years, working with major charities who collect and distribute through their own network of smaller charities. To further impact this, in 2017 Greggs created a dedicated online process for charities to engage with the retailer on food collections and also invited customers to let Greggs know of other good causes in the community who would benefit from food donations.



## SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

- Progress responsible sourcing practices for key raw materials, to be ready to publicly disclose before 2022

### CASE STUDIES

Sainsbury's

**Sustainability Standards:** Working in collaboration with standard holders, NGOs, suppliers, industry experts, academics, farmers and growers, Sainsbury's has developed its own independent Sustainability Standards covering a breadth of economic, social and environmental issues. The Standards drive the development of responsible sourcing practices and build on existing independent third-party standards. Sainsbury's is currently piloting prawn, tea, sugar cane and floral Standards with farmers around the world.

HOUSE OF FRASER  
SINCE 1987

**Credible sustainable materials commitment:** House of Fraser is rolling out a five-year plan to achieve its commitment that by 2022 its house brand product and packaging will only use credible sustainable materials including Organic (GOTs) cotton, Better Cotton Initiative certified cotton, recycled polyester, sustainable viscose and FSC or PEFC timber.



**Sustainable commodities:** Lidl has committed to independently certify 100 percent of the key commodities, cocoa, tea, palm oil and bananas, used in its own brand products as sustainably sourced by 2020. The supermarket has made significant progress on these targets and currently sources all of its own brand tea and bananas sustainably, being certified as either Fairtrade, Rainforest Alliance or UTZ.

Clarks

**Leather Working Group:** Clarks is a founder members of the Leather Working Group (LWG), which aims to promote sustainable and appropriate environmental business practices within the leather industry. Clarks is continually working to increase the percentage of leather, it specifies for its footwear, which is sourced from tanneries that have achieved bronze, silver or gold certification against the LWG Environmental Stewardship Protocol; in 2017, Clarks increased this to 80 percent.

John Lewis Partnership

**Materials guide and packaging innovation:** In 2017 John Lewis launched a new materials guide to support buying teams in understanding the process involved in sourcing more sustainable material options. This is part of the business' focus on embedding responsible sourcing practices into roles and responsibilities. The Partnership is also constantly looking into innovations in its product packaging and Waitrose has trialled cherry tomatoes and baby plum tomatoes in punnets made from tomato leaves. It has also pledged to stop using black plastic for meat, fish, fruit and vegetables by the end of 2018.



**Better Cotton Initiative:** Over a decade ago, IKEA began taking steps to transform the way cotton is produced. Along with WWF and others, it helped to set up the Better Cotton Initiative (BCI) and since September 2015, 100 percent of the cotton used in IKEA products comes from more sustainable sources. Through hands-on training and field schools, IKEA, together with its partners, has helped over 110,000 farmers learn more sustainable farming methods. This initiative has allowed farmers to cut costs, increase their profits and improve working conditions.





## SDG 13: CLIMATE ACTION

- We will reduce our business's greenhouse gas emissions and, if applicable, increase our use of renewable energy
- We will collaborate to reduce deforestation, in order to have eliminated it by no later than 2030

### CASE STUDIES



**Lighting and chiller replacement:** Wilko has recently completed the replacement of lighting in all stores, head office and distribution centres with LEDs, halving electricity bills. The retailer has also replaced all its chillers with significantly more energy efficient versions resulting in an 80 percent reduction in annual energy bills.



**Solar panels:** Dixons Carphone has already made steps towards the UNs Climate Action SDG by installing 3,600 solar panels over 66,000 sq ft of its main distribution centre in Newark. This will help cut CO2 emissions by 500 tonnes a year and reduce energy consumption from the national grid by 15 percent.



**Energy efficiency and renewables:** M&S has improved its overall UK and ROI energy efficiency by 39 per cent over the past ten years. All the electricity it procures is classified as renewable and 27 per cent of its gas consumption has been replaced with bio-methane.



**Photovoltaic power:** Aldi has invested over £31 million in photovoltaic power, and more than 100,000 solar panels are now in use across Stores and Distribution Centres. Through this and other energy saving initiatives Aldi has halved its carbon emissions per square metre of sales floor, compared with 2012.



**Creating more forest than we use:** Kingfisher is supporting RSPB and their Birdlife International partner, Burung Indonesia, in a project to protect and restore the Harapan rainforest in Indonesia. This area of over logged forest is almost the size of Greater London and is home to endangered species such as the Sumatran tiger. In the first year, Kingfisher support has helped efforts to reduce the incidence of forest fires by 75 percent, to replant 135 hectares of cleared land and to train local communities in sustainable rubber production and forest honey processing techniques.