Making the case for sustainable sourcing

Emma Keller,
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Emma Keller, WWF
State of the natural planet

58% decline!

Source: WWF/ZSL, 2016
Towards 2020….

68% decline!

Living Planet Report 2016
Risk and resilience in a new era

Source: WWF/ZSL, 2016
Business and nature’s interdependency

IMPACT

DEPENDENCE

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Corporate Stewardship

Managing, protecting and restoring natural assets

Awareness of natural asset issues

Knowledge of impact and risk

Internal action

Collaborative solutions

Engagement to influence governance

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Supply chain impacts are highest

~ 50 – 70%

What does the LPR mean for M&S?
What is sustainable sourcing?

Social issues
- Child labour
- Forced labour
- Fair wages
- Safe working conditions
- Discrimination
- Working hours

Environmental issues
- Environmental impacts (water, GHGs, deforestation)
- Waste materials
- Energy use
- Hazardous material use / pollution

Ethical issues
- Bribery and corruption
- Animal welfare
- Product safety
- Product quality
- Honest labelling
- Integrity
Role of certification

[Logos of various certification schemes such as RSPO, GLOBALG.A.P., FSC, BCI, RTRS, Assured Food Standards, and MSC]
The business case to source sustainably

Building the business case
Business case 1: Risks

Reputation | Relationships | Relevance
Business case 2: Longevity
Business case 3: Opportunity
Supply chain consolidation

Graphic produced by Metabolic
Build and strengthen your business case
Starting point
Towards landscape and land use planning
Technology advances offer new solutions
Collaboration to tackle shared problems

Source: UN, 2015
WWF is not just about saving whales and tigers and rainforests, and preventing pollution and waste, but is inescapably concerned with the future conduct, welfare and happiness and indeed survival of mankind on this planet.

Marco Lambertini
WWF Director General