



Rethink

Addressing the social and environmental impacts of your supply chain

Case Study: The Body Shop

The Body Shop International Plc is a global manufacturer and retailer of naturally inspired, ethically produced beauty and cosmetics products. The Body Shop has a long established history of procuring goods that are ethically sourced.

Through its Community Trade Programme The Body Shop has adopted a focused purchasing policy buying goods from socially and economically disadvantaged groups. This policy helps to provide developing world producers with a fair price for their products as well as enabling access to markets that would otherwise be inaccessible.

The Community Trade Programme has made it possible for The Body Shop to source products that are of a high quality which its customers could recognise as being distinct from its competitors. The programme has also provided social benefits to its suppliers, helping to position The Body Shop as a leader in socially responsible purchasing.

Achievements

- In 2006, The Body Shop helped 15,000 people in 24 countries in their supply chain to receive a fair wage for the goods they produced
- In a survey of its customers 70% said that Community Trade Programme was a reason that they shopped at The Body Shop

Source: BITC