

Pre-Conference Workshop -Responsible Sourcing

Responsible Sourcing: What and Why?

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Peter.cottiss@abfoods.com April 2015 Associated British Foods plc



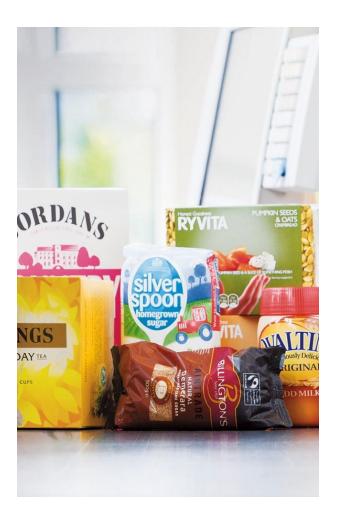


http://www.twinings.co.uk/abouttwinings/corporate-socialresponsibility/working-with-save-thechildren-in-china-and-myanma

Responsible Sourcing

To cover today

- Overview of ABF
- The Big Picture: A Brief History ...
- So...What motivates businesses?
- What Next?
- Appendix: CSR in ABF



ABF: A Global presence





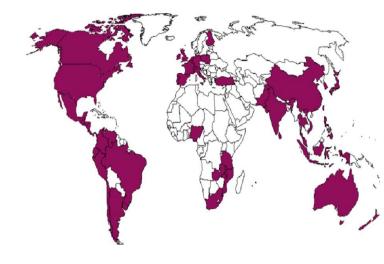






Associated British Foods is a diversified international food, ingredients and retail group with sales of £13bn in over 100 countries, employing 113,000 people in 47 nations.

- Listed on the London Stock Exchange, the controlling interest is held by the Weston family
- Devolved organisation with a small central team
- Delivering quality products and services that are central to people's lives.



	Grocery	Hot beverages, sugar and sweeteners, meat, vegetable oils, bread, baked goods and cereals,	Group revenue 2013/14: £12.9bn Adjusted operating profit: £1.16bn*	
A State		herbs and spices, and world foods	* before amortisation of non-operating intangibles, and profits less	
	Sugar	A leading multinational in the expanding international markets for sugar and sugar- derived co-products, with operations in the UK, Spain, Southern Africa and China	Isses on disposal of non-current assets	
	Agriculture	Supplies products and services to farmers, feed and food manufacturers, processors and retailers, employing over 2,000 people, with distribution across 65 countries		
	Ingredients	Yeast and bakery ingredients supplying plant and artisanal bakers, food service and wholesales channels, as well as high-value ingredients for food and non-food applications, operating worldwide		
T	Retail	Primark, a major retail group offering customers quality, up-to-the-minute fashion at value-for- money prices, with over 275 stores in Europe, opening 2015 in USA		

Some Leading Global Brands



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ABF Approach to Corporate Responsibility

Chief Executive's introduction



George Weston Chief Executive

Associated British Foods is both diversified and decentralised. We are successful because we trust the people who run our businesses. Close to their markets, they use their knowledge, skills and judgement to serve their customers and so our businesses thrive.

"...I believe that our principal value to society lies in what we do every day: providing people with access to good quality, affordable food and clothing.

We have a modern and efficient supply chain and are constantly improving...reducing waste and making more from less.

Of course, we must do this for generation after generation so our actions will be sustainable"

- At ABF, the Centre engages enthusiastically, but doesn't dictate
- We choose not to impose a single CR approach across the many varied businesses
- But, to ensure the same high standards, we have core ethical business policies which are regularly reviewed and strictly enforced





Responsible Sourcing: The Bigger Picture

"Responsible", or "Sustainable" Sourcing cannot stand alone: it must be seen as part of a wider business strategy, and indeed, within the context of global economic and social developments

- 1950s 70s: Emerging concepts of Corporate Social Stewardship
 - Protest Movements, primary environmental concerns: Rachel Carson "Silent Spring"; Paul & Anne Ehrlich "the Population Bomb" etc
- 1970s-80s: International & Corporate Social Responsiveness
 - 1972 UN Conference on the Human Environment ...but continued deterioration : ozone depletion, water pollution, global warming, destruction of natural assets seen by many as an automatic by product of growth and affluence
 - 1983-87 World Commission on Environment and Development : The Brundtland Report "Our Common Future"
 - Brought together, and extended, concepts of Environment and Development, and provided the first definition of "Sustainable Development"

Sustainable Development: From Brundtland to Rio

Gro Harlem Brundtland



Introduced the idea of intergenerational equity, and coined the phrase Sustainable Development as :

"Meeting the **needs of the present** without compromising the ability of **future gen**erations to meet their own needs."

Paved the way for subsequent international co-operation

Brundtland Report Key Concepts:

- the concept of "needs", in particular the essential needs of the world's poorest people, to which should be given overriding priority;
- the idea of limitations caused by the state of technology and social organization on the environment's ability to meet both present and future needs

■ 1990s-2000s: Towards Global Citizenship: 20 years on... 1992 Rio "Earth Summit" outputs:

- Rio Declaration on Environment & Development
- Agenda 21: Blueprint for Action
- Three seminal instruments for governance:

- Framework Convention on Climate Change (UNFCC)
- UN Convention on Bio Diversity
- Statement on Forest principles

20 Years Beyond Rio

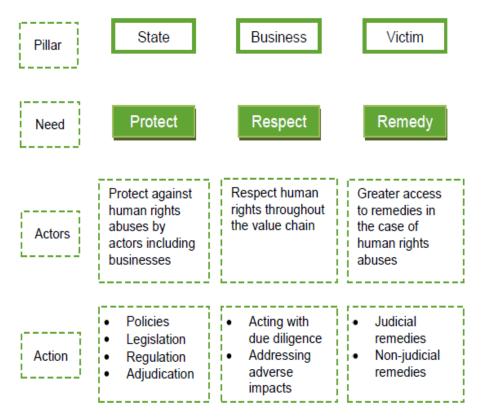
Since 1992, despite slower progress than anticipated , Sustainable Development has transitioned from being an interesting yet at times contested ideal, to a concept that enjoys widespread endorsement .

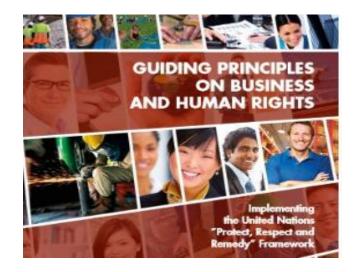
- Despite confusion and compromise, progress has been made via:
 - International Labour Organisation Declaration 1998:
 - Member states committed to respect and promote freedom of association and elimination of forced labour, child labour and employment discrimination
 - Millennium Development Goals:
 - Poverty, HIV/Aids, Primary education, Gender disparity, Maternal mortality, Safe drinking water, Global partnership (trade & debt), Environmental sustainability.
 - UN Global Compact: launched in 2000 to support delivery of MDG and 10 key principles across 4 key headings:
 - Human Rights, Labour Standards, Environment, & Anti-Corruption
 - Leadership platform to support businesses make a difference



Integrating Human Rights

UN Special Representative John Ruggie proposed a framework: the UN Guiding Principles on Business & Human rights to the UN in 2008, endorsed in 2011.



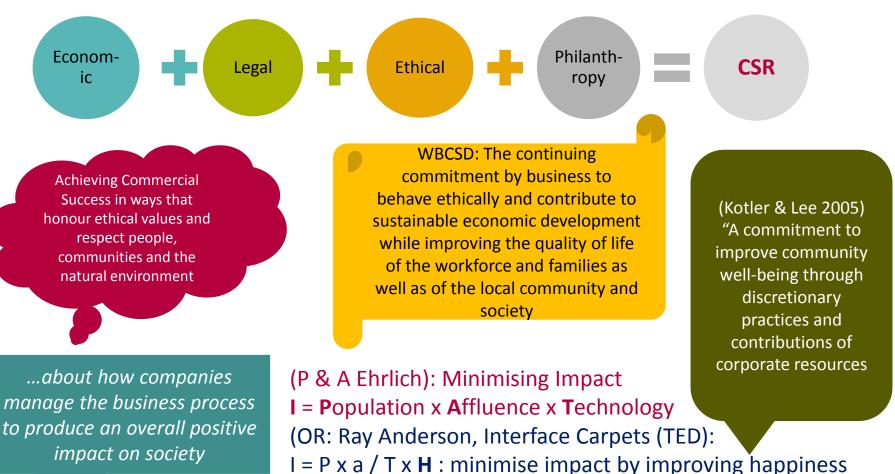


These, along with the ten UN Global Compact principles have been developed to form what today is recognizable as a corporate social responsibility framework

Based on the Report to the Human Rights Council by John Ruggie, 2011

Summary: So what is Corporate Social Responsibility?

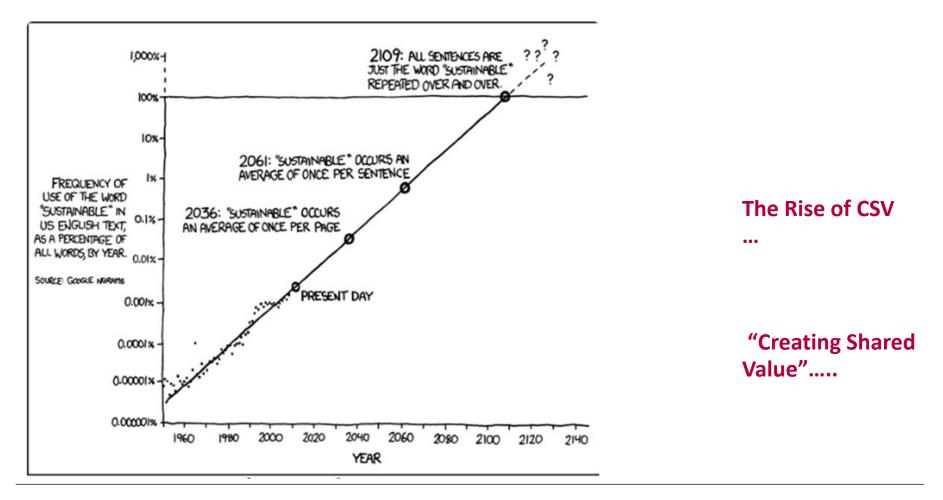
A.k.a. Corporate Citizenship, Strategic Sustainability, Ethical Business, Triple Bottom Line etc ...



and / or use of beneficial technologies)

Just a fad??

Is "sustainable" going the way of "eco" and "green"?



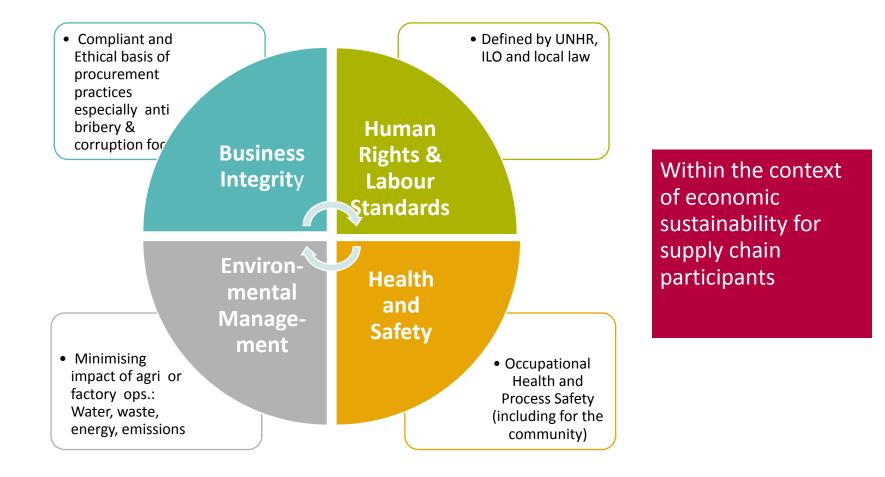




Responsible Sourcing: Closer to Home

Principles of responsible sourcing

Again, many variants, but at its core:



Some other key elements:





Environment



- Health & Safety

Ethics

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Product Integrity



Animal Welfare



Responsible Sourcing: Some Major Business Approaches



OUR TARGETS

We will grow our business in a way which helps improve people's health and well-being, reduces environmental impact and enhances livelihoods.

Unilever

IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.

REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business."

ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

HEALTH AND NUTRITION

HYGIENE By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.





GREENHOUSE GASES

Haive the greenhouse associated gas impact of our the consum products across the of our proc lifecycle by 2020.* by 2020.*1

WATER WASTE Halve the water associated with the consumer use of our products by 2020.*1 by 2020.*

Halve the waste associated with by 2020.* SOUN By 2020.* SOUNDER SOUNDER SOURCE SOURCE

SUSTAINABLE

By 2020 we will source 100% of our agricultural raw materials sustainably.

BETTER LIVELIHOODS

our By 2020 we will link more than 500,000 smallholder farmers and small-scale distributors into our supply chain.









6

Future strategy

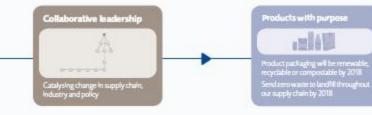
Our path to zero

The need for decisive action from society to maintain our environmental sustainability is greater than ever.

Successful businesses in the 21st Century will be those that mitigate their environmental impacts, exchange knowledge and ideas with others and have the expertise to adapt to a changing world. This is the aim of our path to zero.

Fossil fuel free





Our approach

In our first environment report in 2008 we set out the long-term transformational targets that we believe we will need to achieve to ensure that PUK is fit for purpose in the 21st century and beyond. This report shows our progress so far and our plans for the future.

But the process will not end in 2015, by which time we aim to have reduced by 50% the carbon and water impacts of our key crops, or 2018, when we want all of our major manufacturing sites to be off the water grid, and be sending no waste to landfill in our supply chain, or even 2023 when we have pledged to be fossil fuel free.

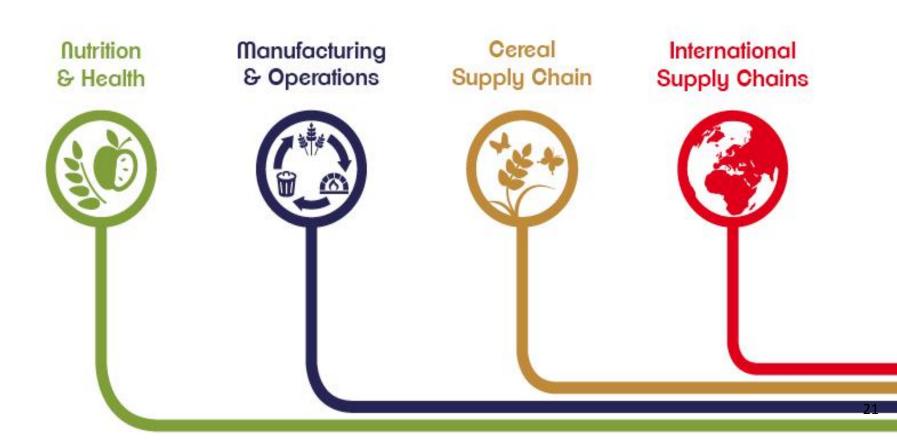
The targets we have set ourselves are key staging posts in what we call our path to zero – achieving zero environmental impacts on and of our business. Our journey is guided by the following principles: being fossil fuel free, caring about water, being passionate about growing, having products with purpose and displayi collaborative leadership. Collectively these priorities require us to tackle the big impacts in our operations our supply chain and through our products, and they commit us to sharing our knowledge and expertise to a catalyst for change where it is needed in our indust in our supply chain, with Government and with anyo else who will join us.

There will be other issues to address alongside those have already identified, and of course more work to when we achieve our aims. We will continue to appl our internal Knowledge and expertise, and consult widely with expert stakeholders to ensure we are travelling on the right path at the right speed.

Target 50% reduction in water and energy use pre-farm gate



Introducing our 4 Key Commitments:



Responsible Sourcing: Some Major Business Approaches

OUR VIEW ON SOCIAL RESPONSIBILITY

At Twinings Ovaltine, we take pride in doing things 'properly'. This goes for the creation and continuous improvement of products, which meet the daily needs and wishes of our valued consumers, the quality of the materials we source, the processes in our factories, and the way we treat our colleagues.

We also accept responsibility to try to improve the way things are beyond our factory and office walls, and to influence and assist our suppliers, and sometimes their suppliers, to 'do thing properly' as well, to the benefit of those organisations and the communities in which they are based.

These efforts involve a Code of Conduct, inspections, training, work with NGOs and company-funded development projects, and pretty much span the globe. For sure, it takes quite a lot of time and quite a lot of money.

Working in this way is not difficult, however, because everyone knows instinctively that it is the right way to operate. Indeed we are fortunate to have the opportunity to improve the way things are in the world around us as we go about our business.

Bob Tavener CEO Twinings Ovaltine

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Responsible Sourcing: Why ??

Do We Need To Ask?

Why do we need to address Responsible Sourcing?

- Because our Customers ask us to?
- Because our Consumers want us to?

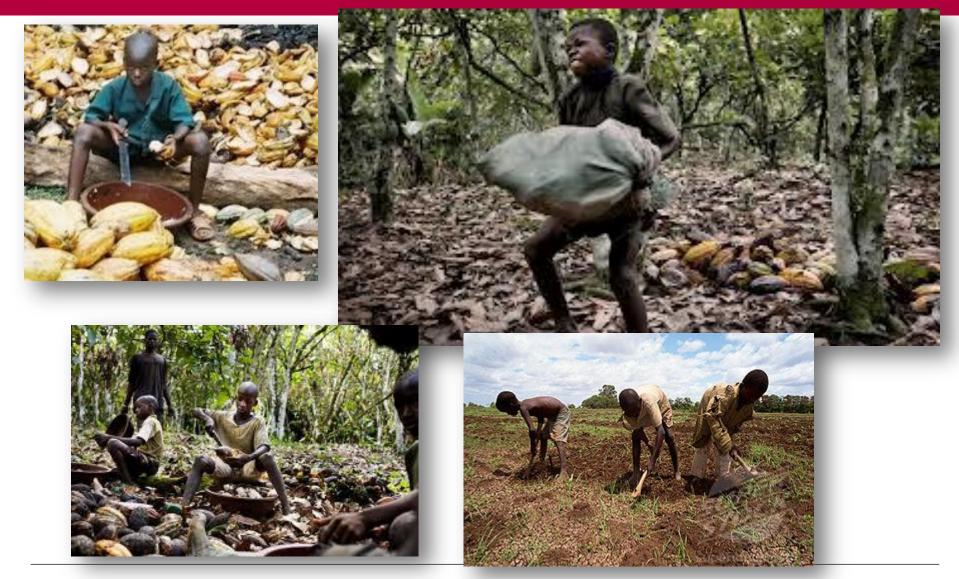
Because our business investors expects us to?



Or

■ Just because we know we should – it's the right thing to do?

Why?



Why?





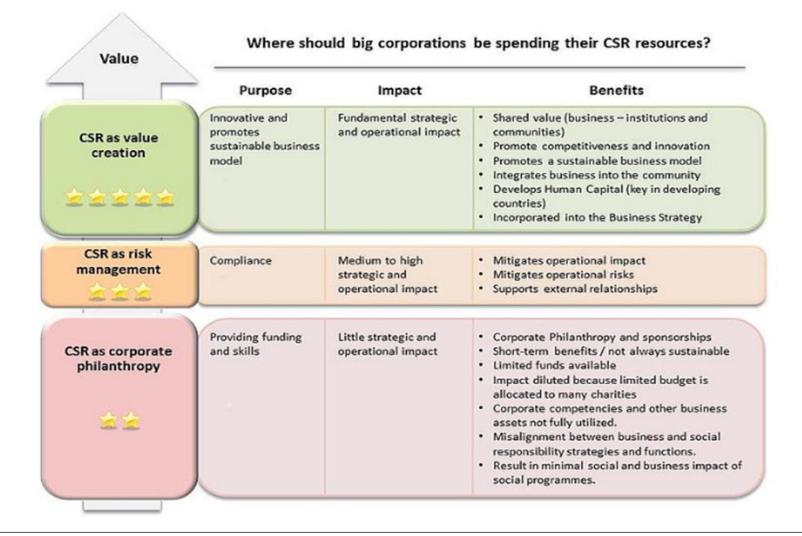
Why?



Would you want to work for or buy from companies which...



Reasons for Responsible Sourcing Activities



Value Creation

Executive summary

Investor calls for transparency and the rise of social media have thrust the impact businesses have on the economy, the environment and society more firmly into the public spotlight. Drawing on more than 2,500 interviews with business leaders in 34 economies through our International Business Report (IBR), insight from the leading children's charity UNICEF and Grant Thornton leaders, this report looks at what companies are doing to make their operations more sustainable and why, and considers the role integrated reporting can play in improving transparency and decision making.

Drivers

- Businesses report increases in major drivers to move towards more environmentally and socially sustainable business practices
- Cost management emerges as the key driver, followed by customer demand and because it's the 'right thing to do'
- How a business is perceived to be operating is also important, especially in China

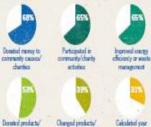
Key drivers

67%
64%
62%
59%
58%
42%

Initiatives

- Vast majority of businesses are involved with local charities, either through donating time, money or products/services
- Businesses are working to reduce their environmental impact, with increasing numbers calculating the carbon footprint of their operations

Key initiatives



carbon lootpent

services to a services to reduce the chartable organisation amoramental impact

Reporting

- Sustainability reporting has increased since 2011
- More than half of businesses now view integrated reporting as best practice

Integrated reporting

Current report on sustainability



Contractive model responset: IBM Surgered Presentate



"Capitalism is under siege ... The purpose of a business must be redefined around creating shared value (CSV)... How to reinvent capitalism—and unleash a wave of innovation and growth"

Michael Porter and Daniel Kramer, HBR, Jan-Feb 2011

- Strengthening brand position
- Enhanced corporate image
- Increased ability to attract motivate & retain employees
- Increased appeal to investors & analysts
- Ability to meet/exceed transparency in reporting requirements

Global Investment Trends

Morgan Stanley Institute for Sustainable Investing

Sustainable Signals: The Individual Investor Perspective

Audrey Choi, managing director and CEO of the Institute for Sustainable Investing at Morgan Stanley, commented, "The trajectory for sustainable investing continues to point upward. What used to be a bifurcated decision – one between investing to make money and giving to do good – is increasingly becoming a blended conversation as investors look to harness the power of the capital markets as a force for positive impact."

Individual investors have a positive, but conflicted, view of sustainable investing

- 71% of individual investors are interested in sustainable investing
- 54% believe choosing between sustainability and financial gains is a trade-off

Millennial investors are on the leading edge of adoption and females are substantially more likely than males to factor sustainability into their investment decision process

• Millennial investors are nearly 2x more likely to invest in companies or funds that target specific social or environmental outcomes.

Demand for sustainable investing is expected to increase

• 65% of investors expect sustainable investing to rise in next 5 years

- 91% (of UK customers) say the way a company behaves towards its customers and communities is influential when making a purchase.
- 74% want to know more about the behavior of a company before buying.
- 60% say a company's environmental record, sourcing and employment policies affect their purchasing

Corporate Risk Reduction / Mitigation



McDonald's investigates claims of labour abuse

Boycott

The Telegraph



Primark 'shocked' by Bangladesh building collapse

Primark said it was "shocked and saddened" to hear of the deaths of up to 200 people following the collapse of an eight-storey building in Bangladesh used by one of its suppliers.



MEW YORK — An international federation of trade unions has called on the government of labor laws in the nations' gan-labor laws in the nations' gan-the characteristic of the second has characteristic of the second factor of the second second factor of the second second factor of the second second factor of the factory' application proximately 600 workers, some of proximately 600 workers, some of proving impediated of windows of whom jumped out of windows of the four-story building or were crushed in a pante that ensued when workers discovered that the factory's main gates were locked, according to mere prove 60 actory's main gates were tockets, recording to press reports. Another 100 workers were bos-pitalized after the blaze, located Shibpur, about.40 miles from e country's capital, Dhaka, In an open letter to the prime ninister of Bangladesh, the xtile, Garment called the fire ". Women's THE FAIR PLAY

Bangladesh Under Fire For Garment Factory Blaze

NEW YORK - An international

Role of NGOs



I DON'T WANT Forest destruction In My Shower!

#ProtectParadise GREENPEACE

Greenpeace activists rappel and hang banners off Procter & Gamble's headquarters in Cincinnati on Tuesday, March 4, 2014. (Photo: Amanda Rossmann, The Cincinnati Enquirer)

GREENPEACE

#ProtectParadise

Role of the NGOs & Social Media



"Which fashion company would you like to see "Detox" next?"

Ecouterre, an influential eco-fashion blog, launched a poll on which should be the next fashion company to Detox! Among the options are Calvin Klein, G-Star and Gap. Check for yourself, vote and share this picture to increase the pressure! http://goo.gl/LUTh3



How EU supermarkets drive exploitation of cashew workers in India



Buying certain brands of contributes to child labor



"I lost my land. They did not respect me. They betraye

Kwame is a father of six from a village in Senegal. He used to have a six-hectare plot of land where he grew millet, groundnuts and beans. A European biofuel company came to his village and promised everyone that if they gave up the

BEHIND THE BRANDS



Food justice and the 'Big 10' food and beverage companies

Summary of Human Rights Abuses in the Seafood Industry

An Updated

TRAFFICKED:





THERE'S SOMETHING ROTTEN IN THE U.S. TOMATO INDUSTRY

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CR ratings and league tables

Magazine rankings

Newsweek Green Rankings – Global 100 Most Sustainable Corporations Fortune Most Admired Companies Ethisphere's World's Most Ethical Companies Corporate Responsibility's 100 Best Corporate Citizens Interbrand 'Best Global Green Brands'.

Investor rankings

- FTSE4GOOD
- Dow Jones Sustainability Index
- Carbon Disclosure Project
- Goldman Sachs Sustain
- Bloomberg ESG Disclosure Scores
- Trucost Environmental Impact Assessment
- Water Disclosure Project
- OEKOM Rating
- ASSET4 (Thomson Reuters)
- Vigeo
- Sustainalytics
- Forest Footprint Disclosure
- Justmeans Top 1000



Consumer guides

- Climate Counts
- GoodGuide
- Greenpeace 'Guide to Greener Electronics', 'Cool IT', 'Supermarkets and tuna' rankings
- WWF Palm Oil Scorecard
- Oxfam's Behind the Brands



Why Focus on Sustainable Sourcing...Last, but by no means least...

Philanthropy: For the love of humanity Altruism: Practice or principle of concern for welfare of others

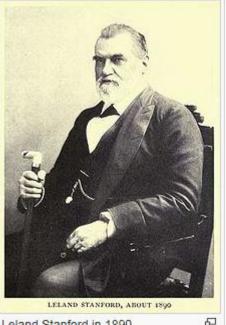
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"I believe that every right implies a responsibility; every opportunity, an obligation; every possession a duty" (John D Rockefeller, first president of the Rockefeller Foundation.)

> "If you want to fully enjoy life – give" Michael Bloomberg, former mayor of New York City



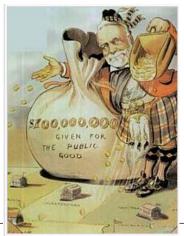
Leland Stanford in 1890

NOTABLE GIVING PLEDGE SIGNATORIES				
ichael Bloomberg – US businessman; former ayor of New York City	George P Mitchell – businessman who first experimented with shale gas extraction			
r Richard and Joan Branson – Entrepreneur and vestor; founder of the Virgin Group	$\label{eq:lonMusk} \begin{array}{l} \textbf{Elon Musk} - \textbf{entrepreneur and founder of Tesla and} \\ \textbf{PayPal} \end{array}$			
arren Buffett – business magnate; chairman and 30 of Berkshire Hathaway	David Rockefeller – banker, oldest living member of the Rockefeller family, philanthropy pioneers			
ll and Melinda Gates – co-founder of Microsoft d founders of Bill & Melinda Gates Foundation	David Sainsbury – former chairman of Sainsbury's; now a member of the House of Lords			
nod and Neeru Khosla – venture capitalist and ean technology investor	Vincent Tan – Malaysian businessman; owner of Cardiff City Football Club			
eorge Lucas – filmmaker behind Star Wars	$\mathbf{Mark} \; \mathbf{Zuckerberg} - \mathrm{founder} \; \mathrm{and} \; \mathrm{CEO} \; \mathrm{of} \; \mathrm{Facebook}$			
d by the Peor	Plunteers assist Hurricane victims ♣			



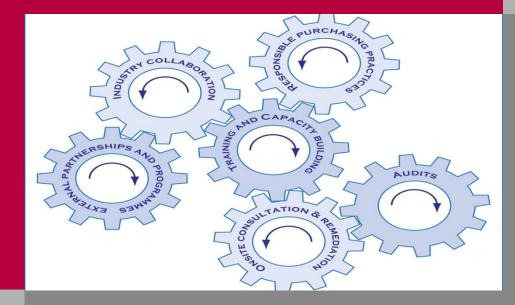


Giving alms to beggar children



50 Andrew Carnegie's philanthropy Puck magazine cartoon by Louis Dairymple, 1903

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What's Next?

Responsible Sourcing

A big topic best treated as a journey...starts with the first step

- What's coming next
 - International business reporting requirements
 - Further Legislation: e.g. UK Modern Slavery Bill (March 26th 2015)
 - companies will be obliged to report what they are doing in their domestic AND international supply chains to ensure an absence of slavery
 - Further focus from NGOs, Investors, Customers, Employees...
 - More collaboration within the industry
 - Round Tables to agree common approach & standards
 - Sedex, AIM-Progress and other initiatives to reduce duplication of assessment & auditing

Responsible Sourcing: Doing The Right Things

What we haven't covered:

- Practicalities of developing value adding sustainability programs
- Specifics/similarities/differences of ETI Base Code, ISO 26000 or other standards
- 1001 Case Studies
- The dangers of "Green-Wash"

But hopefully what we have covered

- has provided some insights into the background and fundamentals of "Responsible Sourcing"
- confirmed that this is not about simply putting together a few worthy activities....its a way of life for a sustainable future

Finally...ABF Approach to Corporate Responsibility

"Ethical behaviour cannot be imposed. It has to be owned."



RESPONSIBLE STEWARDSHIP OF OUR ENVIRONMENT

"We have an obligation to our wider environment which we must protect as a common resource for future generations."



BEING RESPONSIBLE FOR OUR PEOPLE

"We have an obligation to people who work for our suppliers, particularly where other sources of protection for them are absent or only marginally effective."



BEING A RESPONSIBLE NEIGHBOUR

"Our management teams in each location decide what we must do to be welcome wherever we are and to contribute to the local community wherever we operate."



RESPOSIBLE FOR PROMOTING GOOD HEALTH

"We must use science to inform us of the effect of a particular food type on the human body. We will label our products properly and market them appropriately to customers."

George Weston

• ABF has published a 2014 update to add to the full CR Report published in November 2013. The next publication will be in November 2015. These are available online at *abf.co.uk/responsibility*



Thank You

Peter Cottiss, ABF

Associated British Foods plc

Appendix

Other Examples

ABF Approach to Corporate Responsibility

"We have an obligation to our wider environment which we must protect as a common resource for future generations."

"We have an obligation to **people** who work for our suppliers, particularly where other sources of protection for them are absent or only marginally effective."

"Our management teams in each location decide what we must do to be welcomed wherever we are and to contribute to the local **community** wherever we operate."

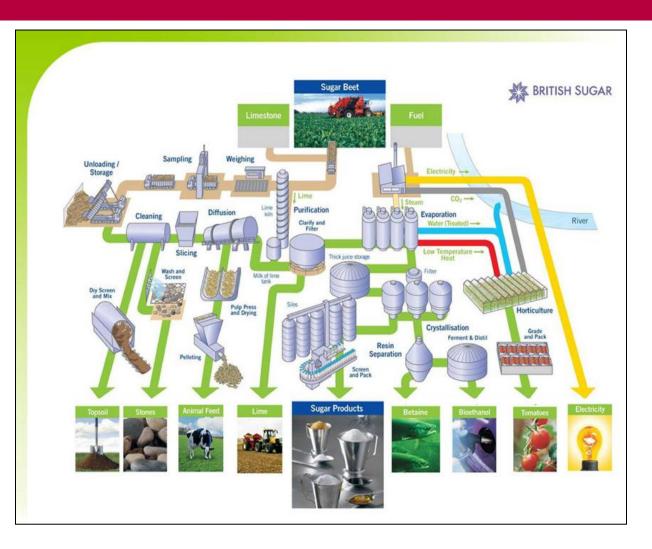
"We must use science to inform us of the effect of a particular food type on the human body. We will label our **products** properly and market them appropriately to customers."

George Weston

2014 highlights include

- 54% of energy obtained from renewable sources
- 40% reduction in sulphur dioxide emissions since 2013
- Illovo source 93% of energy consumed from renewable sources
- 16% reduction in reportable injuries in 2014
- £54m donations made by the Garfield Weston Foundation in the last year
- Twinings and Save the Children partnership has helped improve the lives of over 500,000 children in China
- Illovo business makes an estimated £1bn contribution to African economies
- 942,000 tonnes of waste diverted from landfill through reuse or recycling
- ABF has published a 2014 update to add to the full CR Report published in November 2013. The next publication will be in November 2015. These are available online at *abf.co.uk/responsibility*

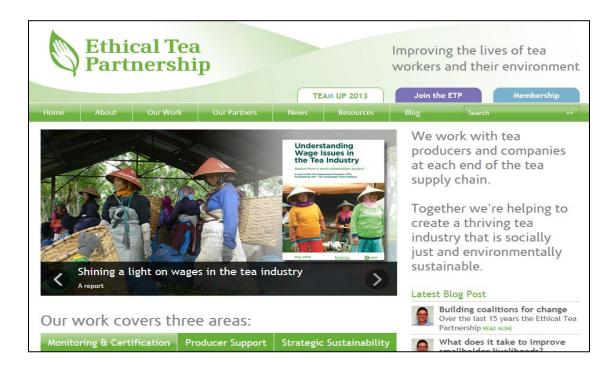
British Sugar



- Business focus on optimising sugar beet processing
- Topsoil to sports stadia
- "Limex" to farmers
- Animal feed from beet waste
- Bioethanol & electricity generation
- Net water export
- Use waste heat & CO2 to grow 10% of UK's tomatoes

Twinings Collaboration: Examples

- We work with producers to ensure that people working on tea estates are treated fairly.
- To do this, our buyers are trained on ethical trade issues and we work with the <u>Ethical Tea Partnership</u> (ETP) to improve tea workers' welfare and the environment in which they live.
- Given the size and scale of the tea sector, we believe that the best way to improve conditions is at an industry level and that is why we are a founder and active member of the ETP.



http://www.twinings.co.uk/abouttwinings/corporate-social-responsibility/workingwith-save-the-children-in-china-and-myanma

Working with Unicef in Assam https://www.youtube.com/watch?v=QkJKiQf-z-k

Ovaltine and International Cocoa Initiative

On 1st January 2013, Twinings Ovo joined the International Cocoa Initiative (ICI).

- Established in 2002, the ICI is a unique partnership between civil society and the chocolate industry, working together with the authorities in cocoa-producing countries to improve the lives of cocoa farmers and their families. As a new Contributing Partner of the Foundation, Twinings Ovo will contribute to ICI's core programme of work by:
 - improving children's access to quality education,
 - creating a protective environment for children
 - improving access to basic services, such as health care, water or sanitation in remote communities
 - enhancing the sustainability of livelihoods in cocoa-growing communities, by promoting enhanced agronomic techniques to increase farmers' cocoa yields, as well as supporting livelihood diversification and vocational training

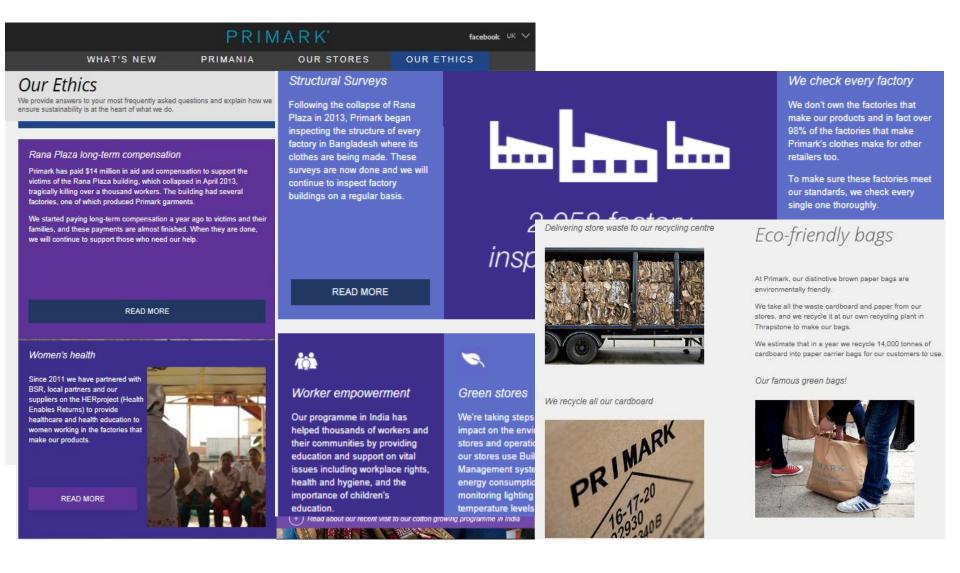
Ovaltine and our ethically sourced Cocoa



OVALTINE AND UTZ

We all want to know that our favourite drink has been produced with respect to people and the environment. That's why we buy UTZ certified cocoa for our Ovaltine products.

http://www.primark.com/en/our-ethics



The UN Global Compact asks companies to embrace, support and enact within their sphere of influence a set of core values in the following areas:

HUMAN RIGHTS

Principle 1: Support & respect internationally proclaimed human rights andPrinciple 2: ensure they are not complicit in abuses

LABOUR

Principle 3: uphold the freedom of association and effective recognition of the right to collective bargaining
Principle 4: elimination of all forms of forced and compulsory labour; and
Principle 5: the effective abolition of child labour
Principle 6: elimination of discrimination in respect

of employment and occupation

ENVIRONMENT

- Principle 7: Support a precautionary
 - approach to environmental challenge
- **Principle 8**: Undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the diffusion of environmentally friendly technologies

ANTI-CORRUPTION

Principle 10 : Business should work against corruption in all its forms including extortion and bribery