



CSR International News Digest

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M&S Product Portfolio to be 100% 'Eco', 'Ethical' by 2020



UK retailer Marks & Spencer is stepping its plans to sell only items that have at least one "eco" or "ethical" attribute. By 2015, the

retailer aims to have half its products meet that standard. By 2020, the goal is 100 percent.

To meet the standard, products should carry a certification such as those performed by the Marine Stewardship Council, Forest Stewardship Council or Fair Trade, or they should otherwise exhibit elements of sustainability. For instance, eggs that were produced from free range hens would pass muster.

The effort is a \$75 million extension of Marks & Spencer's Plan A, which calls for the company, by 2012, to become carbon neutral, send no waste to landfills and extend sustainable sourcing.

As of last June, the company said it had so far met 39 of 100 targets laid under Plan A.

However, the retailer also has its critics when it comes to its environmental impact. A study last

year showed Marks & Spencer to be the UK supermarket with the worst packaging impact.

Under the new plan, M&S will work with its 2,000 suppliers to ensure that each and every product has at least one sustainable quality, so that the item can become a "Plan A product," according to a press release.

It is a mammoth undertaking - in all, M&S has 36,000 product lines.

M&S plans to help suppliers create 200 "Plan A factories," as well as help 10,000 farmers join the retailer's sustainable agriculture program.

As one example, all cardboard for M&S food packaging will come from a yet-to-be-determined "model" forest program.

M&S will push through traceability of all raw materials used in clothing and home products.

The retailer has tabbed six raw materials for special attention - palm oil, soya, cocoa, beef, leather and coffee - all of which have been tied to deforestation.

M&S also will reach out to its shoppers, encouraging them to recycle garments. Currently, about 2 million garments are recycled under the program. The goal is 20 million annually.

As for M&S employees, the retailer plans to offer them free home insulation and free home energy monitors.

Source: *Environmental Leader*

Further information: [Full article](#)

Asda, Tesco, Sainsbury's to Cut Packaging Carbon Footprint 10% by 2012

Asda, Boots, Tesco and Sainsbury's are some of the biggest UK retailers that have voluntarily agreed to reduce the carbon footprint of their grocery packaging by 10 percent by 2012, according to Waste & Resources Action Programme (WRAP). Cuts will be achieved through weight reduction, increased recycling rates, and higher recycled content.





In addition to packaging targets, the Courtauld Commitment 2 also aims to reduce UK household food and drink wastes by four percent, and grocery supply chain product and packaging waste by five percent by 2012, using 2009 as a baseline. So far, 29 major retailers and brand owners have agreed to help WRAP deliver the target reductions.

The latest targets expand the original Courtauld Commitment launched in 2005 that helped reduce 500,000 tons of packaging from 2005 to 2009.

"One of the biggest challenges society faces over the next decade is reducing the environmental impact of the things we buy. This new agreement will bring about changes ranging from more efficient methods of production right through to the impact of household consumption," said Liz Goodwin, WRAP CEO, in a statement. "It's no longer enough to look at the impact of packaging alone — that's why Courtauld Commitment 2 takes into account the environmental impact of product waste in the supply chain as well as at household level."

The 28 founding signatories are AG Barr, Apetito, Arla Foods, Asda, Boots UK, Britvic, Constellation Europe, Cooperative Retail, Dairy Crest, Danone Dairies, Danone Water, Fosters EMEA, HJ Heinz, Innocent Soft Drinks, Mars (UK), Molson Coors, Morrisons, Muller Dairies, Musgraves, Nestle, Northern Foods, Robert Wisemans, Sainsbury's, Tesco, Unilever, Vimto, Waitrose, Warburtons and Weetabix.

Packaging News reports that retailer Marks & Spencer will also sign the Courtauld Commitment 2. A study last year ranked the retailer as the UK supermarket with the worst packaging impact. This year, the retailer said it plans to sell only items that have at least one "eco" or "ethical" attribute with 50 percent of its products meeting the standard by 2015 and 100 percent by 2020.

The UK government recently called for all supermarket food labels to show their carbon footprint, country of origin and animal welfare standards.

In conjunction with the launch of Courtauld Commitment 2, Tesco announced it will replace its glass-bottled own-brand spirits with plastic bottles, which delivers an 86 percent reduction in packaging, while helping the company meet its goal of reducing the carbon impact of its products by 30 percent by 2020, reports MRW.

Tesco also unveiled the lightest wine bottle at 300g, which is 30 percent lighter than the supermarket's previous lightest own-label bottles and will save 560 tons of glass annually, according to MRW. The retailer is also evaluating the carbon footprint of 500 products, which so far indicates that packaging is a small percentage of their overall footprint. Tesco's carbon label program kicked off in April 2008.

Some of the participating retailers also have announced packaging reduction programs on their own over the past year. As an example, Asda, the UK subsidiary of Wal-Mart Stores, plans to introduce a packaging scorecard similar to Wal-Mart this year.

Source: *Environmental Leader*

Further information: [Full article](#)

With dcarbon8, Deloitte Angles for Environmental Expertise

Deloitte has purchased dcarbon8, a carbon and sustainability consulting firm, in a bid to position itself for growth in environmental advisory services, reports Accountancy Age.



As part of the deal, Gut Battle, founder of dcarbon8, will become a partner at Deloitte. Battle's employees also will be joining Deloitte, according to the article.

John Connolly, CEO and senior partner at Deloitte, said dcarbon8's position in the market warranted the decision, adding, "dcarbon8 is a leading innovator in carbon and sustainability consulting and already advises a number of blue chip clients," reports M&A Deals.

Battle said that becoming part of Deloitte offers some "necessary depth" and resources.

"The challenges facing business as the world moves towards a low carbon economy are enormous," Battle said.

A UK firm, dcarbon8 was a "grand prix" award winner at the 2008 Green Business Awards, reports Sourcew.

Source: *Environmental Leader*

Further information: [Full article](#)

South Africa Struggles to 'Green' World Cup Venues



Some of the nine host cities for South Africa's first World Cup have built new stadiums that feature natural ventilation, rain water capture and energy efficiency, but struggle with finding ways to offset the huge amounts of carbon emissions that will be generated by the tournament, reports The Telegraph.

The "carbon footprint" for this year's tournament is estimated at 2.75 million tons of carbon dioxide, nine times higher than the World Cup in Germany in 2006 and more than twice as high as the Beijing Olympics, reports The Telegraph. Emission levels are high because fans will have to fly between the host cities and because the nation uses coal for most of its electricity.

Durban, which is home to one of the new stadiums, plans to offset local carbon emissions by producing electricity from hydraulic turbines or biogas emitted by landfills. Nicci Diederichs, head of the city's green programs, told The Telegraph, these carbon credit projects will take about two and a half years to offset the emissions caused by hosting the tournament.

Durban, together with other host cities Johannesburg and Cape Town, also have planted thousands of trees to capture the carbon dioxide.

Click here for a complete list of the 2010 World Cup Stadiums in South Africa.

Greening sports stadiums has become big energy savers and carbon reducers for several U.S. sports arenas including the Rose Garden, Verizon Center, Philips Arena, and American Airlines Arena.

Many environmentalists says that the South African governments request for carbon offset project proposals in November came too late. Nkopane Maphiri, a Greenpeace climate campaigner, told The Telegraph, despite the publicity campaigns about the greening of 2010, there aren't many plans and it's not feasible at this time to implement even the short-listed projects.

However, Nike has one plan. Nike's official team jerseys will be made from recycled plastic bottles, reports Treehugger.com. Millions of fans also are expected to wear the eco-friendly shirts, which also takes 30 percent less energy to produce.

The national team jerseys will be worn in South Africa by Brazil, The Netherlands, Portugal, USA, South Korea, Australia, New Zealand, Serbia, and Slovenia.

By using the recycled polyester, Nike prevented nearly 13 million plastic bottles, totaling nearly 254,000 kg of polyester waste, from going into landfill sites, according to a press release.

Source: *Environmental Leader*

Further information: [Full article](#)

Wal-Mart Pushes Energy Efficiency on Chinese Suppliers

Wal-Mart Stores is working with its Chinese suppliers to address energy efficiency and environmental impacts, reports the Washington Post.



The retailer, fresh off a major announcement last week to cut its supply chain emissions 20 million metric tons by 2015, has more than 10,000 suppliers in China.

In fact, if Wal-Mart were a sovereign nation and not a corporation, it would rank as China's fifth- or sixth largest market for exported products, according to the Post.

One of Wal-Mart's suppliers, Lutex, has added energy efficient lighting, boosted HVAC efficiency and reduced packaging, for instance. The company treats four tons of wastewater itself, instead of pumping it into the municipal sewage system.

Wal-Mart is screening all new Chinese suppliers for environmental practices.

The retailer used to audit its 100,000-some global suppliers on its own, but there were so few auditors only about 10,000 of those could be visited.

Now, the company is working with independent auditors that have been recommended by advocacy



groups.

As a result of audits for a range of practices, from the environment to labor and human rights, in 2008, Wal-Mart suspended 126 suppliers for a year, according to the Post. It shut out another 35 suppliers on a permanent basis.

Out of 100,000 suppliers that amounts to over a tenth of one percent of suppliers being suspended or shut out.

Source: *Environmental Leader*

Further information: [Full article](#)

3bl TV: The First CSR Web Video Channel Now Live



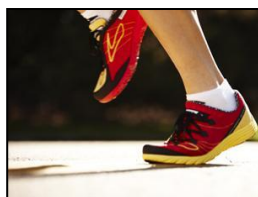
3blMedia and several bloggers from around the world have joined forces create 3bl TV. The first web video channel to feature three different kind of information, news and commentary on CSR and Sustainability topics.

This is a great new initiative in order to bring the CSR / Sustainability field to the next level. Many have teamed up with 3blmedia because they need to take the next step in the coverage and distribution of CSR and Sustainability topics. Blogging is fine as it is but video will enable them to bring the people in the Sustainability and CSR field closer to you and the organizations across the globe.

Source: *SustainabilityForum*

Further information: [Full article](#)

The Running Shoe Leading the Race to Sustainability



As a social responsibility professional who enjoys trail running, seeing more athletic companies pick up the pace on sustainability is a welcome trend. One

business at the front of the pack is Brooks, whose modest marketing approach has left its efforts less known than peers.

It's likely that will change with the launch of the Green Silence, a shoe that exemplifies its commitment from heel to toe, bringing visibility to a successful example of sustainability leadership.

Several team members took time to discuss Brooks' approach, product innovation and a view of what's next -- Future Concepts Manager Derek Campbell, Corporate Social Responsibility Manager Stacey Gamble, Corporate Communications Manager Tamara Hills and Scott Jurek, sponsored athlete.

[Disclosure: Brooks provided the author with a free pair of its Green Silence shoes to test for this piece. The writer made a donation to environmental causes equaling the value of the shoes.]

Overall, Brooks' social responsibility framework is comprehensive and principled, encompassing social and environmental issues, looking across the supply chain and guided by lifecycle analyses. It's also grounded in frameworks such as Cradle-to-Cradle, Green Chemistry and Design for Environment.

Multiple motivations guide Brooks' course. "We know sustainability is important to [runners]," says Hills. "They want clean air and pathways to run on. It's also important to employees. Our culture attracts people who are looking for more sustainable ways of living and we get excited about opportunities to change products. From a business perspective, being smarter about materials, processes, and amount of materials increases business sustainability."

The company toes its line of communications with integrity.

"We're careful not to oversell, overpromise or greenwash," Hills says. "It's important to be accurate and honest as we let [runners] know the good things we're doing." The company's website and packaging inform and engage consumers and others around key efforts.

Brooks has been working to improve its products' environmental impact for several years, focused on packaging, reducing non-renewable materials, extending durability and optimizing end-of-life outcomes. Campbell says these comprise the largest impacts and are aspects they control, yielding the biggest near-term benefits.



Many shoes have High Performance Rubber Green (HPR Green) outsoles, made with sand rather than petroleum. Recycled materials have woven their way into laces, shoe and apparel fabrics, hangtags and packaging. The company seeks suppliers with bluesign certification, governing environmental practices in textile manufacturing.

In 2008, Brooks introduced the biodegradable BioMoGo midsole, used in a number of its shoes. An additive in the foam allows anaerobic microbes to eat the material once it hits a biologically active landfill, breaking it into nontoxic byproducts in 20 years (versus 1,000 years for a standard midsole).

Source: GreenBiz

Further information: [Full article](#)

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