

A bit of moral support.

How Oxfam's advice on
Ethical Trade can help
your company.

Be Humankind



Oxfam

The business benefit

People are a company's most important asset, whether as part of its direct workforce or more remotely in its supply chain. Ensuring you treat responsibly the people whose lives you touch will add value to many aspects of your business.

Engaging your customers

72% of British consumers think that 'ethical production' of the clothes they buy is important – up from 59% in 2007¹

Protecting your brand

60% of the value of a brand is linked to its reputation.

Inspiring your workforce

Two thirds of final year students have to feel happy with the ethical behaviour of a prospective employer before accepting a job.²

Attracting investors

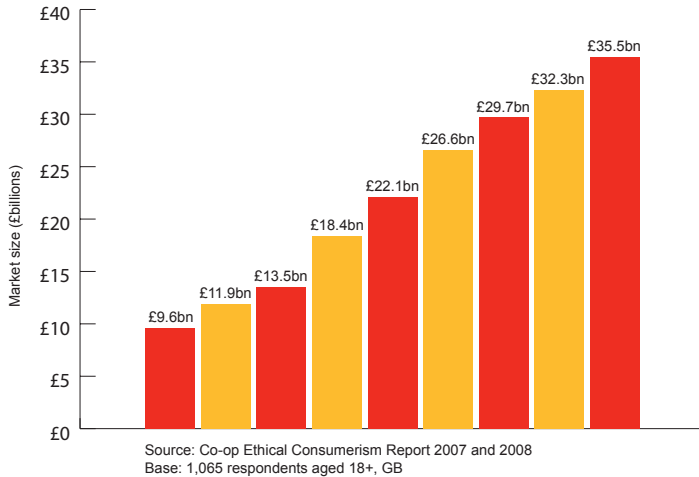
'Labour standards are frequently a material concern for investors.'

Steve Waygood, Head of Sustainable Research and Engagement, Aviva Investors, November 09. www.oxfam.org.uk/investment

¹ Poll by TNS Worldpanel, 2008.

² The Future Foundation UK Changing Lives Conference, 2008.

Ethical consumerism is on the rise



The service we offer

We offer a bespoke, confidential service to help you get an accurate picture of conditions in your supply chain and to tackle problems effectively, including child and forced labour.

- Advice on approaches to ethical audit or working with local NGOs.
- Guidance on job design, policies and procedures or staff development.
- Setting targets that benefit the business and workers.
- Workshops for buyers or suppliers to share experience with other businesses.
- Regular mentoring of a senior manager.

Oxfam's ethical trade service is led by Oxfam's Ethical Trade Manager, **Rachel Wilshaw**, whose broad range of experience enables her to understand the critical links between commercial, development and ethical sourcing issues. Rachel, who is a Board member of the Ethical Trading Initiative, has over 20 years' experience of procurement strategy and ethical purchasing, and a diploma in purchasing and supply (MCIPS).

'It was a huge relief to meet with a group of people who immediately grasped the complexity of our supply chain issues, as well as challenging us in just the right way.'

(major British publisher, October 09)

The right partner

Oxfam is uniquely placed to provide guidance and support to your business.

- Co-founders of the Ethical Trading Initiative, (a three-way alliance between NGOs, trade unions and companies including The Gap, Next, Marks & Spencer, Tesco and Asda,) as well as of Fairtrade Foundation and Cafedirect.
- We understand the context on the ground in your supply chain, based on our work in developing countries over more than 60 years.
- Our leading work in identifying issues facing workers in supply chains in the garment, food and manufacturing industries.
www.oxfam.org.uk/resources/papers/tradingaway
- Sourcing for our retail network and international operation based on an ethical purchasing programme covering labour and climate change standards.

We understand the challenges and have experience of the solutions.

‘Marks & Spencer has two million workers in its supply chain. A key pillar of Plan A is being a fair partner to them and we know there is a lot of work to do in this area. Oxfam helps and challenges us on this as part of our wider corporate partnership which is a valuable relationship for both parties’

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