

Sustainable Trends

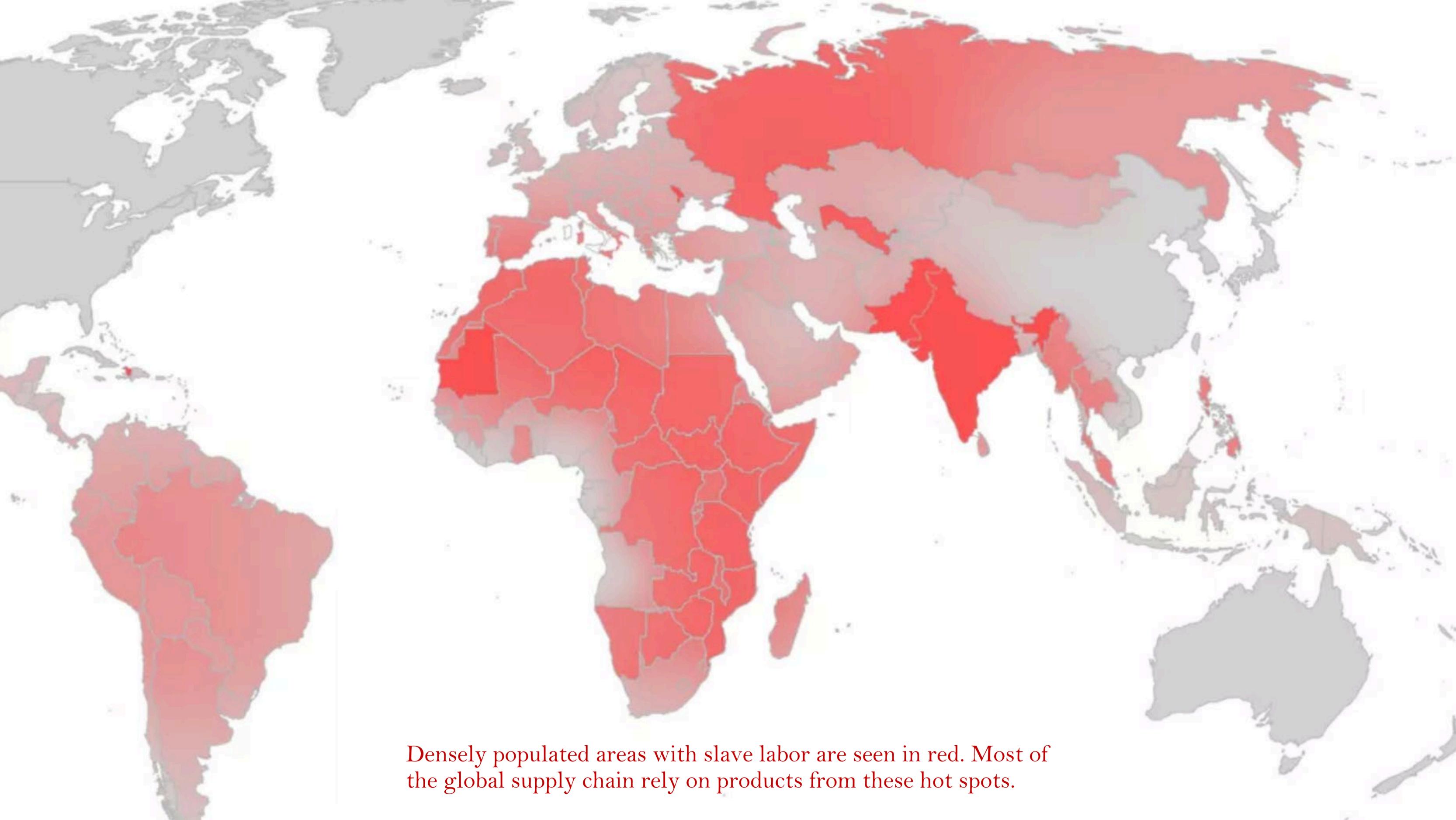
Here to stay. How to get your brand on board.

Modern Slavery at a Glance

- There are 40+ million people in slavery globally. *More than ever before in human history.*
- Slavery is a multibillion-dollar industry generating \$150 billion annually.
- Slave owners prey on the poor and weak. 1 in 4 victims of forced labor slavery is a child.
- More than half of modern day slavery can be found in the supply chain.

see what unfolds





Densely populated areas with slave labor are seen in red. Most of the global supply chain rely on products from these hot spots.

Environmental Impact at a Glance

- The supply chain is responsible for 90% of the ecological footprint.
- Only 13% of the world's oceans remain undamaged by humans. A great portion can be attributed to shipping overseas.
- Recycling a single ton of paper saves:

2584 liters of oil

26,498 liters of water

2.5 meters of landfill space

see
what
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THE LEAST TOXIC

THE MOST TOXIC



1-15

16-30

31-45

46-60

61-75

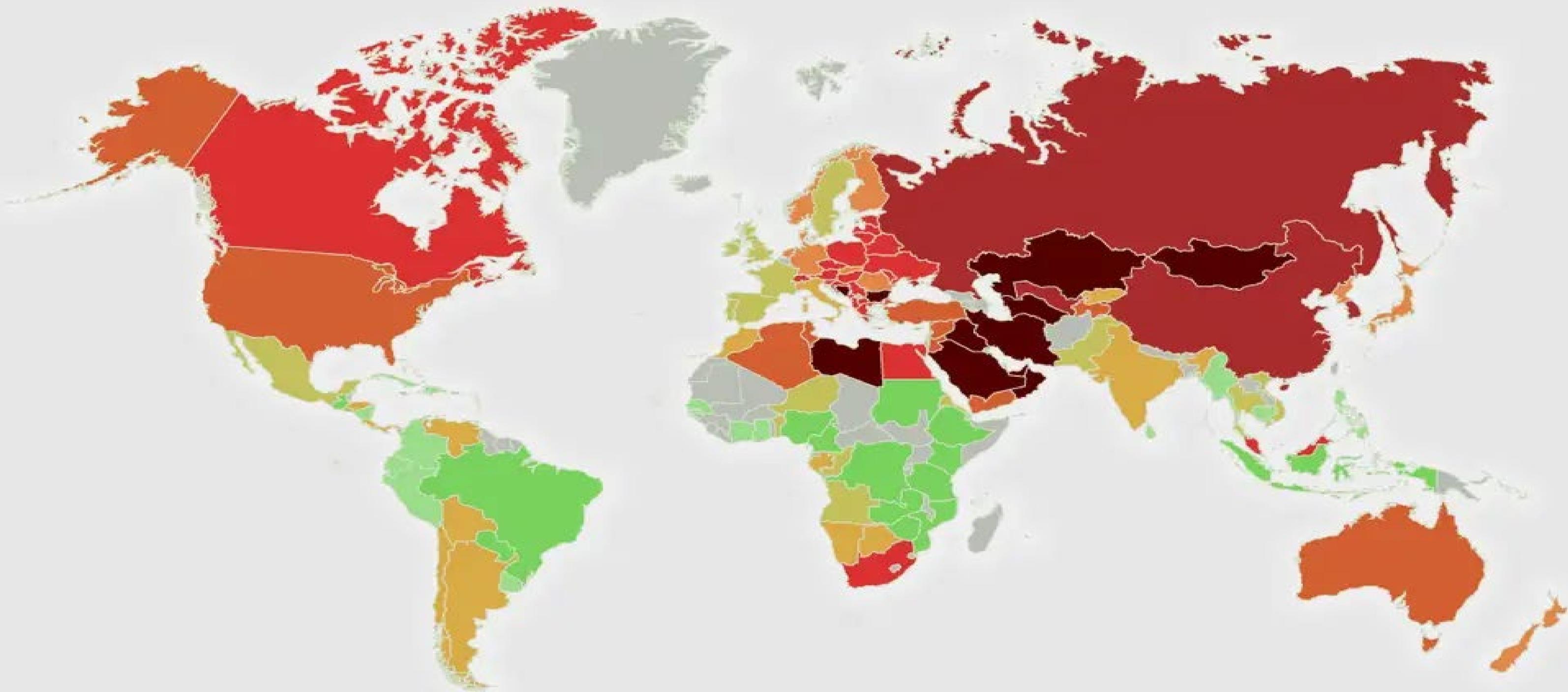
76-90

91-105

106-120

121-135

NO DATA



Four Factors Driving Sustainable Change

- Increasing government regulations
- Voluntary agreements created by non-governmental organizations (NGOs)
- Expanding environmental concerns
- Exposure of modern slave labor and child exploitation
- Consumers

see what unfolds



The *number one factor* driving sustainable change in the supply chain is

CONSUMERS.

If a company wants to continue to be relevant to the next generation, they will have to make dramatic changes to show sustainability in their supply chain.

Today, consumers around the world do want to live more sustainably. Many expect businesses to play a positive role in society and feel that when it comes to driving positive change, brands bear as much responsibility as governments.

In one survey, 66% of all respondents, and 75% of millennial respondents, said they consider sustainability when making a purchase.

As social media continues to grow, the voice of younger generations will only increase the demand for sustainability.

10 FAIR TRADE PRINCIPLES

1 Opportunities for Disadvantaged Producers

A white icon of a key on a dark blue background.

2 Transparency & Accountability

A white icon of a clipboard with a magnifying glass over it, on an orange background.

3 Fair Trade Practices

A white icon showing a thumbs up gesture and two stylized human figures, on a purple background.

4 Fair Payment

A white icon of a balance scale with a dollar sign on one pan and three coins on the other, on a green background.

5 No Child Labour, No Forced Labour

A white icon of a chain with one broken link and two stylized human figures, on a blue background.

6 No Discrimination Gender Equity, Freedom of Association

A white icon of four stylized human figures holding hands, on a purple background.

7 Good Working Conditions

A white icon of two gears and a heart, on a yellow background.

8 Capacity Building

A white icon of puzzle pieces forming a globe, on a red background.

9 Promote Fair Trade

A white icon of two speech bubbles and two plus signs, on a teal background.

10 Respect for the Environment

A white icon of a hand holding a small plant with two leaves, on a light green background.

So if consumers are demanding it, what are the things keeping companies from doing it?

- 55% of consumer products executives said customer demand for low prices is an obstacle to meeting sustainability requirements
- 47% said customer demand for speed and convenience are also obstacles toward meeting those goals.

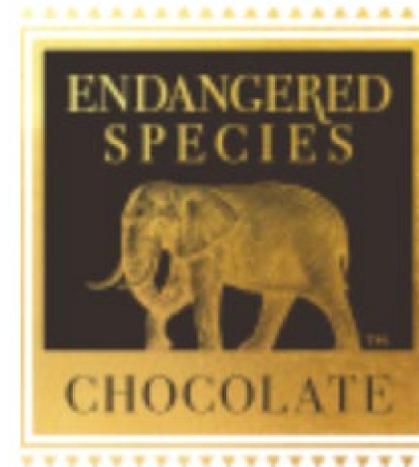
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Two ways of overcoming these obstacles

- 58% said lowering the cost of sustainable products
- 53% said offering more sustainable products would help them meet their sustainability goals

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BRANDS EMBRACING FAIR TRADE



Step by Step: How to grow into a Fair Trade brand

- Apply. There are several organizations that offer certifications:

Fairtrade America, Fair Trade Federation, World Fair Trade Organization.

- Get audited and release financial records.
- Review your audit and make any necessary changes.
- Rinse and Repeat. Audits are a continuous effort because supply chains are consistently changing.

see
what
unfolds



“Brands that deliver on pursuit of purpose, that drive a culture of sustainable innovation, are the front runners in consumers’ eyes – and they are watching.”

Cristianne Close

Global Markets Practice Leader, WWF International

Links and Resources

<https://www.forbes.com/sites/sap/2021/08/11/why-a-sustainable-supply-chain-is-critical-to-the-future-of-consumer-products/?sh=7e6370c639cd>

<https://www.weforum.org/agenda/2021/05/eco-wakening-consumers-driving-sustainability/>

<https://www.businessinsider.com/map-of-the-most-polluted-and-toxic-countries-2017-2>

<https://www.symbia.com/blog/2021/4/5/10-facts-global-supply-chains-sustainability>

<https://www.antislavery.org/>

<https://www.fairtradefederation.org/>

<https://www.flocert.net/about-flocert/>

<https://www.fairtradeamerica.org/get-certified/the-certification-process/>

<https://wfto.com/>