



European Commission policy on CSR

Lisbon,
25 April 2012

A modern understanding of corporate social responsibility

- "The responsibility of enterprises for their impacts on society"
- Legal compliance is a pre-requisite
- Process to integrate social, environmental, ethical, consumer and human rights concerns into operations and strategy, in cooperation with stakeholders

"The responsibility of enterprises for their impacts on society"

- Impacts are usually positive and can sometimes be negative – consider both
- Holistic view of impacts (wealth generation, taxes, employment, products, production processes, lobbying, etc.)
- Aim to maximise creation of shared value...
- ...and to identify, prevent and mitigate adverse impacts

Impacts



Exploring the links between international business
and poverty reduction: a case study of Unilever in Indonesia

Impacts

Environmental profit and loss account

Table

	Water use	GHGs	Land use	Air pollution	Waste	TOTAL	
	€ million	€ million	€ million	€ million	€ million	€ million	% of total
	33%	32%	26%	7%	2%	100%	
TOTAL	47	47	37	11	3	145	100%
PUMA operations	<1	7	<1	1	<1	8	6%
Tier 1	1	9	<1	1	2	13	9%
Tier 2	4	7	<1	2	1	14	10%
Tier 3	17	7	<1	3	<1	27	19%
Tier 4	25	17	37	4	<1	83	57%
EMEA	4	8	1	1	<1	14	10%
Americas	2	10	20	3	<1	35	24%
Asia/Pacific	41	29	16	7	3	96	66%
Footwear	25	28	34	7	2	96	66%
Apparel	18	14	3	3	1	39	27%
Accessories	4	5	<1	1	<1	10	7%





European
Commission

Impacts

DON'T BUY THIS JACKET



It's Black Friday, the day in the year that turns from red to black and starts to make real money for Black Friday, and the culture of consumption it reflects, puts the accuracy of retail systems that support the thing in the way. This is how using the resources of a thousand small pieces of our time and only that.

Because the things we need to be a business to get long-term and success need the things that we need to do the opposite of every other business today. We sell you to buy and we're not selling you a piece of a line or the jacket or anything else.

Environmental integrity, as with corporate citizenship, can happen every day, even all of a sudden. This is what we have chosen to do. Share that message for change. We're running what we both make, repair, replace, recycle - all our general retail systems and resources that support business, and the, including our own.

The environmental cost of everything we make is increasing. Consider the CO₂ carbon dioxide, one of our best sellers. To make it required 128 times of

COMMON THREADS INITIATIVE

REDUCE

WE make used gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to do what you can

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on

RECYCLE

WE will take your Patagonia gear
that is worn out
YOU pledge to help your stuff out of
the landfill and incinerator

REIMAGINE

WE help you imagine a world where we take
only what nature can replace

water enough to meet the daily needs of one person a day) of 45 people. The jacket from its length, its 100% recycled polyester, its air flow, membrane generated, heavy 20 pounds of carbon dioxide, 5x more than the weight of the jacket's product. This jacket will return, or be used to make, two birds to weight in weeks.

And this is a 50% recycled polyester jacket, not just made to high standards, it's completely circular, so you won't have to replace it as often. And when it comes to the end of its useful life, it's been designed to be recycled, or repaired, or sold, or to be one of all the things we can make and you can buy. The jacket comes with an environmental cost higher than its price.

There is much to be done, and plenty for us all to do. Don't buy what you don't need, that's what we're trying to do. Go to patagonia.com/CommonThreads or visit the OLI store today. Take the Common Threads initiative pledge, and join us in the day. To reimagine a world where we take only what nature can replace.

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*To find out more about the Common Threads Initiative, visit patagonia.com/CommonThreads.

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Multistakeholder sector-based platforms

- aim: joint analyses, joint commitments, strategic approach, visibility
- demand-driven, value added
- call for proposals to be published in May



Internationally recognised CSR guidelines and principles

- OECD Guidelines for Multinational Enterprises
- UN Global Compact
- ISO 26000 Guidance standard on social responsibility
- UN Guiding Principles on Business and Human Rights
- ILO core labour standards

How society benefits from mining and metals production

- ✓ Holistic view of impacts, positive and negative
- ✓ Stakeholder engagement
- ✓ Internationally recognised CSR guidelines and principles