



RESPONSIBLE RETAIL

VIDEO TRANSCRIPT

As we find ourselves in an era of purpose and values,

Retailers are contending with the defining issues of our time.

Yesterday, consumers were buying *from* brands.

Today, consumers are buying *into* brands.

Buying decisions are not only based on product selection or price.

Increasingly shoppers favour brands who share their values, who stand for something, who operate with purpose and responsibility.

With increased legislation and public scrutiny, responsible retail takes many forms.

It's about understanding consumer values, knowing what causes your consumers care about and aligning to meet their needs.

Being ethical and transparent when sourcing products, ensuring a fair deal for all.

Becoming truly inclusive, celebrating the strength in diversity of your consumers and employees.

Addressing the environmental impact of your operations, embracing circular business models over those built on a throwaway culture.

Adopting new technologies to ensure transparency across the supply chain.

Maintaining privacy, trust, and confidence when it comes to consumer data.

Ensuring new tools are free from the bias of their creators.

All of this, and much more, is the hallmark of responsible retail.

And it makes business sense.

62% of consumers want companies to take a stand on the social, cultural, and environmental issues close to their heart.

Consumers who score retailers higher on purpose, spend 31% more.

So how can retailers stay true to their purpose while still remaining profitable?

The answer is: Responsible Retail: Good for consumers, employees, partners and investors, and the planet.

Responsible Retail: Doing good is now good for business

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