

2. Marks and Spencer and Plan A

Marks and Spencer launched Plan A in January 2007, setting out 100 commitments to achieve in 5 years. We've now introduced Plan A 2020 which consists of 100 new, revised and existing commitments, with the ultimate goal of becoming the world's most sustainable major retailer. Through Plan A they are working with their suppliers and employees to inspire

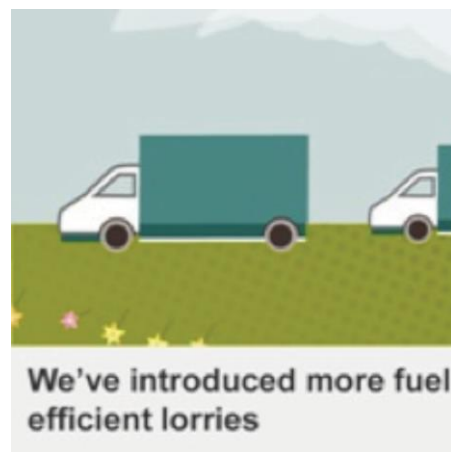
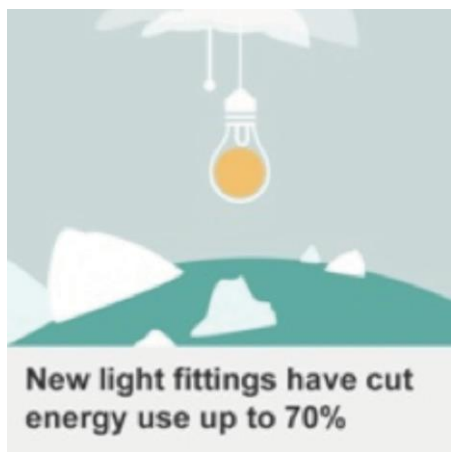
their customers, be in touch with the communities they depend on to succeed, innovate to improve things for the better and act with integrity. M & S are achieving this through the following initiatives:

- o Carbon Neutral
- o Shwopping
- o Partnerships
- o Forever Fish



Carbon Neutral – How M&S cut its carbon emissions

For the first time M & S achieved carbon neutrality for all their operated and joint venture retail operations across the world, by reducing emissions, sourcing renewable electricity and buying and retiring carbon offsets.



Shwopping



M&S think that old clothes shouldn't just be thrown out, they should have a future.

That's why they give all your shwopped clothes to Oxfam to resell online, in their stores or in international markets where there's demand (for example bras in Africa or warm clothing in Eastern Europe).

What they don't sell will be recycled – high quality material could be made into new fabric, low quality will be used for things like loft insulation or car seat filling.

By shwopping, they hope to achieve a dramatic reduction in the number of clothes sent to landfill in the UK – at the moment, it's around 1 billion per year, which is an average of 16 items per year per person.

Partnerships



Building strong partnerships is at the heart of M&S. They have linked up with some key partners to share knowledge, develop solutions and support causes which their customers and employees care about.

For example, WWF is helping M&S to address environmental issues associated with sourcing fish, cotton and wood, and they are helping them to fund fish conservation and help protect the orang-utan in the Heart of Borneo.

Oxfam has helped M&S with their Shwopping initiative, whilst also raising money for their vital work. M&S has also worked with a range of partners for eight years to run their Marks & Start work experience programme for disadvantaged groups which has helped over 5,000 people try and get back into work in the UK.



Forever Fish is M&S' pledge to protect sea life and beaches.



At M&S, they have had a responsible fishing policy for the last 15 years and have taken that even further with their Forever Fish campaign. All their wild fish comes from the most sustainable sources available to them, such as either certified as sustainable, participating in a Fishery Improvement Project or working to make improvements with WWF. Through their partnerships with Marine Conservation Society and WWF we're helping to protect our sea life and beaches for the future.

Does this remind you of the fishing game? Sustainable fishing is the responsibility of fishing companies and all those who buy and sell, and those customers who purchase, fish around the world.

