



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SOCIAL RESPONSIBILITY OF RETAILERS

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SOCIAL RESPONSIBILITY OF RETAILERS



Source: Pixabay

Category – Key words	Sustainable Development Goals, Circular Economy, Business, Environment, Corporate Social Responsibility, Retail, Small and medium-sized enterprises, retail responsibility, labour market, social impact, supply chain
Who?	EVERLANE
Location	ONLINE AND PHYSICAL
Years of implementation	Format: 2010 - ongoing
Website	https://www.everlane.com/sustainability

Abstract

The 21st century has seen an increase in the number of consumers who are actively concerned about the origin and manufacture of products. Keeping production costs to a minimum may become one of the main objectives of the textile industry. But that does not mean that this has to be done at the expense of workers or the environment.



The EVERLANE clothing retail group spends months searching for the best factories and making sure they are in line with the company's values. "We visit them often and build strong personal relationships with the owners," Everlane says on its website. "This hands-on approach is the most effective way to ensure the integrity of a factory. As an additional safeguard, we also require strict compliance paperwork in the workplace."

In addition, they have other initiatives : during Black Friday one year, they donated all the revenue of the period to improve the lives of people working in the factories. Another initiative they launched was to donate 300 000 dollars from the benefits of customer purchases, to support Oceana in its fight to end single-use plastic. Finally, another of the social responsibility actions was that, in 2018, they made the first environmental commitment: to eliminate all virgin plastic from the supply chain by 2021, which includes products, packaging, plastic bags, offices and shops.

Concept Addressed

Social responsibility is the commitment and obligations assumed by members of a community to each other and also to the rest of the community as a whole.

Within the business arena, the meaning remains the same, only that this burden or commitment is carried out, on a voluntary basis, by corporate organisations.

In a way, this takes companies a step further and not only benefits their environment by creating jobs and expanding the supply of products and services.

By taking corporate social responsibility into account, organisations have a direct and immediate impact on the lives of citizens and communities through programmes that promote economic development, education and many other social causes.

In addition, CSR is also a philosophy that is incorporated into the business vision, based on respect, ethical values, care for the environment and sustainability in general.

Relevance

Everlane works to use the most sustainable materials, from farm to factory, and invests in several fabric innovations to ensure they reduce their impact on the planet.



Specifically, natural fibres are the main focus, but they also use recycled synthetics where there is a clear performance and/or durability advantage. This could be an area for improvement, increasing the use of recycled synthetics to further reduce the impact on the sustainability of the planet.

- Transparency. This is one of the organisation's mottos. They share new developments and targets to show accountability and encourage others to follow suit. It is a way of demonstrating that sustainability is possible within the textile industry.

They promote sustainable actions taken to encourage different organisations to make more sustainable decisions, committing to environmental and social impact.

Tips to implement

- Take into account the specific circumstances of employees and adapt working hours accordingly.
- Be curious, flexible and creative in every aspect of the management
- Be strong in coordination
- Implement a clear and equitable salary policy that is applied equally to all employees
- Learn everything you can about your product's origins
- Analyse the process of producing or extracting your manufactured products.
- Forge closer links with the local communities notably by thinking about actions and initiatives you can initiate and promote to sustain local development and social actions.

Bibliography

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