



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

PRODUCT & SERVICE
TRANSPARENCY AND
IMPACT
IN THE SOCIETY

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PRODUCT & SERVICE TRANSPARENCY AND IMPACT IN THE SOCIETY



Source: CSF/Futerra expert survey, July 2018.
Respondents: Corporate experts from 78+ companies in 26 countries.

Copyright <https://www.agilitypr.com/pr-news/public-relations/for-transparency-starved-consumers-the-future-belongs-to-honest-products/>

Category – Key words	Transparency, impact, handmade products, organic product, product quality, customer satisfaction, recycling, ethical customer,
Who?	Charity organizations, ingredients supplies, international markets
Location	Physical or online
Years of implementation	1995 - ongoing
Website	https://weare.lush.com



Abstract

Lush was founded in 1995 by six co-founders, sells natural, handmade beauty products online and in many stores worldwide, the company born in a single shop in Poole, UK, where products were made upstairs and sold downstairs. The company aims to source “the best, safest and most beautiful ingredients”, never to test on animals, and champion reduced packaging. In 2018, Lush posted record pre-tax profits of £73.5 million, up from £43.2 million in the previous year. Lush is an activist brand with a strong history of campaigns, including on animal testing, LGBT+ rights, refugees, tax reform, and most recently (and controversially) highlighting historical abuses by undercover police officers in the UK.

The company uses a limited number of packaging types, and many products are designed to be sold unpackaged, to reduce materials use, also sticker on every pre-packaged product, giving the name and a drawing of the person who made it and the products are made by clear ingredients list, distinguishing between natural ingredients and ‘safe synthetics’ (such as fruits and vegetables). The ingredients come only from companies that do not commission tests on animals and in testing our products on humans.

Concept Addressed

making a difference in the world by making sustainable products, fighting animal testing and building an ethical buying experience and strong relationships with land, people and communities.

Relevance

Added value

Keeping product quality, core values, customer satisfaction and making a profit of equal importance.

Challenge

Lush will always seek to challenge itself over all its uses of the world's resources, it aims to reduce and minimize his impact with policies that meet the needs of a changing and constantly evolving world situation such as air transport, energy use, materials into landfill, recycling rates, pollution and waste outputs.

The company mission is to create a cosmetic revolution to save the planet.



Eventually accreditation

Annual Awards and Prize in Beauty sustainability and animal awareness

Tips to implement

- Use organic product to make your business
- Base your core value in sustainability
- If your business is selling products, focus on customer satisfaction and create an impact on your community
- The campaign about Charity Pot was felt in 35 countries, 34 of those sold naked Charity Pot over Christmas for the first time, 81,003 units raised £686,115 and saved 1.7 tones of plastic.

Bibliography

<https://www.theconsumergoodsforum.com/wp-content/uploads/2018/10/CGF-Futerra-Transparency-and-the-Honest-Product.pdf>

