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*Corporate Social Responsibility  
Case Study:  
„The Body Shop“*

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THE BODY SHOP®

*“If you do things well, do them better. Be daring, be first, be different, be just.”*

**(Anita Roddick)**

I Overview

II CSR – Today – Definition – Development

II.I CSR - Strategy

III The Body Shop – History - Facts

III.I The Body Shop – CSR Strategies

III.II Summary & Conclusion



## II CSR- Today

Why...

- ...have **58%** of companies world-wide implemented environmental management systems?
- ...are in **2006** US- American Companies invested over **12 billion** dollar in charitable Activities
- ... provides for example Starbucks **health insurance** for all employees working **20 hours a week** and up?
- ... were in **2008** over **7.5 million producers and their families benefiting** from fair trade funded infrastructure, technical assistance and community development projects?



## II CSR- Definition

# Corporate Social Responsibility...

... encompasses the economic, legal, ethical, and philanthropic expectations placed on organizations by society at a given point in time.”

**(Carroll und Buchholtz 2002)**

**Social  
Responsibility**



**Economical  
Responsibility**



**Enviromental  
Responsibility**



## II CSR- Development

Companies :

- too powerful
- practicing antisocial
- anticompetitive practices
- profit-oriented through the supply chain
- **Irresponsible (social, environmental, economical)**



Consumerism

Civil rights  
movement

Labour  
Movement

Environmentalism



## II.I CSR- Strategy

### Defensive Strategy



- minimization of “Risk of Attack”
  - balance between Stakeholders and public expectations
  - “License to Operate”
- i.E.: Nike, H&M

### Offensive Strategy



- Effective & aggressive Communication
  - Innovative CSR Implementation and Integration
  - “CSR as USP”
- i.E.: Marcs & Spencer

## II.I CSR- Strategy

### 1. Corporate Philosophy

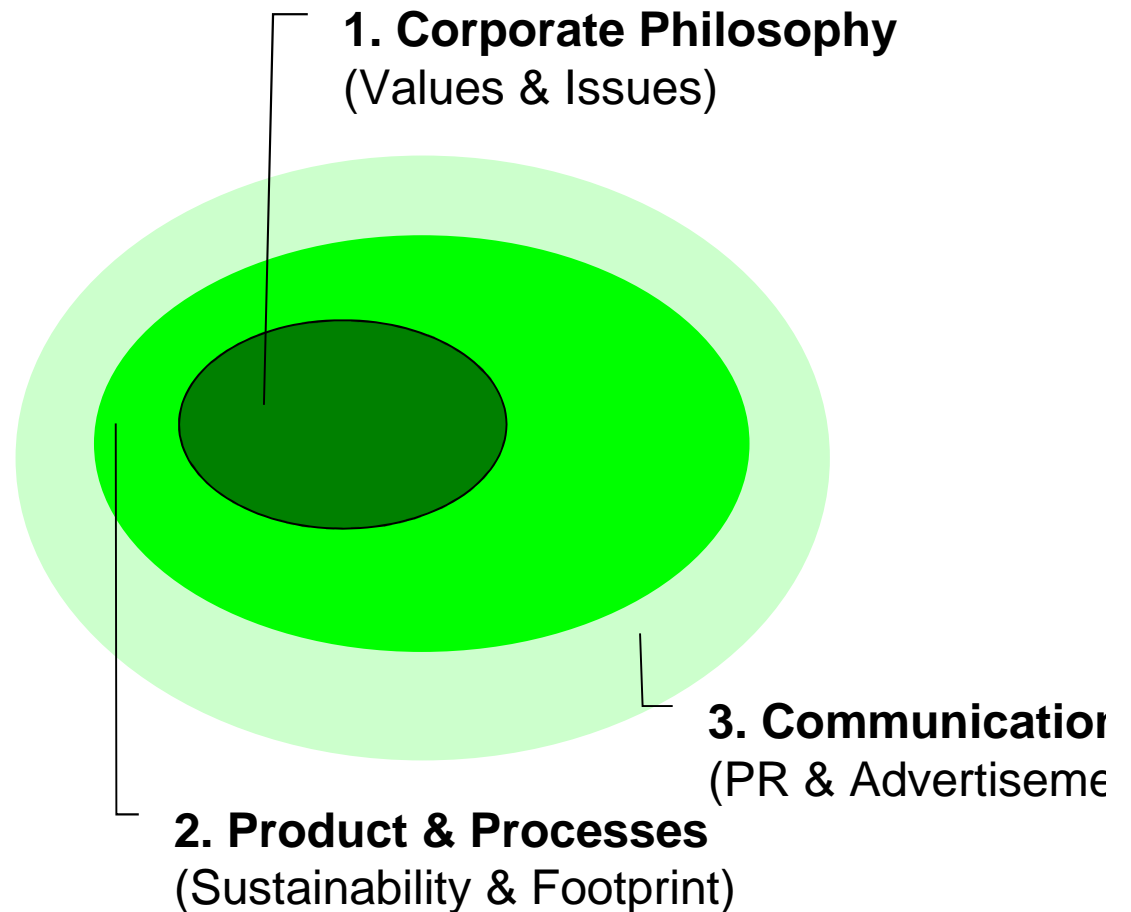
- Corporate Behavior
- Corporate Design
- Corporate Communication
- Corporate Culture

### 2. Product & Processes

- Sustainable  
Supply Chain Management
- Footprint Analysis
- Innovative  
Change Management

### 3. Communication

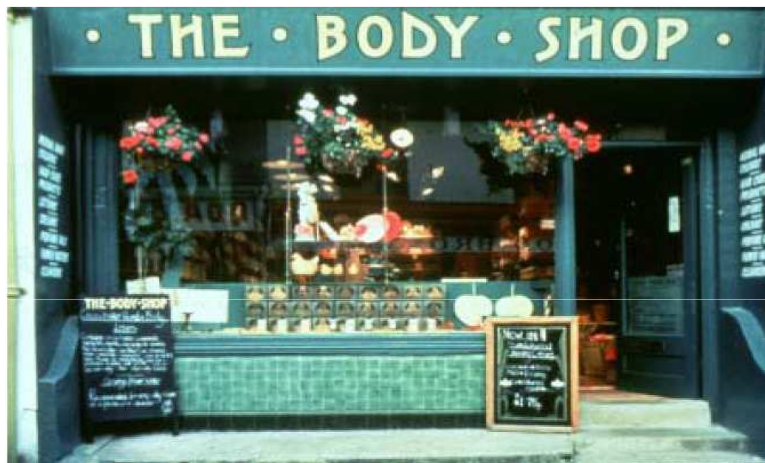
- Ethical Marketing- and  
Communication strategies
- Public Relations  
(Agenda Setting & Building)





## III The Body Shop

**1976**



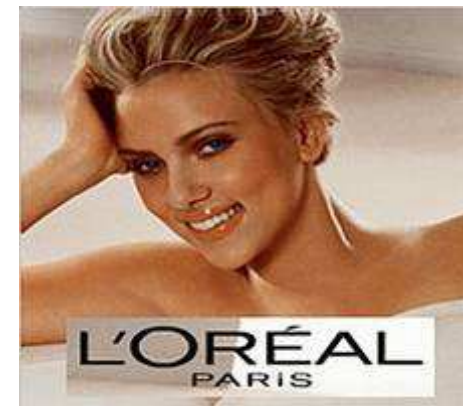
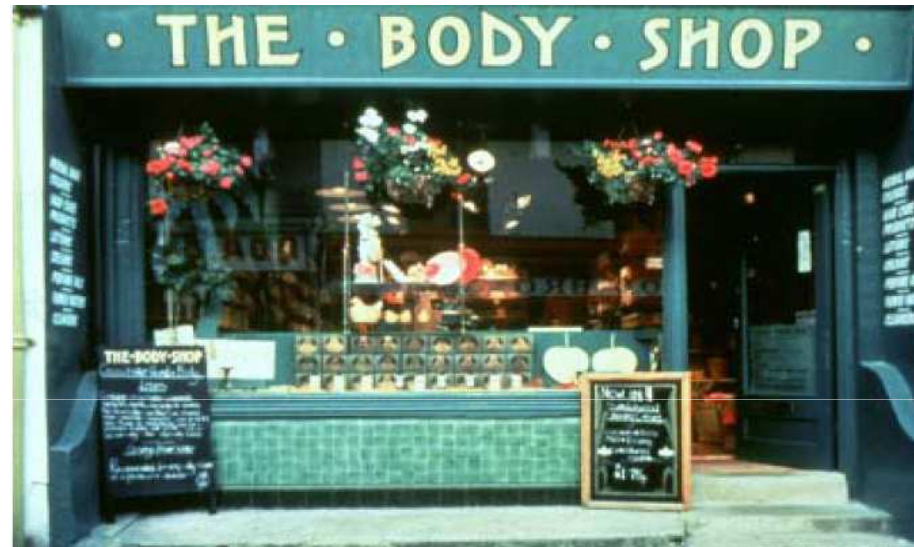
**2009**



The Body Shop – A pioneer in CSR- Management ?

## III The Body Shop- History

- **1976 Foundation, Brighton, England by Anita Roddick**
- **1978 Implementation of Franchises**
- **1990 The Body shop increases a charity found**
- **2006 The Body Shop agreed a £652m sale to L'Oreal**



## III The Body Shop- Facts

- 2400 retail stores
- 61 countries
- 1000 products
- Sells a product every four second
- Second most trusted brand in UK
- 28th top brand in U.S
- 27th most respect in the world
- Headquarters Littlehampton, England, United Kingdom
- 600 Million Sales



The Body Shop –  
Company-owned Stores

Customers

The Body Shop

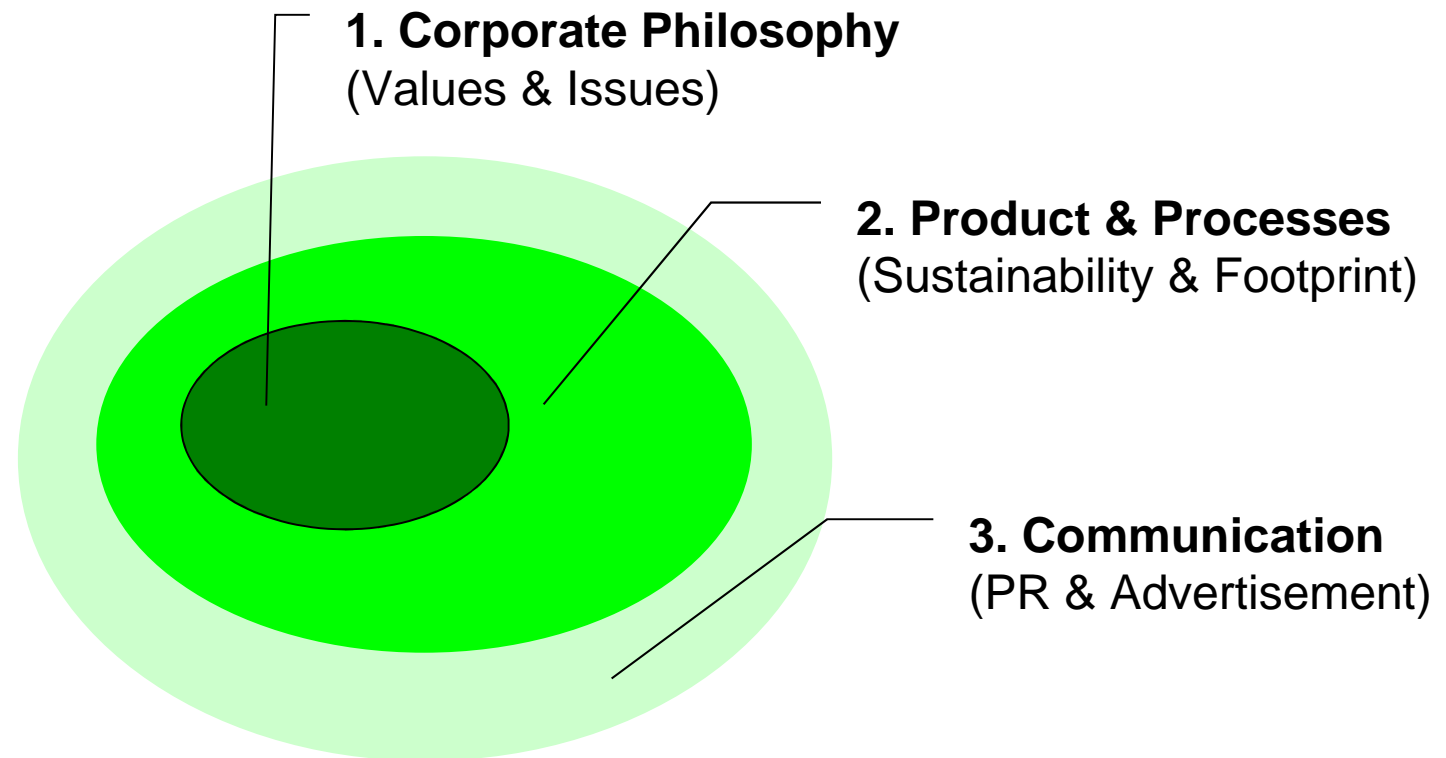
Franchisees

Customers

The Body Shop@Home  
E-Commerce Channel

Customers

## III.I The Body Shop – CSR Strategies



## III.I The Body Shop – CSR Strategies

### 1. Corporate Philosophy (Values & Issues)

- Values (Since 1976) :
- Against animal testing
- Support community trade
- Activate self esteem
- Defend human right
- Protect our planet
  
- Corporate Culture as USP/Lifestyl.
- Internal Instructions about Corporate Philosophy
- Franchise as Idea-Supporter



# THE BODY SHOP®



## III.I The Body Shop – CSR Strategies

### 2. Product & Processes (Sustainability & Footprint)

- **Community Trade**
  - Founded 1991
  - "Trade Not Aid" initiative – "creating trade to help people in poor regions utilize their resources to meet their own needs"
  - paper factory in Nepal
  - soap factory in Glasgow
- **Forest(stry) Stewardship Council (FSC)**
- **Packaging recycling & renewable materials**
- **Sustainable sourcing**



## III.1 The Body Shop – CSR Strategies

### 3. Communication

(PR & Advertisement)

- Supporting environmental and social organizations (i.E. Greenpeace, UNICEF, PETA)

Through

- web & store based surveys
- →asking for feedback on ideas

UCP (Unique Communication Proposition)

- = Fight for a better World!
- i.E. “Love Your Body”

1986



1990



1995



1997



2000



2007



## III Summary & Conclusion

### Summary

- Social and environmental values integrated since foundation in 1976
- 1. Corporate Philosophy (Values & Issues) ✓
- 2. Product & Processes (Sustainability & Footprint) ✓
- 3. Communication (PR & Advertisement) ✓

### Conclusion

- The Implementation of CSR Strategies has set new measures
- The fear of a reduction of an offensive strategy after the sold out by **L'oreal**
  - Effects on Brand image → Effects on Buyers Behavior
  - Effects on L'oreals Corporate Citizenship





Thank you for your attention !





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Contact Us

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