

# Case study



## OVERVIEW

We have now been working in partnership with the Better Buying Institute for 4 years and are committed to working with them in the future.

As a large retailer with a diverse consumer product range impacting on so many supply chains, we want to lead our peers in this area, in the hope that it would encourage others to follow suit.

### **We recognised working with Better Buying™ as an opportunity:**

- We wanted to ensure we had responsible business practices
- We recognised the rise in the ethical consumer, ethical investor and other ethical stakeholders
- To help us achieve industry and corporate goals
- To help address supplier issues collaboratively, and we were aware of supplier audit fatigue.

The positive impact of working with Better Buying™ resulted in our organization's decision to extend the survey to include own-brand suppliers across key product categories and establishing our organization as an accelerated sponsor providing us with additional support to take the findings of the surveys and turn them into action.

## BENEFITS

The biggest initial benefit for us was that it provided us with the data that helped us realise we had an opportunity to make a significant difference by improving purchasing practices. This data also gave us the evidence needed to get leadership sign off for supplier and business improvement plans.

The report gave us a clear picture of the key issues that needed tackling so we could focus our resources and also provides a year-over-year progress review so we can track improvements.

The evidence also motivated the leadership team to educate their respective teams and a formalized training programme is now being developed, to help teams at all levels to consider the impact of their day-to-day actions on those in the supply chain.

### **Other benefits include:**

- Helping the organisation to set targets and to address purchasing issues
- Improved compliance
- Increased transparency

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Brands and Retailers who source goods need to better understand the impacts their practices have on their suppliers and supply chains, both social and environmental. The spotlight on purchasing practices is only getting brighter with increased attention and awareness from consumers, investors, NGOs, and the media. The Better Buying™ survey is a great tool for brands to understand their purchasing practices, both where they are doing well and where they need to improve. I'd recommend it to any organisation so they can start this important work.

Source: Large retailer