

# PLAN A NEWSLETTER

FEBRUARY 2016  
SPRING EDITION

# M&S

EST. 1884

<http://corporate.marksandspencer.com/plan-a>

## WELCOME TO THE FIRST EDITION OF THE PLAN A NEWSLETTER!

EVERY QUARTER WE'LL PULL TOGETHER A RANGE OF NEWS, STORIES AND UPDATES ON OUR PLAN A JOURNEY. THE INTRODUCTION OF THIS NEWSLETTER IS A DIRECT RESPONSE TO THE TRANSPARENCY SURVEY THAT GLOBESCAN CARRIED OUT ON OUR BEHALF LAST YEAR. WE RATED WELL IN TERMS OF OUR TRANSPARENCY AND COMMUNICATION, BUT IT HIGHLIGHTED THAT WE NEED TO BE MORE PRO-ACTIVE AND CUSTOMISE OUR COMMUNICATION CHANNELS. ALONGSIDE THIS NEWSLETTER WE ARE WORKING HARD ON A RANGE OF OTHER INITIATIVES, SUCH AS IMPROVING OUR WEBSITE TO GIVE IT A CONSISTENT FORMAT BUT ALSO TO PROVIDE A GREATER DEPTH OF INFORMATION AND DATA.

### TOPICS COVERED IN THIS EDITION

- COP21 & 2016 PREDICTIONS
- CHRISTMAS CARD RECYCLING & THE WOODLAND TRUST
- LAUNCH OF OUR NATIONWIDE SURPLUS FOOD REDISTRIBUTION SCHEME
- M&S LEADS IN GLOBAL ANIMAL WELFARE BENCHMARK
- SUSTAINABLE COTTON: WWF & M&S
- ENERGY – HOW ARE WE REDUCING ELECTRICITY, WATER & GAS USE ACROSS OUR BUSINESS?
- SPARK SOMETHING GOOD; UPDATE ON OUR COMMUNITY PROGRAMME ACROSS THE UK
- ON THE ROAD TO CARBON REDUCTION; FROM LIGHTING TO LORRIES

WE BELIEVE THAT SHARING INFORMATION WITH YOU IS VITAL TO THE SUCCESS OF ALL OF OUR PROGRAMMES – SO WE WELCOME YOUR FEEDBACK ON THIS EDITION ALONG WITH YOUR THOUGHTS FOR FUTURE FEATURES, PLEASE EMAIL US AT [PLANA@MARKS-AND-SPENCER.COM](mailto:PLANA@MARKS-AND-SPENCER.COM)



M&S Cheshire Oaks is the largest store we've ever built and it's also one of the largest sustainable retail stores in the world.

*Plan* **A** 2020

# 2016 PREDICTIONS



**WE'VE JUST BEEN LOOKING BACK AT OUR PREDICTIONS FOR 2015. TWELVE MONTHS AGO WE WERE VERY CAUTIOUS ABOUT THE LIKELIHOOD OF A GOOD AGREEMENT AT COP21, WE'RE RELIEVED THAT OUR LOW EXPECTATIONS HAVE BEEN SIGNIFICANTLY EXCEEDED!**

We fore-saw the rise of Cities as a source of climate (and other) solutions; recognised the shift from addressing social and environmental issues in isolation to a more systemic approach; and a new focus on inequality and poverty. We perhaps overplayed the rise of disruptive new sustainable business models but probably because the old adage holds 'change always takes longer to arrive than you expect but when it does come it occurs far faster than you ever imagined'.

So let's turn our attention to 2016 and make 5 predictions:

**1 COP21 (and the road to Morocco) need bigger business collaborations** – Having got a good COP21 deal let's try and understand what it means for business going forward. Firstly, after the adrenaline surge of success, there's going to be plenty of rocky moments as individual INDCs are implemented to a greater or lesser extent but business needs to keep fixed on the big picture, a low carbon economy is coming. Secondly, COP21 succeeded because it was a patchwork knitting together of locally owned and relevant INDCs but this will lead to a disparate global marketplace of different priorities and approaches, for example with carbon pricing, that companies will have to navigate through carefully. We also need a reality check, COP21 was the easy bit, the words on paper but the hard yards of action lie ahead. Business needs to get organised quickly to start to systemically drive down its footprint at scale. The Consumer Goods Forum (CGF) for a specific sector; RE100 for a specific issue (renewables); and WBCSD for technologies that span the economy all offer pointers to how to do this but we need to step on considerably to fulfil the potential of COP21.

**2 Cities can engage citizens in the need for change** – we called this one last year and we repeat it this year, cities (and sub-national regions) are small enough for swift action to be taken but large enough to make a difference. But we'll extend the point this year. We need to be honest and say most aspects of our 2015 progress on SDGs and COP21 has been technocratic, a few tens of thousands of campaigners, politicians and business leaders making decisions on behalf of billions of citizens globally. This cannot continue. Europe's migration agonies show how decisions, however logical they seem in the negotiation room, are doomed to fail unless there is true democratic mandate for change. We need to learn from this and re-double our efforts to engage citizens in why we need to change; give them confidence that change is possible; and inspire them that it will lead to better lives for them personally, not just some abstract concept called the planet. Cities allow us to have this locally relevant conversation. Equally, sports teams, religions, universities and brands can create a place where like-minded people with shared interests can work together for a sustainable future.

**3 Reality will grab more people's attention** – These conversations about the need for change will be helped by the simple reality of environmental and social harm that are unfolding before us. Air pollution from forest fires in Indonesia and coal burning and vehicles in China and India are harming people's health. Drought and flood from California to Cumbria to Chennai are devastating lives and the economy. We will always be cautious about attributing particular weather events to climate change but many, many lives are being affected around the world and this will grow in 2016.

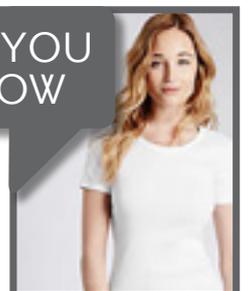
**4 Finance sector is becoming a key influence** – And after a decade of ambivalence the finance sector seems to have spotted the substantial risks that are now being baked (literally) into the system that funds the economy today and tomorrow (through pensions). Divestment is swinging from being a moral decision of a small number of leading institutions to a rationale consideration for most in the financial community as the pressure grows on the fossil industry. Many sectors see COP21 as a line in the sand where ambivalence and caution needs to be replaced by action and investment into new approaches. But the financial sector in particular seemed to need the official 'stamp' of COP21 to kickstart this change. Having been a bystander for much of the past decade, mainstream financial markets will become a significant source of pressure on business to change, to manage risk and seize opportunity.

**5 We need joined up action by joined up Government/ Business** – Let's end on one of the themes of our 2015 missive, connectivity. The Sustainable Development Goals have cemented the understanding that everything is joined up – economy, environment and society. But this macro understanding needs to be operationalised. Business and, in particular, Government's traditional silos and leadership skills are not currently fit for purpose for dealing with this new dynamic. We need new structures and skills urgently to deal with the incredible interdependencies that now shape our lives – literally joined up Government and joined up Business.

Nine years into our Plan A journey we can feel the shift happening between the old world and the new. We are not naïve about how difficult this change will be for us and others but we are ever more clear that what we launched in 2007 was absolutely right for making us fit for the purpose for the future.

## DID YOU KNOW

All cotton rich T shirts in our M&S Collections Essentials range, support The Better Cotton Initiative, as part of our Plan A commitment.



# THE M&S CHRISTMAS CARD RECYCLING SCHEME

## AND ITS BIG ROLE IN TACKLING THE BIGGEST THREAT TO THE UK'S TREES

**WITH THE M&S CHRISTMAS CARD RECYCLING SCHEME IN FULL FLOW, NOW HAS NEVER BEEN A MORE IMPORTANT TIME TO ENCOURAGE PEOPLE TO COLLECT THOSE CARDS AND HELP GET MORE TREES PLANTED.**

The impact of ash dieback – one of the most well known tree diseases – on the 12 million ash trees across the wider countryside could prove disastrous both for wildlife and our cherished landscapes.

Each year we invite the public to bring their Christmas cards to M&S stores and for every 1,000 collected, M&S plants a tree. Since 2012 more than 32 million cards have been collected and 32,000 trees have been planted. Each one of these trees is vital in our fight back against the impacts of tree disease. We need this sort of help from businesses – as well as the public of course – to make sure we can keep our countryside beautiful and wildlife-rich into the future.

Indeed, the facts are stark. Many people remember the 25 million British elms lost to Dutch elm disease, and more pests and diseases are taking hold, partly due to the increase in the global plant trade and changing environmental conditions. We know that ash dieback is now present over much of the UK. Although we won't lose all our ash trees immediately, we do expect many thousands to die across the countryside.

We are already building new evidence of these potential effects. We have data that maps 280 million trees across England and Wales and have been able to compare different scenarios when ash trees are lost within woodlands and in the wider countryside. It suggests that even minimal tree loss from hedgerows and

field margins could have a huge impact on the connectivity of the landscape – this undermines the natural mechanisms that link up our ecosystems and support our wildlife.

### HOW ARE WE TACKLING IT?

Our fight to combat the impacts of tree disease has already begun, through these methods:

- Surveillance of pests and disease spread across the UK with volunteer and citizen science schemes (where the public tell us about changes taking place).
- Encouraging landscapes that can thrive through responsible tree procurement and planting.
- Working to influence MPs and improve legislation that protects our woodland heritage
- Planting only native trees sourced through responsible procurement – all our trees are grown only in the UK and from seed collected here – tree diseases have inadvertently come into the UK from overseas imports.

The tens of thousands of trees planted, thanks to projects such as the Christmas Card Recycling Scheme, will continue to help our countryside bounce back from the devastation of tree disease – and we hope to get millions more people on board with us in 2016.

**Austin Brady, the Woodland Trust's Director of Conservation and External Affairs.**

Read more about this on our blog: <http://corporate.marksandspencer.com/blog/stories/christmascardrecyclingscheme>



# M&S LAUNCHES NATIONWIDE FOOD RE- DISTRIBUTION SCHEME TO SUPPORT LOCAL FOOD CHARITIES

**WORKING TOWARDS OUR PLAN A TARGET OF REDUCING FOOD WASTE BY 20% BY 2020, THIS OCTOBER M&S REVEALED A NEW NATIONWIDE UNSOLD FOOD REDISTRIBUTION SCHEME WHICH WILL CONNECT ALL ITS STORES WITH LOCAL FOOD CHARITIES.**



## DID YOU KNOW

M&S and Shelter have been working together for a decade, raising over £8M in total, which helps fund the shelter helpline.



In the initial launch phase in December, 150 stores were ready to redistribute unsold food. The roll out to all M&S owned stores started in January. Redistributed food will include products nearing the use by date including fruit, vegetables, bread, cakes and groceries, and will vary according to charity need. Food charities keen to participate in the scheme can register online.

M&S is working in partnership with Neighbourly, the social network for social good, to deliver the scheme through Neighbourly's website, which will provide a simple process for food

charities to register and receive food from their local store. The site will enable M&S to centrally monitor what products are resulting in surplus and how this can be reduced. M&S will be the first major retailer to provide live updates on the number of tonnes of unsold food redistributed.

The launch follows a series of trials and pilots in 45 stores aimed at finding the most effective way of redistributing unsold food to ensure it is put to the best possible use. Since the launch in October, our stores have donated over 36 tonnes of food (around 45000

meals!) and charity collections are occurring on a daily basis. In the last 6 months M&S's Cribbs Causeway store in Bristol has redistributed 4 tonnes of food waste to local charities including Upper Horfield Community Trust through the Neighbourly partnership.

Daisy's café, which is part of the Trust, provides free and discounted meals for mental health groups and the elderly and has benefited significantly from this food so far:

*"We couldn't have carried on without M&S. I was funding things myself."*  
Tina Magee, Daisy's café manager.

Louise Nicholls, Head of Responsible Sourcing, Packaging & Plan A at M&S: *"Our key priority is to reduce food waste whilst ensuring that, where there is food surplus, we put it to the best possible use. This is the first nationwide redistribution scheme to provide an innovative, practical solution to surplus food redistribution by building local connections, enabling all our stores to link with local food projects and help support their communities. Our ambition is that this, alongside the work we are doing with our suppliers, will accelerate us towards our Plan A target of reducing food waste in our stores by 20% by 2020."*

Nick Davies, Founder of Neighbourly: *"Putting food resources to the best possible use is a huge aspect of creating a sustainable planet. At Neighbourly we are proud to work with pioneering businesses like M&S to make that a reality. Whether it means being smarter about how much we produce or order, how we share any surplus, or if necessary how we productively recycle any waste, Neighbourly is committed to help businesses find the best possible solution."*

# ANIMAL WELFARE

**ANIMAL WELFARE IS A KEY PRIORITY WITHIN OUR M&S FARMING FOR THE FUTURE PROGRAMME AND WE ARE COMMITTED TO ENSURING THAT HIGH STANDARDS OF ANIMAL WELFARE ARE MET AND MAINTAINED AT ALL STAGES OF AN ANIMAL'S LIFE – ON THE FARM, DURING TRANSPORTATION AND AT THE PLACE OF SLAUGHTER.**

For many years we've had M&S-specific livestock Codes of Practice that apply to all livestock used in our supply chains, and these are regularly reviewed to ensure that we have industry-leading welfare standards. These Codes of Practice build on industry baseline standards and include specifications on all areas of sustainability including animal welfare, people welfare, the environment and efficiency.

Historically, the industry has assessed welfare using input measures such as space allowances, water and feed provision, provision of adequate bedding, etc., which have then been monitored via annual audits. Whilst these input factors remain important, we have been working with leading welfare researchers on developing a range of welfare outcome measures – metrics collected by directly observing the animals in their surroundings, rather than assessing the production system alone – this provides ongoing information about the health and welfare of the animals in our supply.

We are already collecting these welfare outcome measures across our supply base and we are currently rolling out this process to our other livestock sectors too.

Commenting on the development, Steve McLean, Head of Agriculture & Fisheries, said:

*“Alongside our leading welfare standards, this new outcomes-based approach helps to provide robust information about the welfare standards on farm, but importantly, allows farmers to pioneer their own solutions and innovations to make progress. This flexibility and creativity within our supply base is crucial for tackling some of the long-standing challenges to sustainable food production.*

*“What’s more, our partners at FAI provide independent assessment of the data, helping us to locate focus areas for improvement and monitor progress. In addition, we engage with our NGO partners on outcome measure findings to drive continued improvement in our supply chains and we are using the data to shape our procurement standards moving forward, which will help us to drive leading sustainable livestock production standards across our supply base.”*



Steve McLean

## M&S LEADS IN GLOBAL ANIMAL WELFARE BENCHMARK

**STEVE MCLEAN, HEAD OF AGRICULTURE & FISHERIES**



**MARKS & SPENCER IS PASSIONATE ABOUT OFFERING A WIDE RANGE OF DELICIOUS, NUTRITIOUS AND WHOLESOME FOODS. WE KNOW THAT GOOD FOOD STARTS WITH GOOD INGREDIENTS, AND THE BEST INGREDIENTS COME FROM THE BEST FARMERS.**

When it comes to livestock agriculture we care passionately about farm animal health and welfare and about the welfare of the livestock that are used in all our food products. This applies right across our business - from our fresh meat, poultry, dairy and farmed fish products to all the raw material proteins that are used as an ingredient in our prepared foods.

That's why we were delighted when we were recognised as one of only four food companies globally to achieve 'top tier' performance in the recent Business Benchmark on Farm Animal Welfare (BBFAW).

Now in its fourth year, the benchmark provides an annual review of how 90 of the world's leading food companies are managing and reporting their farm animal welfare policies.

The report is compiled with the help of Compassion in World Farming and World Animal Protection, and aims to drive improvements in animal welfare standards among food

businesses. Companies are measured on their approach to managing farm animal welfare in three areas, including management commitment and policy, governance and policy implementation and leadership and innovation.

Our leading results demonstrate our long term commitment to animal welfare, with us getting full marks for our efforts to promote higher farm animal welfare to our customers, our investment in new projects to further improve animal welfare and our clear positioning on key welfare issues.

Of course, whilst we are delighted to get this recognition, we remain absolutely committed to continuing to drive industry-leading standards in animal welfare across our supply base and across the wider industry and we welcome the role that the BBFAW benchmark provides in being a catalyst for change across the whole food sector.



**WWF AND MARKS & SPENCER (M&S) STARTED WORKING TOGETHER ON SUSTAINABLE COTTON IN INDIA IN 2009, PARTNERING TO SUPPORT FARMERS TO DEVELOP WAYS OF PRODUCING COTTON THAT HAS A LOWER ENVIRONMENTAL IMPACT. IN SHORT, A WAY OF PRODUCING 'BETTER COTTON', UNDER THE BETTER COTTON INITIATIVE (BCI).**

**In this blog, Phil Townsend – sustainable raw material specialist at M&S – talks to us about his recent visit to the cotton fields in Warangal, India, and discusses the many individuals and groups who contribute to making cotton, better!**

**WHY IS M&S WORKING ON COTTON?**

Phil: Cotton is one of the most significant raw materials that we use. To give some background, In 2007, M&S launched Plan A, the company-wide strategy to protect the planet by sourcing responsibly, reducing waste and helping communities, with the ultimate goal of becoming the world's most sustainable major retailer M&S originally made 100 commitments to achieve in five years, but it has since evolved to Plan A 2020, which consists of 100 new, revised and existing commitments – including sourcing sustainable cotton under the Better Cotton Initiative.

Cotton is a hugely important material, making up nearly half of the fibre used to make clothes and other textile products globally. At the same time, it plays a major role in supporting the economies and social welfare of developing countries. It provides a livelihood for hundreds of thousands, if not millions, of small-scale farmers. It's therefore incredibly important for us that M&S plays an active, significant role in helping cotton to be produced in better ways and reducing the environmental impact related to its production.

**WHAT WERE YOUR EXPECTATIONS OF THE TRIP?**

Phil: The aim of the WWF – M&S partnership is to produce cotton using less water, fewer chemicals and with a lower carbon footprint. The project involves working with over 18,500 BCI-certified farmers on over 20,000ha of cotton fields across nearly 250 villages. It was in 2010 that the first harvest of better cotton was produced and the project has gone from strength to strength.

This was my first trip to the project site, and, after working on it remotely for several years, I was very eager to see it for myself and meet the many people involved! It was a chance for me to see one of the key areas that M&S sources its cotton from to make the wide range of garments we sell.



Phil Townsend from M&S is helping some local ladies to sort through the cotton balls picked from the fields of Warangal. Image from: Phil Townsend, Warangal India, October 2015.



Two local farmers involved in the project in a cotton field in Warangal. Photo from: Phil Townsend, Warangal India, October 2015.



**TELL ME WHAT IT WAS LIKE IN THE FIELD**

Phil: One of the amazing things about this project is the number of different people involved in making it a success. There is the WWF team – both in the UK, which oversees the project, and also the team in India, which focuses on implementing the project and tracking its progress. Then there are the local partners, like MARI (a leading NGO in India), which help establish and strengthen farmer cooperatives; and KVK (the Indian Council of Agricultural Research), the science and research centre which provides education and support to farmers to help improve their crop management. And, of course, all the field facilitators, cooperatives and the farmers themselves, without whom the project would not be possible. The BCI works with all these groups at each stage in the cotton production chain. For me, seeing how the BCI model had motivated all the different groups to deliver amazing results in the field made the trip so worthwhile.

**WHAT BENEFITS HAVE YOU SEEN FROM THE PROJECT?**

Phil: When you arrive at the project sites and speak to the farmers, the benefits that the project is bringing become very clear. Farmers told me of the Farmer telephone helpline that has been set up by KVK, one of the local partners, to deliver instant technical support to them for a whole range of queries, including guidance on farm management practices. From this helpline, a weekly newsletter is published to help others understand more about the most common questions asked. I saw various methods of Integrated Pest Management (IPM), including pheromone traps for boll worm, insect paper traps, refuge crops and others, all of which are more environmentally friendly alternatives to chemical pesticides. Importantly, most farmers in the project benefited from yield increases, which have meant that their net income has increased both from more cotton crop and less expenditure on chemical fertilisers and pesticides. A win-win for people and planet!

**SO, WHAT NEXT FOR THE PROJECT AND FOR M&S?**

Phil: The project will move towards its final phase next year, but the lasting ambition of this partnership is to ensure the Better Cotton programme becomes self-sustaining by strengthening the cooperative societies formed through the project. It will also ensure responsibilities to comply with the Better Cotton Standards System are handed over responsibly. The skills and expertise of both WWF and M&S can help farmers develop a strong sense of purposeful, impactful and successful business practices that are positive for both people and nature.

This project is a great example of different partners working towards a common goal to produce better cotton and this is why it is one of the most successful and impactful sustainable raw material stories. M&S originally committed to source 25% of its cotton sustainably by 2020, but with the enormous progress made in projects like this, it sourced 32% sustainable cotton 2014-15. Therefore, M&S has increased its target to 70%. Here goes!

**DID YOU KNOW**

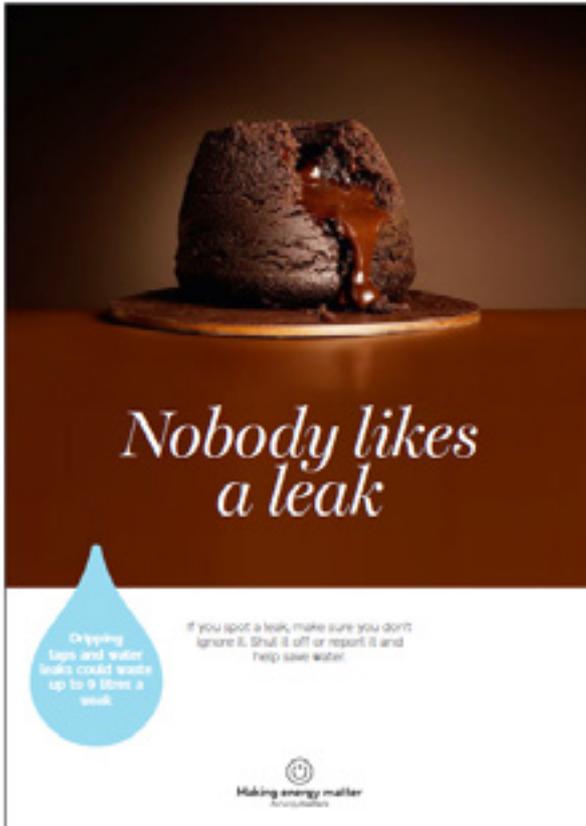
We're proud of the environmental credentials on our M&S Collection denim in Womenswear; each product in the range has one or more of the following attributes; BCI cotton, made in an eco factory or washed using techniques that use less water.



# ENERGY MANAGEMENT

KATE NEALE, PROPERTY PLAN A PROJECT MANAGER

WE'RE ON A MISSION TO MAKE ENERGY MATTER MORE TO PEOPLE AT M&S. THIS ISN'T ONLY AN ASPIRATION FOR THE SAKE OF ENVIRONMENTAL SUSTAINABILITY, IT IS AN ECONOMIC AND SOCIAL GOAL AS WELL. SECOND TO STAFF PAY, ENERGY IS OUR BIGGEST COST FOR M&S STORES. THEREFORE IT'S BUSINESS CRITICAL TO MAKE EVERY EFFORT TO REDUCE THE AMOUNT OF ELECTRICITY, WATER AND GAS WE CONSUME.



In April 2015 we beat our 35% kWh/square foot reduction target on a 2006/7 benchmark. As a result, we've set ourselves an even more ambitious target going forward: 50% energy reduction by 2020 for UK stores, offices and distribution centres. This new target is tough. We are innovating widely on the technology front, pioneering advances in refrigeration, LED lighting and waste heat reclaim, but there is another powerbase we are tapping: our people.

By engaging, energising and rewarding our staff, we believe we can make significant savings (currently at 36% across the M&S estate) and improve performance. To do this, communication is vital and so in early 2015 we launched a new framework plan, empowering our people with knowledge to deliver our 'Making Energy Matter' campaign. We believe that the more information we give our colleagues about the impact and effect of wasted energy and water, the more likely they are to do something about preventing it. In short, knowledge is the key to unlocking people power.

Our plan is built around the M&S values: showing Integrity; supporting Innovation; staying In Touch; and sharing Inspiration. This means celebrating achievements, encouraging colleague actions, engaging with engineering developments, plus exchanging ideas and feedback. We provide our people with new knowledge and cheer on those who make energy-saving matters a priority.

## SO HOW DOES THIS HAPPEN, IN PRACTICE?

Long gone are the days when communicating meant a general announcement on Monday morning, then sticking a sheet of A4 on the company noticeboard. People are visual and, in this digital age, we are all used to a content-rich environment where we consume a lot of media, often simultaneously. Therefore, to get a message across, successful communications need to seize every available medium of opportunity to share information, engage the imagination and make a connection.

For M&S, this means using graphics and icons in a multitude of different formats: from presentations to posters, displays to desk-drops, web banners to booklets, emails to in-house magazines. In September 2015 we ran a national competition for stores to reduce their energy consumption, and we succeeded in improving engagement and driving significant savings from the estate.

We are already seeing softer benefits of increased engagement, with 93% of colleagues stating they are happy with the new energy management website and 78% of colleagues strongly agree that the training they've received has helped them manage energy more effectively.

In addition to corporate communications and national competitions issued by the central Energy Management team, we have seen several examples of stores developing their own engagement tools and sharing best practice, including videos, checklists and probes.

Quantifying the impact of behaviour change alone is traditionally a challenging subject, and at M&S it's no different, particularly with a continual programme of technological efficiency upgrades clouding data. However it's been proven that the big energy savings come neither via new technology, nor behaviour change alone; but through a combination of the two together.

Looking ahead, part of the behaviour-change challenge with energy communications will also be to help crunch some numbers – making it count, in every sense. In business, the old adage

used to be that to 'manage' something first you had to 'measure' it. Now, I would add that you also have to 'message' it.

## DID YOU KNOW

Since 2008 we have recycled over 23 million garments and raised over £16m for Oxfam!



# SPARK SOMETHING GOOD

**AT MARKS & SPENCER WE BELIEVE IN DOING THE RIGHT THING, NOT JUST SAYING IT, AND SPARK SOMETHING GOOD IS OUR WAY FOR US ALL TO MAKE A REAL DIFFERENCE. WHETHER IT'S GETTING INVOLVED IN THE COMMUNITY THROUGH YOUR LOCAL STORE, SHWOPPING YOUR OLD CLOTHES WITH US OR HELPING US TO BEAT CANCER, WE WANT EVERYONE TO JOIN IN, HAVE FUN AND SPARK SOMETHING GOOD.**



**SPARK SOMETHING GOOD™**

The community volunteering part of Spark Something Good launched back in July 2015 where we kicked off transforming 24 community projects in London in just 24 hours, the baton then passed to Dublin and Manchester. Each month will see our colleagues, customers and partners in a different city unite to make a real difference to their local area. We hope you will join us when Spark Something Good comes to your local city.

## HOW?

Each of the 24 carefully selected charity projects will be exciting and different, but all are united by a focus on changing local communities' lives for the better. The idea is that we will use a social network platform hosted on Neighbourly.com to link M&S employees M&S customers and charity volunteers on a set of inspirational events to transform community projects and have a big impact in a short period of time.

## WHY?

We know our customers and colleagues want to know more about the impact we have in the local community and about some of the great things our employees already do. There is now a wide range of evidence showing that people who regularly get involved in community projects are happier and more satisfied with their lives. So we want to extend the opportunity to join in our community work to our customers.

## DUBLIN

- 280 volunteers planted 8 gardens
- Refurbished 17 rooms in community buildings and transformed a school playground
- Collected over 30 bags of rubbish from city canals and streets
- Supported 20 people with employability training and overhauled a warehouse, a soup kitchen and a charity shop.



## MANCHESTER

- Transformed 14 flower beds, 5 gardens and 2 playgrounds
- Painted 4 rooms, 2 murals and 1 canal gate
- Sorted 500 bags of clothes and 800 books
- Cut back 2km of vegetation (3 skips worth)
- Built 3 pig pens

## WHATS NEXT?

**SWANSEA 24 FEB - 1ST MARCH • EDINBURGH 8 - 14 MARCH**

**WE WOULD LOVE FOR AS MANY PARTNER ORGANISATIONS & CUSTOMERS AS POSSIBLE TO GET INVOLVED - PLEASE CONTACT: [SSG@MARKS-AND-SPENCER.COM](mailto:SSG@MARKS-AND-SPENCER.COM)**

# ON THE ROAD TO CARBON REDUCTION

IT IS OFTEN SAID ABOUT SUSTAINABILITY THAT 'SUCCESS IS ALL IN THE DELIVERY'... WELL, WHEN YOUR JOB IS IN LOGISTICS, THAT MAXIM IS A LINE TO BE TAKEN LITERALLY.

M&S HAS ALREADY TAKEN PIONEERING STEPS IN THIS AREA: BOTH AS THE FIRST MAJOR UK RETAILER TO BECOME FULLY 'CARBON NEUTRAL' BACK IN 2012, PLUS THE FIRST TO HAVE RECEIVED THE TRIPLE AWARD FOR ACHIEVEMENTS IN CARBON, WATER AND WASTE REDUCTION FROM THE CARBON TRUST.

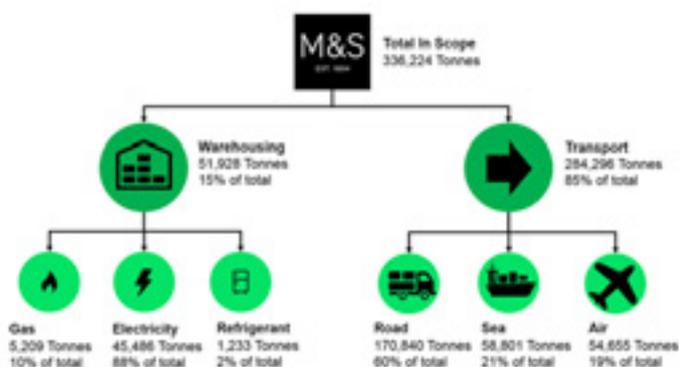
SO, WE CHALLENGED OURSELVES TO CALCULATE THE CARBON IMPACT OF OUR END-TO-END LOGISTICS FOOTPRINT AT M&S – EVERYTHING FROM LIGHTING TO LORRIES. TO OUR KNOWLEDGE, WE ARE THE FIRST MAJOR RETAILER TO DO THIS.

## HERE'S WHAT WE FOUND

For all worldwide operations and products, M&S has a total carbon footprint of approximately 8 million tonnes. Of course, with over 1,330 stores in 59 territories, fed by more than 3,000 suppliers globally, actually 'doing the maths' on carbon means crunching a lot of numbers, with a lot of help.

We collaborated with each part of the supply chain to map out every tier of activity involved in storing, collating and transporting M&S products. We then went out in search of the information needed to calculate the footprint for each activity.

Bringing these numbers together, our study indicates logistics contributes to approximately 336,000 of the total M&S business emissions. Not surprisingly, transport is responsible for the major part of our logistics carbon footprint (85%), whilst warehousing generates the remainder (15%).



## WHAT ACTION DID WE TAKE?

So, armed with the facts, we have already made changes in both our transport and warehousing operations that are reducing our emissions.

In transport, as the data tells us 60% of our footprint comes from road-vehicle movements, we targeted carbon reduction in two key ways:

- Increased the use of double-deck trailers – able to haul up to 50-70% more stock, this allows us to reduce trailer numbers on the road, delivering major savings on fuel consumption; and
- Rolling-out driver performance software – a benefit of 2.3 litres of fuel saved per hour is expected in our CM fleet, through reduced idling, smoother acceleration and breaking, plus increased use of cruise control to cut consumption.

For warehousing, data indicates 88% of carbon is generated from electricity, so here we used this information to support investment in technology projects, such as:

- The world's largest solar panel, generating around 5 million kWh of electricity a year for our Castle Donington site – enough to power 1,600 UK homes, with zero carbon impact; and
- Passive Infra-Red (PIR) lighting in manual warehouses, with sensors to turn lights on and off, plus adjust for levels of natural light – resulting in a 50% cut in carbon.

## WHAT'S NEXT?

As you can see, these very different projects – from a major installation, to a programme of minor improvements – illustrate the range of routes open to us on the road to an ambitious carbon reduction.

Looking to the future, we will continue to find innovative ways to reduce the carbon footprint in our supply chain.

The article above highlights just some of the key findings from our study so far. For readers keen to learn more, a detailed Summary Report will be released at the end of February 2016. This will explore the relationship between logistics and carbon in much greater depth, providing further figures for performance and additional analysis of the data.



LOOK OUT FOR OUR NEXT EDITION COMING TO YOUR INBOX IN MAY!  
IF YOU WOULD LIKE TO SUBSCRIBE TO OUR BLOG PLEASE CLICK HERE.  
[HTTP://CORPORATE.MARKSANDSPENCER.COM/PLAN-A](http://corporate.marksandspencer.com/plan-a)