

Corporate Environmentalism and Committed Customers



Plan

- Environmentalism
- Environmental movement
- The Body Shop



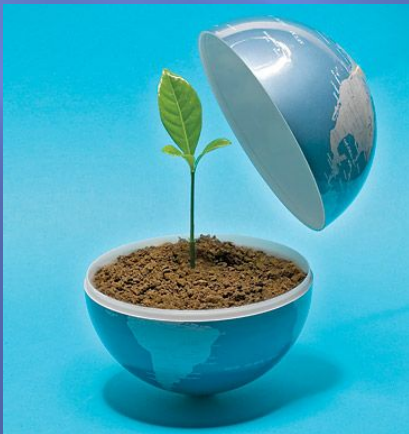
Environmentalism

Environmentalism is a broad philosophy, ideology and social movement regarding concerns for environmental conservation and improvement of the health of the environment



Environmental movement

- ❑ Scientific, social, and political movement
- ❑ Represented by a range of organizations
- ❑ The main problems environmentalists solve:
 - ❖ Pollution,
 - ❖ The greenhouse effect,
 - ❖ Ozone layers,

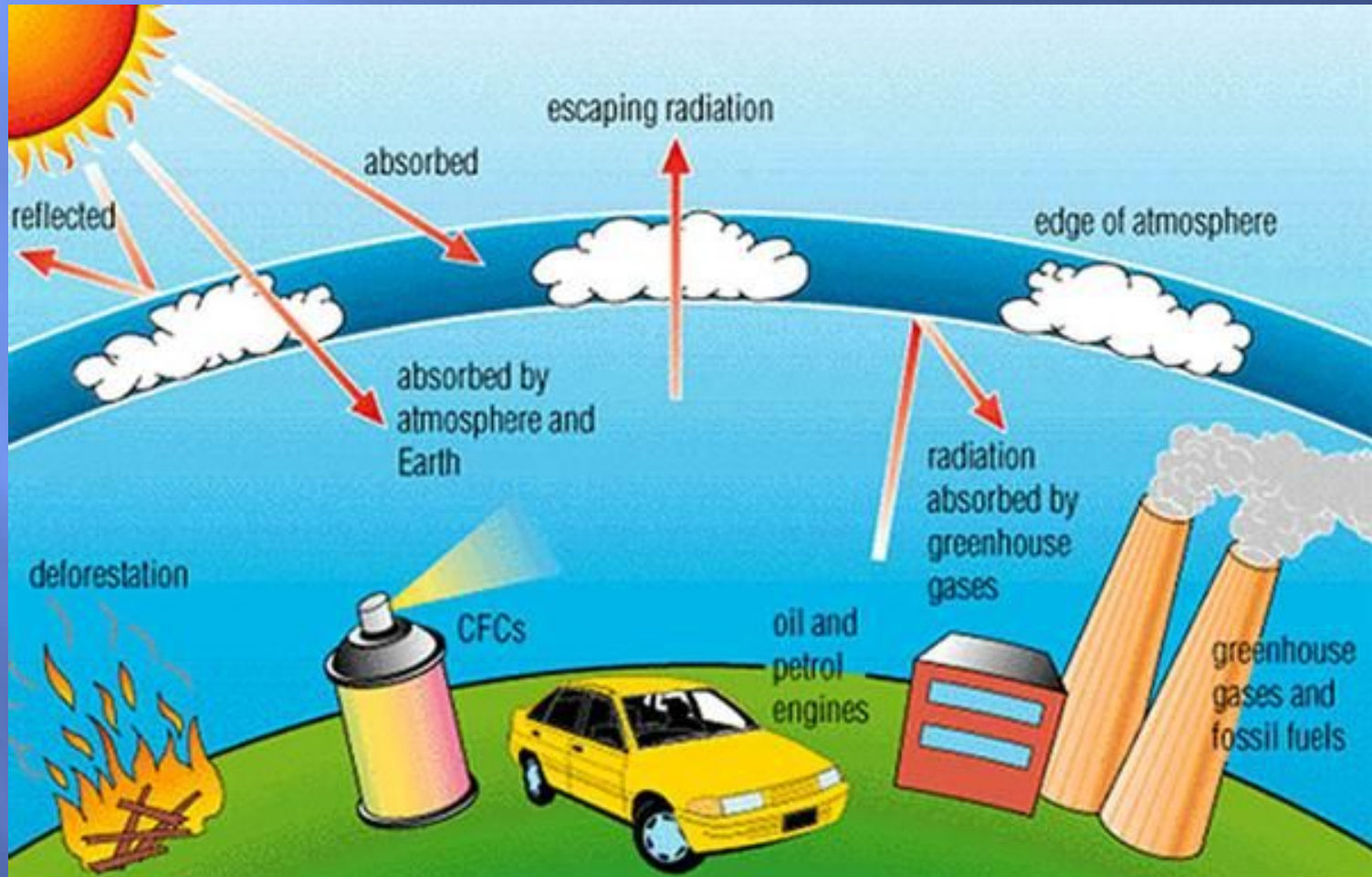


Pollution



- Forms:
- Air pollution → gaseous pollutants produced by industry and motor vehicles
- Water pollution → wastewater from commercial and industrial waste into surface waters
- Noise pollution → roadway noise, aircraft noise, industrial noises
- Thermal pollution → temperature change in natural water bodies caused by human influence

The greenhouse effect



The Ozone Layers

- A layer of gases that protects us from ultraviolet light from the sun
- Damaged by smog, sprays, chemicals and others harmful substances



Holes appear



Ultraviolet light reaches the Earth



Harmful effect on animals and can cause skin cancer

Body Shop International

- Was opened in Brighton (UK) in 1976
- Managing Director: Anita Roddick
- Now trades in 40 countries
- BS is against using animals in testing cosmetics
- There is only one way to be beautiful, nature's way.



THE BODY SHOP.®

- **Body Shop International**
- They offer their suppliers a predictable and regular income and the confidence to develop their own businesses.
- In turn BS gets nature's finest ingredients
- They ask all their suppliers to sign the Code of Conduct



THE BODY SHOP®

Body Shop International

- They have set strict targets to reduce energy, waste and water use.
- They don't just buy renewable energy - they also generate their own and have built the largest roof-top solar installation at their UK Head Office.
- **RESPECTS THE AQUATIC ENVIRONMENT**



They choose raw materials carefully and only use ingredients known to be non-toxic to organisms that live in water.



THE BODY SHOP®

Thanks for your attention!
Protect the Earth!

