




GUARANTEED FAIR TRADE ORIGIN

This product has been sourced from Plastics For Change, a WFTO Guaranteed Fair Trade Enterprise.

CASE STUDY: THE BODY SHOP AND PLASTICS FOR CHANGE

Launching the first fairly traded plastic, a new frontier for people and the planet.

THE CHALLENGE

Like many brands, The Body Shop wanted to be sustainable with plastic, but couldn't get a consistent supply of high quality recycled material. No recycler in developing nations could meet the high volume demands, consistency, cosmetics grade quality and powerful brand story required by the global beauty brand.

STRATEGY

The Body Shop came across Plastics For Change - a marketplace platform that enables brands to easily transition to recycled plastic. The company is partnered with 500+ recycling stakeholders, so instead of choosing multiple partnerships, brands can source directly from Plastics For Change. Due to their robust quality assurance process and consistent supply, brands can be sure their quality and quantity requirements are met.

Plastics For Change also aligned with The Body Shop's brand values, as the fair trade recycler provides dignified jobs for the urban poor while reducing global pollution. The launch would shine a light on the human-side of plastic pollution and provide a courageous branding angle for The Body Shop.

The plastic was to be used in the 250 ml hair care bottles, including for the bestselling shampoo lines and would be used in nearly 3 million 250-ml hair care bottles by the end of 2019. Plastics For Change is on track to sell out the entire rPET demand from The Body Shop globally. Plastics For Change is looking to help additional brands meet and exceed their recycling goals.

RESULTS



Sales / Marketing

- **686 million** global reach
- **522** unique PR articles
- **38%** increase in average **coverage** in the month of launch
- **33,600** shares on social media
- **33 journalists** visited the plastic recycling project in India
- Online sentiment changed from 'concerned' and 'negative' to '**positive**' and '**interested**'



Impact

- **307 tonnes of CO2** saved
- **12.2 million PET** bottles recycled
- **340 workers** and waste-pickers employed with ethical jobs.
- **40 additional workers** at partner locations.
- 31,000 days of work generated
- 18.9% increase in waste-picker earnings
- Awards - Ethical Corp Plastic Innovation
- Edie Award - Modern Day Slavery Reduction
- Marie Claire Hair Heroes Awards



Quality and Quantity

- **rPET less tinted** than even the highest quality plastic in Europe
- **rPET & rPP** compliant with European Cosmetics quality standards.
- **5+** Franchise locations
- Standard operating procedures at each location ensure consistent quality
- **White rPP** consistent quality for cosmetics caps