

## Corporate Social Responsibility in UK Retail

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## *Verdict*

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## **Introduction**

CSR encompasses retailer strategies towards climate change, natural resource sustainability, ethical sourcing, community engagement and corporate governance, among other issues. It is getting to the point where a choice no longer exists when it comes to CSR. Instead, CSR efforts will simply become a necessary cost of doing business.

## **Scope**

Overview of key legislation impacting CSR strategies

Consumer survey data establishing attitudes towards various aspects of CSR

Case studies examining CSR strategies of major UK retailers

## **Highlights**

UK retailers are failing to convince consumers that they are playing a positive role in the issues which concern consumers. More specifically, when it comes to particular initiatives that retailers have in place, such as carbon labeling, food miles and even organic food, many customers do not fully understand what is on offer.

A huge majority of consumers are theoretically willing to pay higher prices for products that make positive contributions towards these issues with 63.4% either agreeing or strongly agreeing that they are willing to pay more for products that improve the environment, for example.

As further agreements on environmental and ethical issues are reached on a global and European basis over the next few years and decades, more legislation will have to be implemented to allow countries to reach their national targets. This will place further pressure on retailers to introduce more comprehensive corporate responsibility strategies.

## **Reasons to Purchase**

Establish what the major issues in CSR are and develop a strategy to address them

Discover how to improve your CSR programme to achieve better results with consumers, employees, suppliers and other key stakeholders

Understand what actions your competitors are taking and benchmark yourself against them

## **Table of Content**

### **EXECUTIVE SUMMARY**

Overview

Key findings

Main conclusions

## **CSR ISSUES**

Environmental responsibility  
Social responsibility  
Legislation

## **CSR STRATEGIES**

True corporate sustainability must be endemic  
Sustainability strategies  
Stakeholder engagement  
Case studies

## **APPENDIX**

Survey methodology  
Definitions  
Ask the analyst  
Verdict consulting  
Disclaimer

## **TABLE OF FIGURES**

Figure 1: Consumer attitudes to government advice on retailer responsibility 2010  
Figure 2: Example features of retailer green stores 2010  
Figure 3: Consumer attitudes to declining natural resource levels 2010  
Figure 4: Consumer attitudes to climate change 2010  
Figure 5: Consumer attitudes to ethical sourcing 2010  
Figure 6: Consumer attitudes to how environmentally responsible UK retailers are 2010  
Figure 7: Consumer attitudes to UK retailers trade and employment practices  
Figure 8: Whether a retailers responsibility influences consumers purchasing decisions 2010  
Figure 9: Consumer attitudes to boycotting irresponsible retailers  
Figure 10: Consumer attitudes to paying higher prices for products that benefit impoverished workers 2010  
Figure 11: Consumer attitudes to paying higher prices for products that benefit their health 2010  
Figure 12: Consumer attitudes to paying higher prices for products that benefit the environment 2010  
Figure 13: Consumer attitudes to paying higher prices for products that benefit animal welfare 2010  
Figure 14: Consumer awareness of the benefits of carbon labelling 2010  
Figure 15: Consumer awareness of the benefits of food mile labelling 2010  
Figure 16: Consumer awareness of the benefits of organic food  
Figure 17: Consumer awareness of the benefits of Fairtrade products 2010  
Figure 18: Consumer awareness of the benefits of free range products 2010  
Figure 19: Consumer attitudes to retail executive compensation packages 2010  
Figure 20: Consumer trust in media portrayal of retailer responsibility 2010  
Figure 21: Influence of friends and family on consumers regarding retailer responsibility 2010  
Figure 22: Consumer trust of retailer marketing in influencing views of retailer responsibility 2010  
Figure 23: Positive media coverage of M&S Plan A  
Figure 24: Negative media coverage of Primark  
Figure 25: Consumer perceptions of retailers responsibility 2010  
Figure 26: Characteristics of retailers perceived by consumers as responsible and irresponsible 2010

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