



# Driving Sustainable Brand Merchandise Procurement



# 90% of the potential to improve brand merchandise sustainability is in supply chain.

Brand merchandisers must drive sustainability improvement beyond their own operations.

**Studies show that modern consumers will hold your brand responsible for the sustainability performance of your supply chain and advertising partners.**

According to a [global survey conducted by Dentsu and Microsoft](#), it's not enough to merely offer more sustainable products. Sustainability expectations now extend through supply chain and advertising. This is especially true for branded merchandise, which might be the most brand-intimate form of advertising that exists.

**77%**

of surveyed consumers said in 5 years they only want to **spend money with brands practicing green and sustainable advertising.**

**88%**

of surveyed consumers agree they'll have **more trust** in brands that have **green credentials verified independently.**

**Brands can't afford to align with brand merchandisers that contradict their sustainability values.**

That's why brand merchandisers are taking steps to make operations more sustainable.

- ✓ Having their operations audited and scored for certification by third parties.
- ✓ Installing solar panels and LED lighting.
- ✓ Buying carbon offsets from freight carriers.
- ✓ Offering customers more products with sustainable attributes.

**11.5x**

**McKinsey reports that a retailer concentrating on supply chain sustainability can create 11.5 times more positive impact than one concentrating only on their own operations.**

**10%**

**Distributor operations account for less than 10% of environmental impact.**

While the steps bulleted previously are admirable and essential, they only have minimal impact. That's because they do nothing to bring baseline metrics and progressive improvement to supply chain, which carries vastly more environmental impact.

**90%**

**Supply chain is where more than 90% of adverse environmental impacts to air, soil and land occur for the consumer sector.**

[According to McKinsey](#), retailers concentrating on supply chain sustainability can create 11.5 times more positive impact than those concentrating only on their own operations. This means the only way brand merchandisers can drive significant improvements to promotional products sustainability is to objectively measure and coach supply chain performance.

**100%**

**Staples is the only brand merchandiser measuring sustainability for 100% of the value chain.**

We've partnered with EcoVadis to provide transparent sustainability performance for our own operations and for our supplier base. This enables Staples to provide clients with objective metrics for the entire promotional products value chain instead of merely 10%. It also equips us to partner with suppliers more effectively to improve full value chain sustainability scores over time.

## Introducing full-value chain sustainability metrics for promotional products.

*Exclusively from Staples Promotional Products.*

### Sustainability is core to your brand.

*Why settle for 10% value chain transparency for promotional products?*

With Staples, you won't have to. We are the only brand merchandiser driving sustainable procurement with third-party assessments for our supplier base instead of just for our own operations.

Our exclusive sustainable procurement platform sets us up to report environmental impacts for 100% of the value chain instead of just the 10% we directly control. EcoVadis measures our own operations and those of our suppliers. Our reporting includes aggregate supply chain scores for Environment, Labor & Human Rights, Ethics, and Sustainable Procurement.

# ecovadis

### EcoVadis Objectivity, Precision & Credibility.

[Studies show consumers](#) have more trust in brands that have green credentials verified independently. That's why Staples partnered with the most trusted name in sustainability assessments, ratings, documentation, and reporting—EcoVadis. They bring objectivity, precision and trust to our value chain metrics.



### Carbon Action Scoring.

Our roadmap for EcoVadis scoring also includes assessment for the carbon management efforts of our supplier base.



### United Nations Sustainable Development Goals alignment.

The United Nations has objectively defined 17 sustainability goals. (UNSDGs). Staples and most other enterprises base their sustainability objectives on these standards. If your enterprise is among them, a Staples Promotional Products relationship is deeper investment in your own sustainability goals, definitions and brand promises.



### EcoVadis Silver-Certified Decoration & Distribution Operations.

EcoVadis awarded SPP a silver medal for sustainability after assessing its decoration and distribution operations for Environment, Labor & Human Rights, Ethics, and Sustainable Procurement. SPP scored highly due to our employment practices; zero-waste-to-landfill operations that run on 100% renewable energy; and other investments that lower overall energy and materials consumption.



### Continuous Improvement.

Because we are the only brand merchandiser collecting and tracking EcoVadis scores for our suppliers, we are uniquely able to collaborate with suppliers to make the most impactful improvements to the value chain. Baseline metrics will allow us to improve scores and then track & reward continuous improvement. We can also elevate suppliers investing the most to improve the sustainability of their operations & products.

# ecovadis

## Introducing full-value chain sustainability metrics for promotional products.

### Largest & most trusted agency.

For sustainability measurement & progressive improvement.



85,000 + Companies



160 + Countries



200 + Industries

### Objective measurement.

- Across 4 Pillars & 21 Criteria
- SPP Operations & Supply Chain
- Largest Vendors Operations & Supply Chain



Environment



Labor & Human Rights



Ethics



Sustainable Procurement

### Baseline Scores & Dashboards

Against which improvements can be planned, measured, reported.



Build Goals for SPP & Suppliers



Measure & Monitor Continuous Improvement



Document & Report Performance to Clients

## 21 Sustainability Criteria Covered in 4 Theme Areas



### Environment

- Energy Consumption & GHGs
- Water Biodiversity
- Local & Accidental Pollution
- Materials, Chemicals & Waste
- Product Use
- Product End-of-Life
- Customer Health & Safety
- Environmental Services & Advocacy



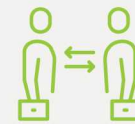
### Labor & Human Rights

- Employee Health & Safety
- Working Conditions
- Social Dialogue
- Career Management & Training
- Child Labor, Forced Labor & Human Trafficking
- Diversity, Discrimination & Harassment
- External Stakeholder Human Rights



### Ethics

- Corruption
- Anticompetitive Practices
- Responsible Information Management



### Sustainable Procurement

- Supplier Environmental Practices
- Supplier Social Practices