

Bel&Bo



CSR

Corporate Social Responsibility @ Bel&Bo



Bel&Bo

ABOUT Bel&Bo:

- Belgian retailer. Family owned business.
- Colorful clothing for the entire family. 18 collections, diff color themes.
- Produced honestly at correct price – quality.
- 96 own stores (Web shop) close by and familiar. Expansion!
- Woman VVA 25j – 55j
- > 500 employees



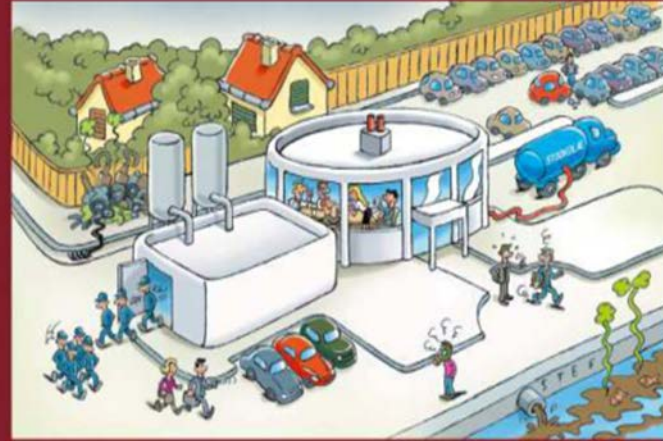
Why CSR?

1. internally: DNA, values

“Where would you like to work?”



Zoek de verschillen



Bel&Bo
mooi meegenomen

- Juist in prijs
- Overleg en werk samen
- Kleurrijk en creatief
- Eerst de klant
- Respectvol, eerlijk en duurzaam ondernemen

JOKER

Why CSR?



2. Externally: TRENDING consumers and digital revolution

1. Who is Bel&Bo? Transparency.

70% of the people want to know more about the brand (company) where they buy a product.

2. Words AND actions. Do more than just make profit, create value.

3. Show where you stand for. Brand Values. Consumers get a positive feeling of contributing when they choose a good brand.

4. Consuming consciously Meaningless consuming is less satisfactory.

5. Superheroes wanted! Work together for problem solving. Less faith in own ability to solve problems (nor government) when it comes to world issues.



Why CSR?



3. MACRO transition needed to a more sustainable world.

- From take, make, waste to a Circular industry (Copenhagen Fashion Summit / Flanders DC / Green deals....)
- Climate Change: CO2 neutral in 30J (Climate agreement Paris)
- SDG Goals: Complex, international society



COPENHAGEN FASHION SUMMIT



CSR project management



CSR = How can a company contribute to sustainable development?

- Process of continuous improvement.
- Voluntary engagement
- Systematically integrating People, Planet and Prosperity in entire business (Corporate Governance).
- Consulting and in dialogue with stakeholders. Look for Partnerships.



CSR project manager?



- Follow up on trends, evolutions and opportunities.
- Formulate goals LT, actions ST
- Building bridges: CSR team and FWF team.
Meeting – follow-up - administration – reporting
- Partnerships: FWF, POM, The Shift, Flanders DC, IHS...
- Communication internal and external. PR!
- Mainly now I am working full time to reach our 3Y goal FWF.

PARTNERSHIP 1: Charter DO



- Team: Operations, technical dep, prevention, HR, marketing, CSR
- 1 Action plan per theme. 10 themes. Independent team of experts audit, evaluate and make suggestions.

Note: won the CSR award 2015
NEW: integrate SDG's



Thema's Charter DO

- 1. Corporate Governance
- 2. Maatschappelijk engagement
- 3. Communicatie en dialoog
- 4. Mensvriendelijk Ondernemen
- 5. Risicobeheersing
- 6. Duurzaam investeren, aankopen en product- en dienstontwikkeling
- 7. Ketenbeheer
- 8. Klimaatverandering en energie
- 9. Kwaliteit van de directe leefomgeving
- 10. Duurzame logistiek en mobiliteit



PARTNERSHIP 2:

The Shift



= Belgian meeting point for sustainability. Realise the transition to a more sustainable society and economy. They bring together over 350 organisations from diff sectors: Private companies, NGOs, academic insitutions, government bodies. Develop innovative solutions by stimulating partnerships.



A. COP21: Climate agreement Paris.

Reduce ecological en carbon footprint: less emissions of greenhouse gases and reduce energy consumption..

< Bel&Bo> Mapping our emissions (balance score card) and kwantify efforts. This way we can try to aline what we consume with what science proscribes to remain under the 2C climate warming. SCOPE? HQ – shops.

B. Green Deals: Circular approach (fossil > renewable)

<Bel&Bo> Close The Loop – ism Flanders DC

C. Belgian SDG Charter: Implement UN Sustainable development . What is the role of private sector, public sector and midfield.

<Bel&Bo> Charter DO ism unitar / Cifal



b. Close The Loop

**COPENHAGEN
FASHION SUMMIT**

**CLOSETHE
LOOP**

<https://www.copenhagenfashionsummit.com/commitment/>



b. Close The Loop

RESOURCES: conventional materials vs sustainable alternatives

Cotton > GOTS, BCI
Polyester > recycled polyester
Viscose > Lyocell (F4)

DESIGN: simple. No mix, no label, no accessories...
basics, capsule collection

PRODUCTION: Fair Wear Foundation

SALES: Take back model (Flanders logistics) How to set up an efficient collecting process and system for materials which have a high recycling value. (Cotton / polyester)

CORPORATE GOVERNANCE: CSR teams across departments.

USE: blog washing prescriptions / use of clothing.

END OF LIFE: workshop knitting, repair service, swishing?

GRONDSTOFFEN

- Materialen maken het verschil
- Kies voor materialen met een lage impact
- Kies voor gerecycleerde of recycleerbare stoffen
- Hergebruik en herontwerp afval
- Laat je inspireren door de natuur
- Denk na over alle aspecten van je product

OVER DEZE GIDS

In een circulaire mode-industrie houden zowel designers, producenten, retailers als consumenten rekening met de volledige levenscyclus van een kledingstuk. Met Close The Loop gidsen Plan C en Flanders Fashion Institute je doorheen de principes van deze duurzame werkwijze.



ONTWERP

- Ontwerp voor de eeuwigheid
- Ontwerp voor een lange levensduur
- Ontwerp voor hergeboorte
- Ontwerp om afval te minimaliseren
- Ontwerp om overconsumptie tegen te gaan
- Denk aan nieuwe technologieën bij het ontwerp

PRODUCTIE

- Produceer schoon, lokaal en met respect
- Denk aan het milieu
- Probeer nieuwe technologieën
- Produceer lokaal, stem vraag en aanbod af
- Vermijd afval en overschotten
- Focus op levensduur en duurzaamheid

VERKOOP

- Verwerp het take-make-waste model
- Hou je textiel in de keten
- Eigenaarschap anders bekeken
- Ga voor een meer servicegericht businessmodel
- Een tweede leven op de online marktplaats
- Denk na over de impact van je marketing

EINDE LEVEN

- Bekijk elk einde als een nieuw begin
- Biodegradeer organisch textiel
- Creëer nieuw leven door herontwerp en upcycling
- Recycleer textiel
- Organiseer een ophalings- of terugnamesysteem
- Verleng de levensduur door hergebruik

SYSTEEMDENKEN

- Wees transparant en werk samen
- Ken de volledige levenscyclus van je product
- Co-creëer en werk samen
- Werk aan de juiste infrastructuur en logistiek
- MVD is een must
- Wees transparant

GEBRUIK

- Go slow en wees zorgzaam
- Denk na over je garderobe
- Draag zorg voor je kledingstukken
- Nood aan variatie? Ruil, leen, huur of koop tweedehands
- Leer een aantal basisvaardigheden
- Breng terug wat afgedragen is

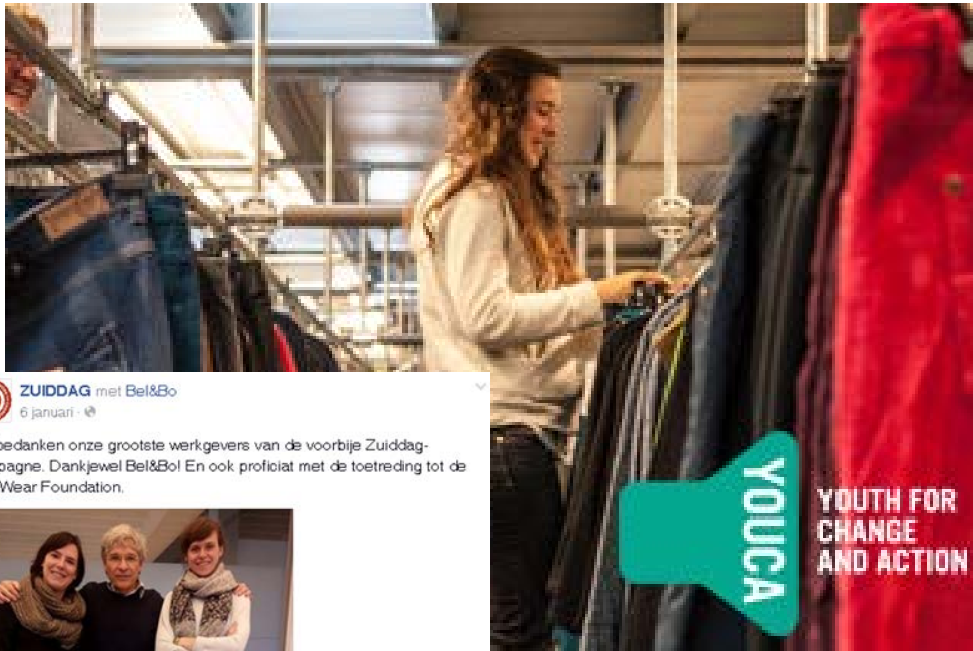
c. Sustainable Development Goals (SDG's)



- 17 internationally agreed goals and 169 targets.
- To eradicate poverty.
- To fight inequality
- And to improve environmental stability worldwide.
- 2015 > 2030 agenda for sustainable development



IN PRACTICE: youca



 **ZUIDDAG** met Bel&Bo
6 januari · 🌍
We bedanken onze grootste werkgevers van de voorbije Zuidoogdag-campagne. Dankjewel Bel&Bo! En ook proficiat met de toetreding tot de Fair Wear Foundation.



- > 12,000 students
- 1 day work > wage to youth project in South.
- Every year > 60 job offers
- Top 5 employee



IN PRACTICE: Bel&Bo en vélo



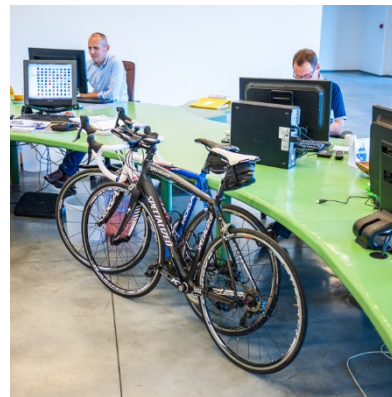
- 1 month, may
- Head office, warehouse, stores
- Savings card
- Fruit @ work
- 4910 km (880kg CO2)



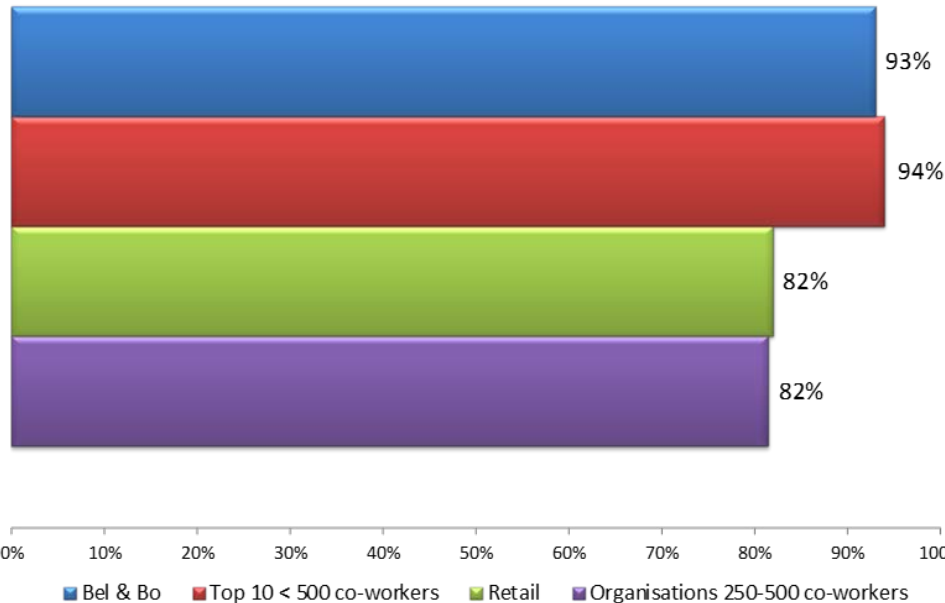
IN PRACTICE: Car Free Day



- 1 day, sept
- Head office, warehouse
- Car Free Day Award



IN PRACTICE: Great Place to Work



- Survey
- Strengths: casual, familial, appreciation, ethical
- Suggestions: communication, work planning, coaching...
- Repeat: nov 2017



IN PRACTICE: Bee Hotel

Bel&Bo Bijenhotel i.s.m. natuurpunt



Welkom bij het bijenhotel van Bel&Bo!

Rond dit bijenhotel groeien inheemse nectarplanten op de volledige berm.

Wilde bijen hebben voldoende nectar in de buurt nodig om te kunnen nestelen en te overleven.



De bouwstenen van het bijenhotel

In bijenhôtels verwerken we leem, rietstengels en hout met gaatjes. Dat zijn de ideale nestmaterialen voor meerdere soorten wilde of solitaire bijen. Solitaire bijen plaatsen een bolletje verzameld stuifmeel in een van de gaatjes. Hierop leggen ze een eitje. De larve die uit het eitje komt heeft zo meteen voldoende voedsel en is volgroeid als al het stuifmeel is opgegeten. Daarna zal de larve verpoppen.

Bel&Bo bouwt mee aan een mooie toekomst!

Wilde bijen steken niet en zijn belangrijk voor bestuiving van bloemen en gewassen. Ze zijn nodig om meer dan 80% van alle landbouwgewassen te bestuiven. De wilde bijenpopulatie gaat achteruit door het verdwijnen van natuur, nectarplanten en gebruik van pesticiden en ziektes. Willen we over 20 jaar nog appels, aardbeien en kersen eten, de lavendel nog ruiken en bloemen in onze tuin hebben? Het bijenhotel biedt een mooie oplossing.



- Shortage of wild bees. Importance for crops.
- Flower bank + hotel
- Teambuilding



IN PRACTICE: Collecting Bottle Caps

- Every year we collect bottle caps in collaboration with the center for guided dogs.
- 96 stores and mass communication.
- Caps are sorted and recycled. More than 25000kg caps.
- Last year the center could buy 7 pups.



IN PRACTICE: sustainable business...



- Renewable energy. Solar panels.
- Transport max. 1/week. Efficient routing.
- Less consumption energy HQ. Motion detectors on lighting. False ceilings.
- 2015 award “Most environmental friendly Web shop”
- Reusable bags



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PARTNERSHIP 3: FWF

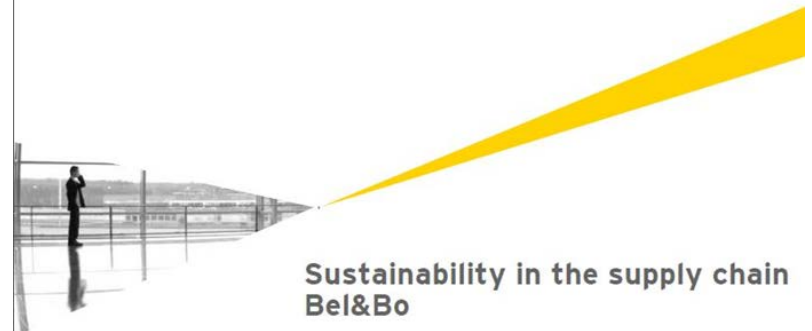


HISTORY

- 2010: Bel&Bo is launched
- 2011: Code of Labour Practices
Independent auditing company bureau Veritas
- 2013 Study Ernst & Young
 - Less suppliers
 - More own import
 - LT relationships
 - Visit factories
 - Join MSI
- Own import 10 > 50%
Restructure sourcing, QC, accounting
- 2014 Membership FWF



Making a difference. Building the future.



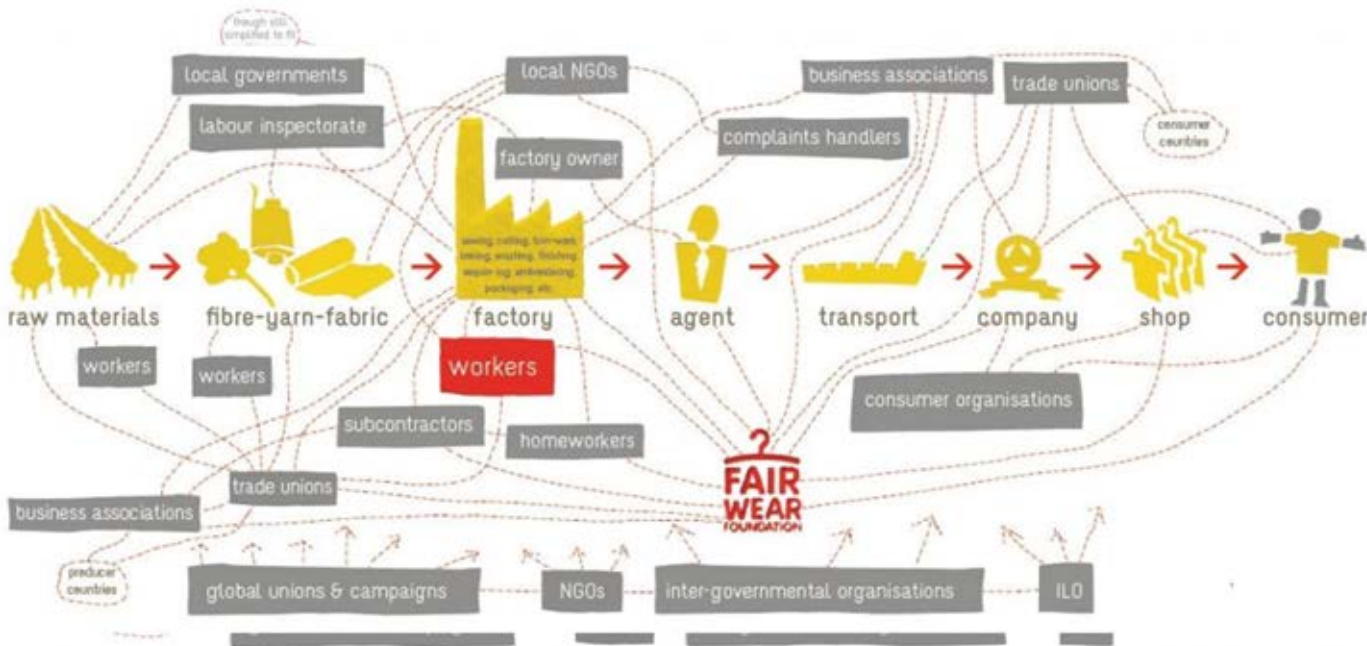
27 maart 2013

 **ERNST & YOUNG**
Quality In Everything We Do

PARTNERSHIP 3: FWF



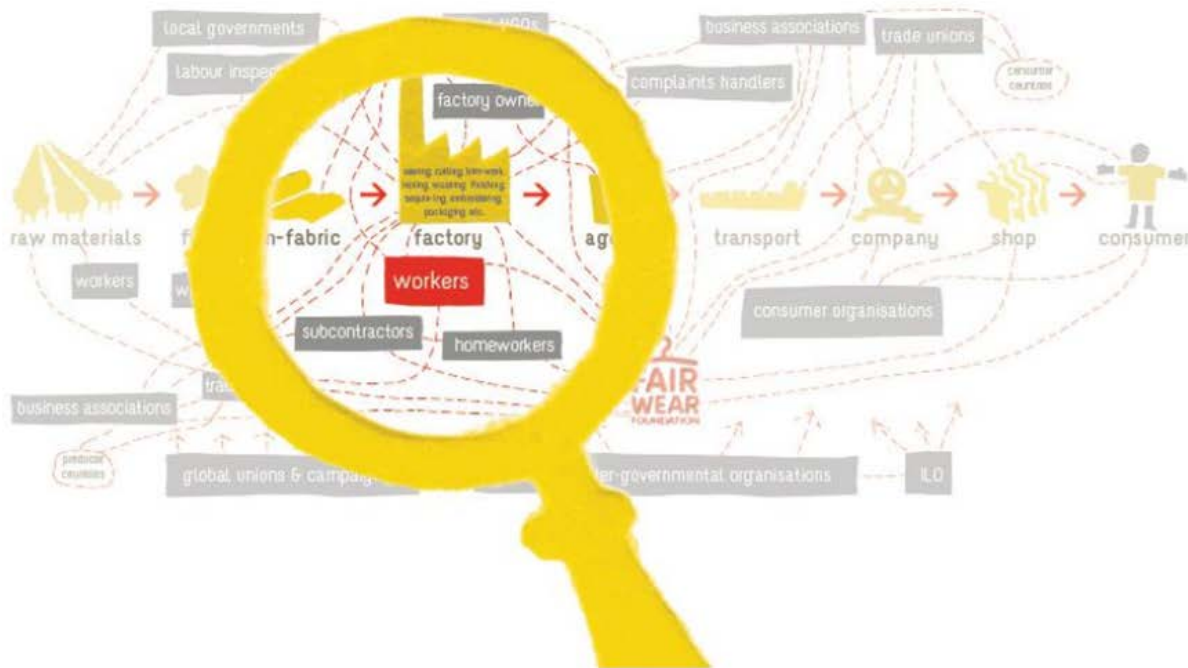
SUPPLY CHAIN APPROACH



PARTNERSHIP 3: FWF



FOCUS ON SEWING

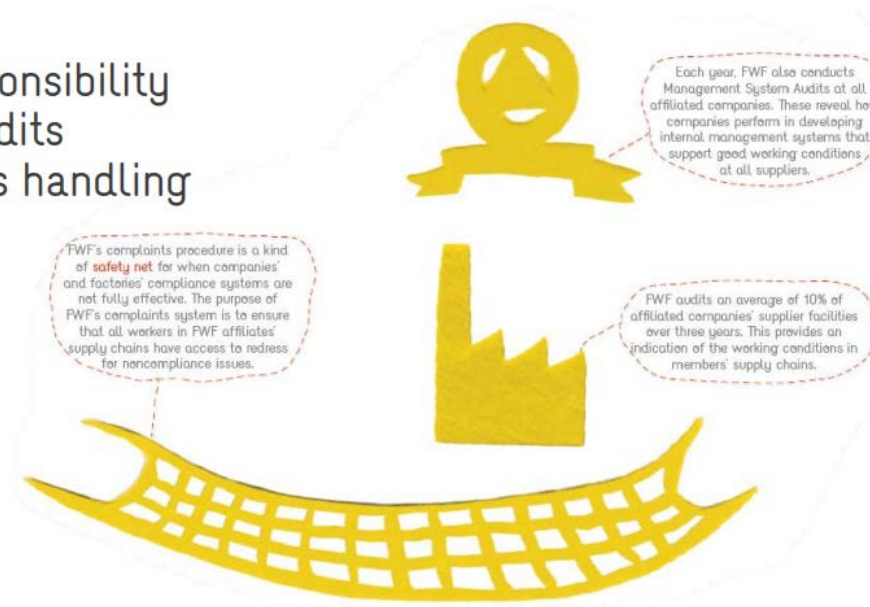


PARTNERSHIP 3: FWF



FWF'S APPROACH

- brand responsibility
- factory audits
- complaints handling



FWF procedure



Do you have
QUESTIONS about your
salary, working hours or
any of these other issues?



- Self assessment
 - > Questionnaire: complete, stamp, sign
 - > Code of Labor Practice: understood, accepted, comply
- Independent inspection organizations
 - > Audit report: BSCI, Sedex, FWF, Intertek
- Workerinfosheet (code of labour practice / helpline) post on production floor: proof
- VISIT: Health & Safety Check
- Colour code: green / orange / red
- Monitoring & remediation
 - >Corrective Action Plans
 - >WEP training
 - >Complaint procedure

FWF in practice

- Fair Wear Team

- Together with sourcing dep: intro info. Admin. visits. Supplier evaluation meeting.
- Together with QC: no comments as long as production location has code red or is not communicated.
- Together with marketing: communication

- Monitoring: 40/60/80%

- Brand performance check

2016: **Good!**

2017: recommendations

- Consolidate supplier base 380 > 250
- Continue systemizing
- Preferred partners > training
- RS production planning (overtime), living wage
- Visit



BASIC HEALTH & SAFETY CHECK
FOR CSR STAFF AND
SUPPLY CHAIN MANAGERS

USE THIS GUIDE TO HELP SPOT HEALTH & SAFETY
PROBLEMS BETWEEN FORMAL FACTORY AUDITS

<p>1. TAKE THIS LIST WITH YOU TO THE FACTORY.</p>	<p>2. NOTE ANY POSSIBLE PROBLEMS YOU SEE</p>	<p>3. TAKE PHOTOS WHENEVER POSSIBLE</p>
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Fair Wear Foundation



Fair Wear Foundation



Fair Wear Foundation



Fair Wear Foundation



Fair Wear Foundation



Fair Wear Foundation

Bel&Bo



Bel&Bo

Fair Wear Foundation





IN PRACTICE: Banglabari

- 10 first Belgian ECO-houses in Bangladesh for 20,000€
- May 2018
- Partnership: Banglabari and IHS. IHS is social business, together with local NGO's by using micro credits.
- Sustainable housing: 1,5M cement, hygienic sanitation, septic well, potable water, no asbestos.

Old house



Present house



Inside Old house



Inside Present house



“CLIMATE CHANGE”: 12 countries on the Hit-List:

Bangladesh is seriously threatened

(www.irinnews.org/news/2009/07/08)

Bangladesh:
Risk for FLOODING
n° 1 on the list off 12

Bangladesh:
Risk for STORMS
n° 2 on the list off 12

IHS acts against the CONSEQUENCES off
“CLIMATE CHANGE”:

Our houses are
Resistant against FLOODING and STORMS



“CLIMATE CHANGE”: 12 countries on the Hit-List:

Bangladesh is seriously threatened

(www.irinnews.org)

IHS not only fights the CONSEQUENCES

**But addresses the CAUSE
Of the problems**

N° 1 off CO²-pollution:

BRICK KILLNS.

**ALTERNATIVE
For bricks:**

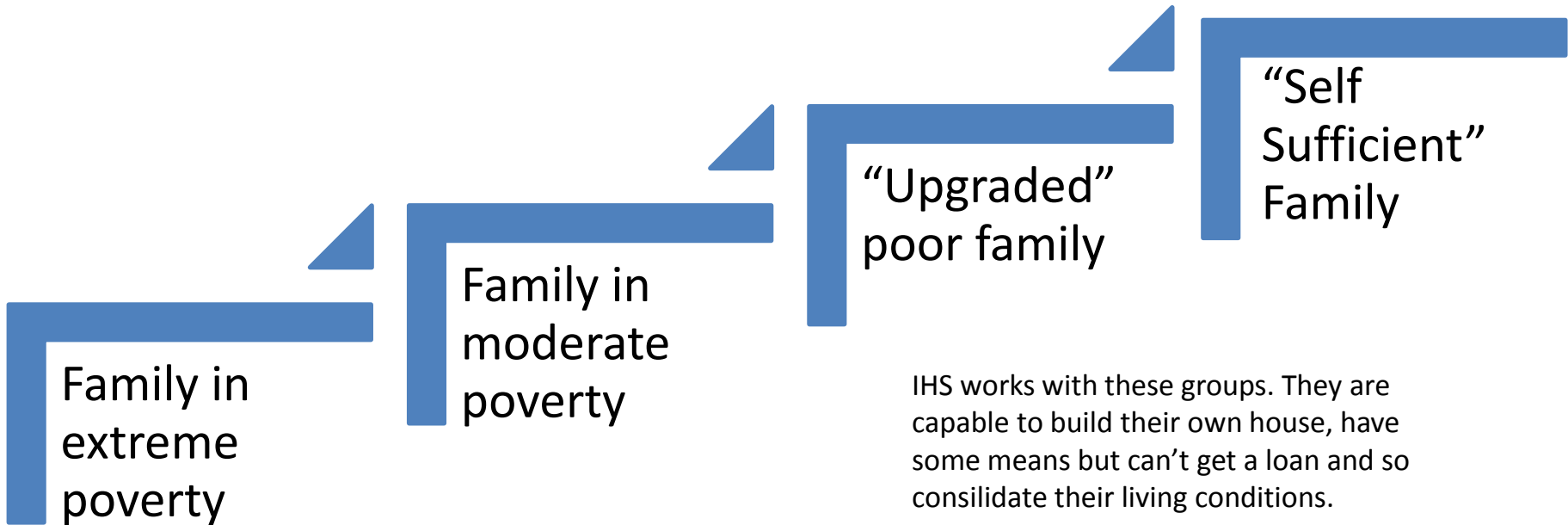
Compressed Earth Blocks







Poverty ?



Family in extreme poverty

Family in moderate poverty

"Upgraded" poor family

"Self Sufficient" Family

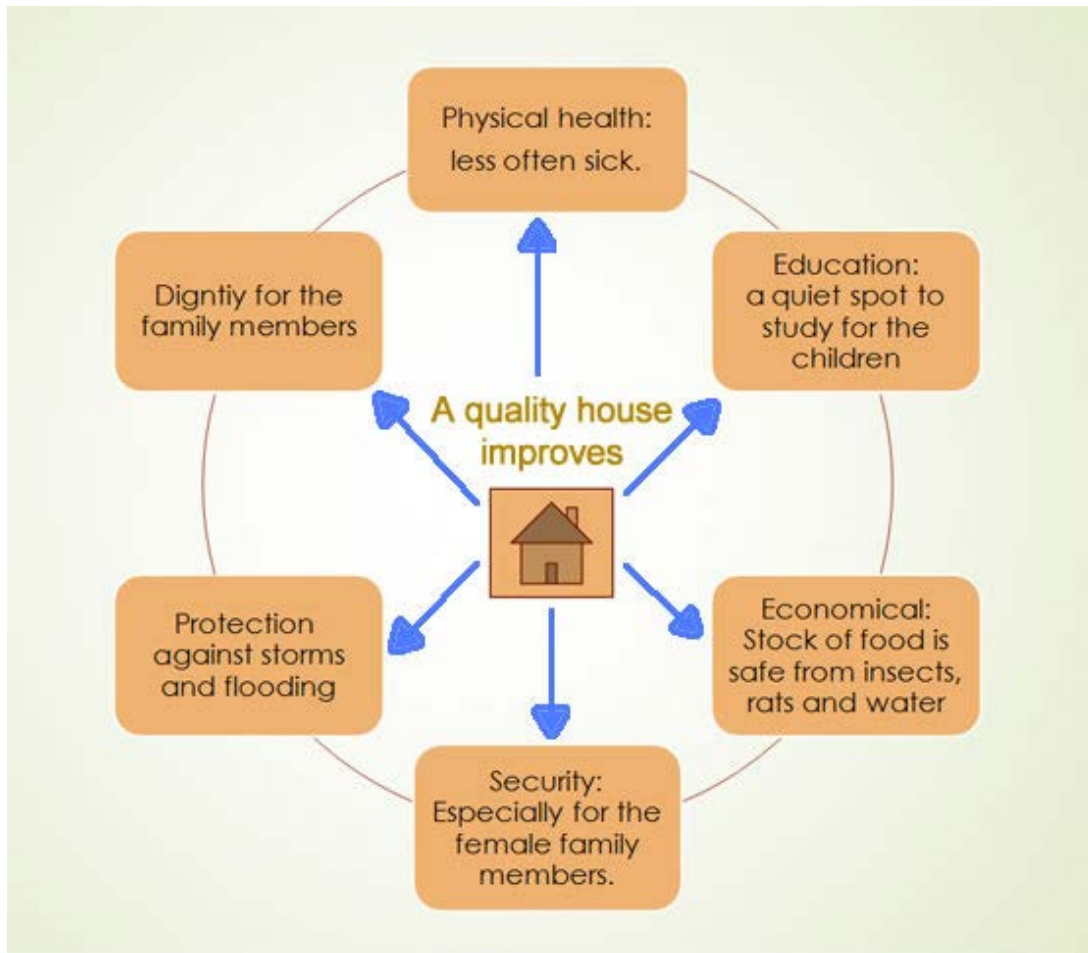
IHS works with these groups. They are capable to build their own house, have some means but can't get a loan and so consolidate their living conditions.

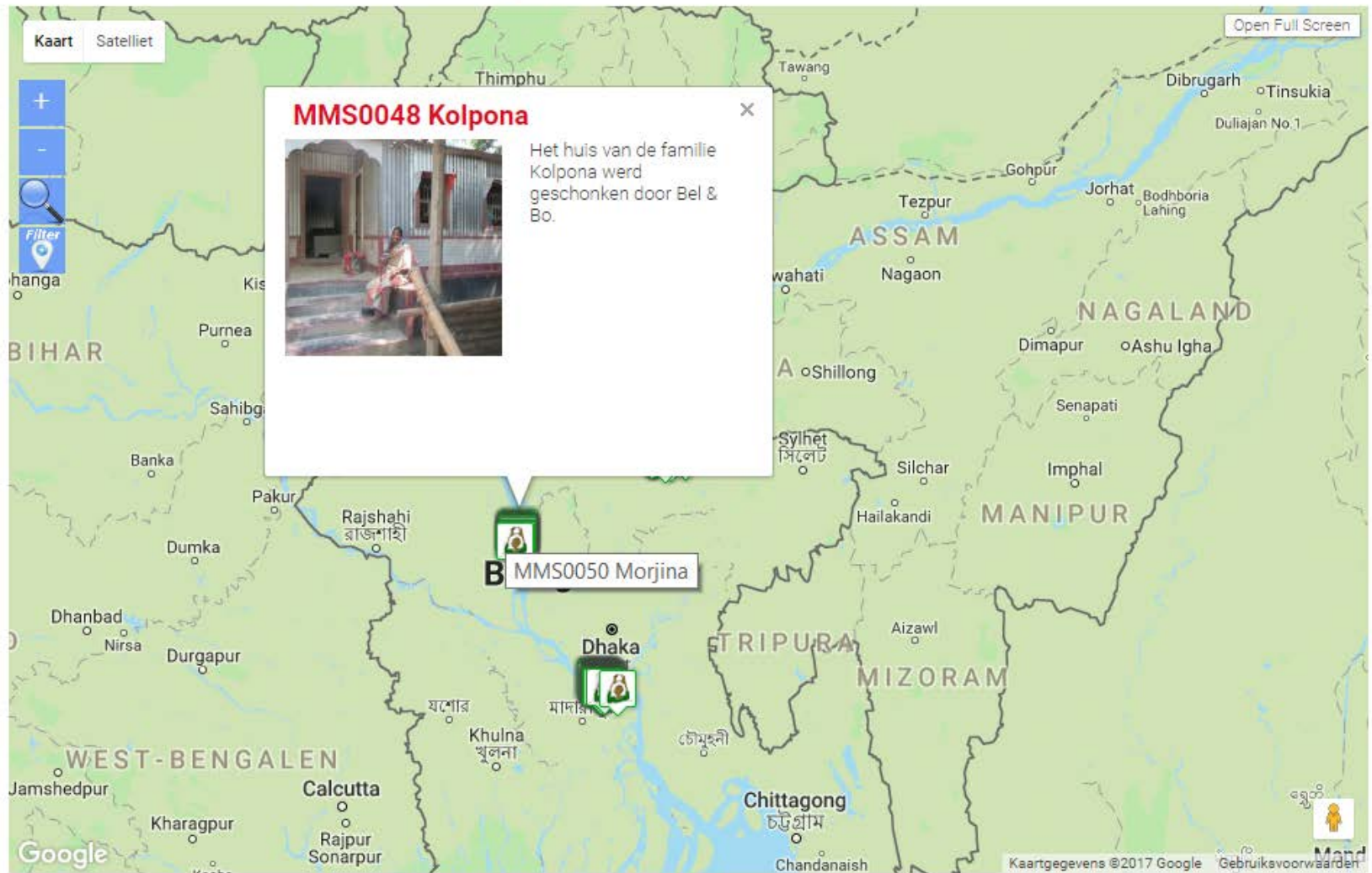
These families especially need food and work.



Banglabari

A house to fight poverty





MMS0048 Kolpona ✕



Het huis van de familie Kolpona werd geschonken door Bel & Bo.

B MMS0050 Morjina



CSR @ Bel&Bo



- Planet friendly: Positive & Circular
#belnboplanet
- People friendly: Transparant & Fair
#belnbopeople

Thank you! Questions?



**if you want to
go fast, go
alone. if you
want to go
far, go
together.**

When
it's real,
you can't
walk away.
curiano.com

**DIFFICULT THINGS
AREN'T EASY, BUT
THEY'RE WORTH IT**

