

COMMUNICATION ON ENGAGEMENT (COE)

---



**Period covered by this Communication on Engagement**

From: 30.11.2017

To: 30.09.2019

**Part I. Statement of Continued Support by the Chief Executive or Equivalent**

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

**05 August 2019**

To our stakeholders,

I am pleased to confirm that Cruelty Free International reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that Cruelty Free International has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Michelle Thew  
CEO

## Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

### On-going over 2017, 2018 and 2019

Cruelty Free International continues to work closely with private sector partners in membership of the United Nations Global Compact.

In 2018 we were delighted to announce that leading Compact member, Natura, had achieved our Leaping Bunny approval which the company see very much as contributing to its work on sustainability. In the same year, we also welcomed COVERGIRL, part of Coty Inc. to the Leaping Bunny family. Coty Inc. talked about how achieving Leaping Bunny approval had helped them to look in detail at their supply chain and was an entry point to further supply chain sustainability work.

### 11<sup>th</sup> June 2019

Together with Global Compact member, Coty Inc., we hosted a workshop for European business at the Responsible Business Summit titled 'Integrate and deliver the SDGs through ambitious partnerships'. Co-presenting with Coty Inc., we highlighted what our partnership had meant for the SDG strategy at Coty Inc.

### 15<sup>th</sup> July 2019 High Level Political Forum Side Event

Cruelty Free International co-hosted a High-Level Political Forum side-event which focused on how companies becoming cruelty free approved can contribute to the achievement of SDG 12 and on how our partnerships with companies were an example of SDG 17 in action. The event was sponsored by the permanent mission of Guatemala the European Union and the Estee Lauder Companies. Angus Rennie, Senior Manager UN Partnerships and UN Relations for the Global Compact was a speaker at this event and spoke about how cruelty free brands demonstrated ethical business DNA, and how their actions contribute to achieving the SDGs. Other speakers included the EU Ambassador to the UN João Vale de Almeida, Charles Arden-Clarke, and co-founder of the Institute for In Vitro Sciences, Erin Hill. The event was in keeping with the Global Compact's Ten Principles, particularly principles 7,8 and 9.

### 4<sup>th</sup> October 2018 UN Petition in partnership with the Body Shop

On 4<sup>th</sup> October 2018, we submitted – together with our partners and Compact member, The Body Shop – over eight million signatures from consumers from 60 countries calling for a global end to the use of animals in cosmetics testing. Those consumers want to play an active part in achieving SDG 12 through their purchasing decisions and are calling on businesses and governments to help enable those decisions by promoting cruelty free policies.

### SDG Summit 2019

We will take part in an SDG Media Zone session at the summit with DNV GL – active in sustainable supply chain work with the Compact – to talk about cruelty free supply chains and meeting consumer aspirations for SDG 12.

### **Part III. Measurement of Outcomes**

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

- We have formed at least four new partnerships with businesses via our Leaping Bunny programme that will advance the UN Global Compact principles, particularly UN Global Compact principles 7,8, and 9 as well as working towards the achievement of the SDGs
- We have provided public exposure for the UN Global Compact and its principles at a number of events and via press releases
- We consistently showcase how civil society and business working together can help to achieve SDG 17