

## COMMUNICATION ON ENGAGEMENT (COE)

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### Period covered by this Communication on Engagement

From: 01.10.2019

To: 30.09.2022

### 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.

**15 September 2022**

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](#).*

Over the past three years, Cruelty Free International has continued a high level of engagement with the UN Global Compact and has undertaken a broad range of activities in support of the Compact's principles – in particular, principles 7,8 and 9 which have direct relevance to our work.

In addition to specific participation in Global Compact events, our organisation undertakes work across a broad range of strands including partnership with companies, and communication and education activities with media, consumers, and other stakeholders to disseminate good practice around sustainability and environmental responsibility.

As a partner in the Global Compact, Cruelty Free International has played a particular role in supporting businesses who are working with the principles of the Global Compact. In an era where transparency, traceability and sustainability are key considerations, forward-thinking and innovative businesses are increasingly taking the lead on the issue of animal testing and are seeking a way to respond to the demand from ethical consumers for more cruelty free choices. Working with Cruelty Free International, to achieve approval under the Leaping Bunny programme, has enabled private sector partners, some of whom are Compact members, to demonstrate their commitment to environmentally responsible practices. Our approved partners range from start-up cruelty free cosmetics companies to high profile international retailers.

The Leaping Bunny, operated by Cruelty Free International, is the globally recognised cruelty free programme for cosmetics, personal care, household, and cleaning products - the best assurance available that a brand has made a genuine commitment to ending animal testing through its supply chain. More than 1,000 brands across the globe hold Leaping Bunny approval, providing real choice for ethical consumers who want to identify and buy cruelty free products.

Over the past three years we have continued to work with leading private sector partners to encourage them to join our programme as Leaping Bunny partners. Many of the brands with whom we work in close partnership are also members of the Global Compact such as Natura Cosméticos S/A, Coty, Neal's Yard (Natural Remedies) Limited and Marks & Spencer PLC.

We have helped such companies to encourage ethical consumption and, as partners, these companies help us to disseminate sustainable practices to suppliers and consumers worldwide. Across the past three years we have continued to offer expert technical, campaigning and marketing support to business partners, supporting them to use non-animal technologies in the development of their products.

In addition to this ongoing support for companies and consumers, the past three years have also seen some specific efforts and activities in support of the goals of the Global Compact. In particular, we have undertaken the following activities:

**2019 to 2022** - formed public global partnerships with leading companies such as Estee Lauder, Garnier, Coty and The Body Shop with a variety of outputs including achieving Leaping Bunny status; communicating ambitions around global efforts to drive animal testing out of the beauty industry; and partnering on specific advocacy efforts both at the UN and with regional players such as the European Union.

**November 2019** - events in Australia to disseminate ethical business practices and share news of Leaping Bunny approval with leading company and Global Compact Member, Coty, including media and reach out

events in Sydney with Cruelty Free International's CEO.

**February 2020** - a UN roundtable was held with Cruelty Free International and more than twenty UN missions. Cruelty Free International collaborated with XCellR8 to produce a video of alternatives to cosmetics animal testing, enabling us to diffuse these environmentally friendly technologies and showcasing the role that this plays in supporting the SDGs.

**2020** - Cruelty Free International's work and Leaping Bunny programme was submitted as a case study for the UN One Planet Network as a model for the dissemination of sustainable practices by business.

**2020** - written evidence was submitted to the UN Science and Technical Committee on the need for global investment in non-animal methods – showcasing the need for positive environmentally technologies.

**2022** - Cruelty Free International becomes a stakeholder with observer status at the UN ECOSOC Sub-Committee of Experts on the Globally Harmonized System of Classification and Labelling of Chemicals – as part of our efforts to encourage the use of non-animal technologies.

**2022** - post pandemic, Cruelty Free International has continued direct efforts at the UN to achieve a resolution calling for a global end to the use of animals in cosmetics testing. This follows our work with Compact member, The Body Shop, where we submitted, to the UN, over eight million signatures from consumers in 60 countries calling for an end to animal testing in cosmetics. All of this effort is focused around SDG 12 and the role that consumers wish to play in purchasing ethical products and calling upon business and governments to support those decisions.

In addition to these specific external activities with consumers and private sector partners, over the past three years we have also taken part in a range of Global Compact events, including the following:

- 15 and 16 June 2020: UN Global Compact Leaders Summit
- 26 November 2019: UN Global Compact Network – UK Climate Forum
- 15 and 16 June 2021: UN Global Compact Leaders Summit
- 20 and 21 July 2021: UN Global Compact (Building Back Better with the SDGs, SDG Ambition, Collaboration in Action to Achieve the SDGs, Embedding ESG into your Business)
- 20 to 22 September 2021: Uniting Business Live
- 1 and 2 June 2022: UN Global Compact Leaders Summit
- 19 to 21 September 2022: Uniting Business Live

### **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.

Over the past three years we can measure our work and impact in support of the principles of the Compact in a variety of ways:

- Onboarded 195 new companies to the global Leaping Bunny programme, encouraging brands to use modern non-animal methods and offer ethical purchasing choices to consumers.
- Formed a range of partnerships with leading businesses who are members of the Global Compact to advance environmental responsibility and urge a global transition away from animal testing – including a range of high-level consumer and media events.
- Taken direct part in 6 Global Compact events.
- Provided public exposure for the principles of the UN Global Compact via consumer outreach, media, and engagement with UN missions as part of our work to achieve a global resolution.
- Consistently demonstrated how civil society and business working together can help to achieve SDG 17 – with a range of active partnerships formed with businesses as part of our Leaping Bunny programme.