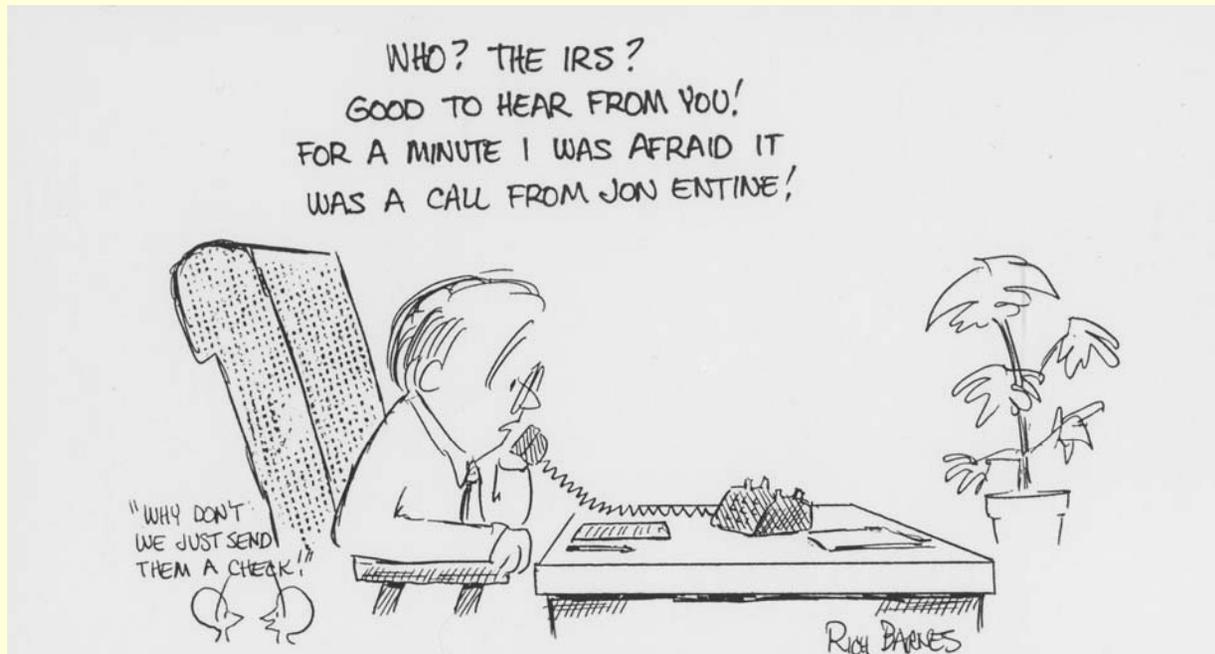


GREEN BUSINESS OR GREENWASHING:

The Perils and Promise of NGO Collaboration



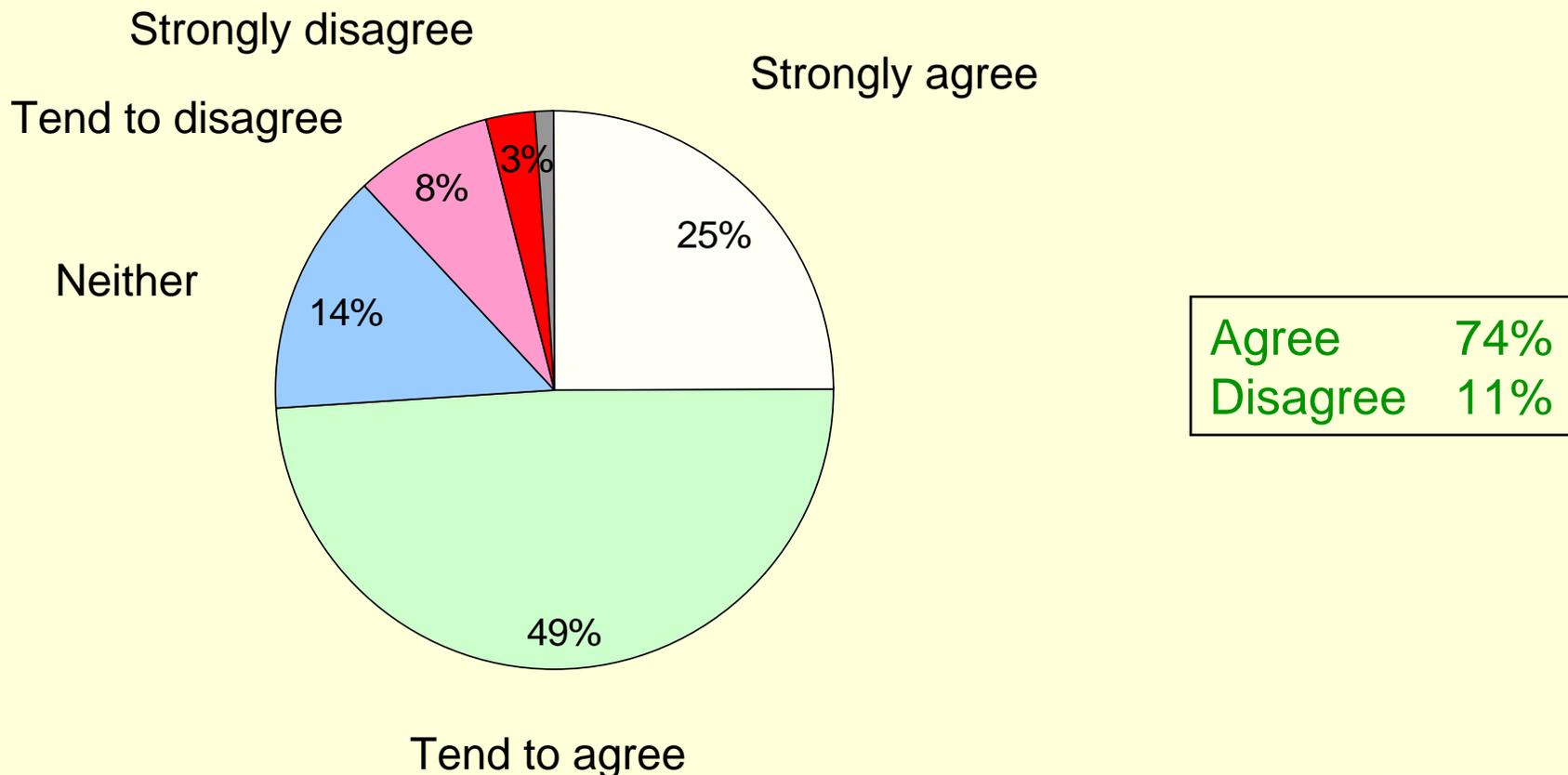


What is Corporate Social Responsibility?

- Philanthropy
- Workplace Issues (diversity, benefits, day-care, etc.)
- Community Involvement
- Corporate Transparency and Governance
- Environmental Sustainability
- Human Rights
- Brand Reputation Management**

To what extent do you agree or disagree with the following statement?

If I had more information about companies' social, environmental and ethical behavior, this would influence my decisions about what I buy.



Base: 1,044 adults 16+ July-August 2003

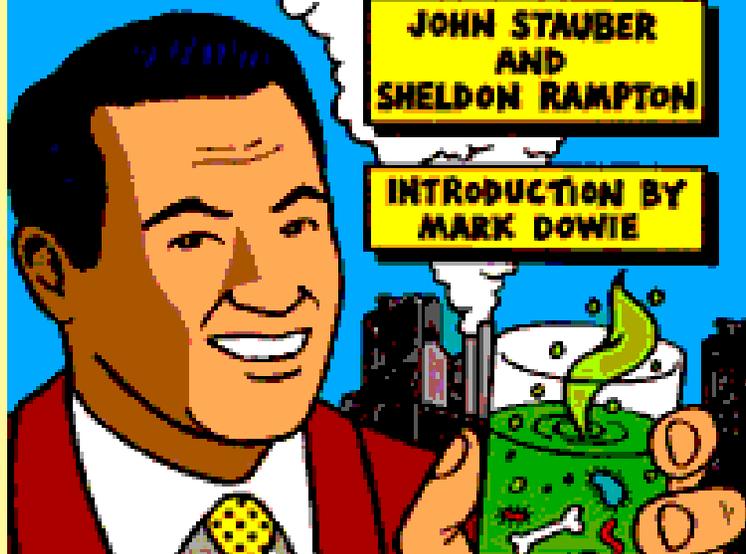


**TOXIC SLUDGE IS
GOOD FOR YOU!**

**LIES, DAMN LIES
AND THE PUBLIC
RELATIONS INDUSTRY**

**JOHN STAUBER
AND
SHELDON RAMPTON**

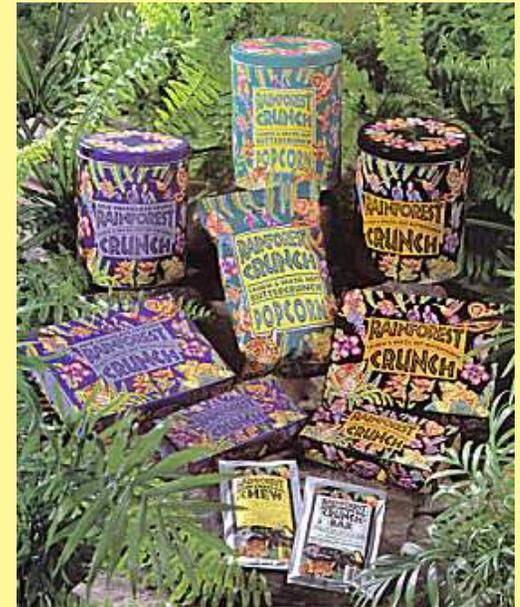
**INTRODUCTION BY
MARK DOWIE**



"Terrific! Don't miss it."

—Molly Ivins

Rainforest Crunch

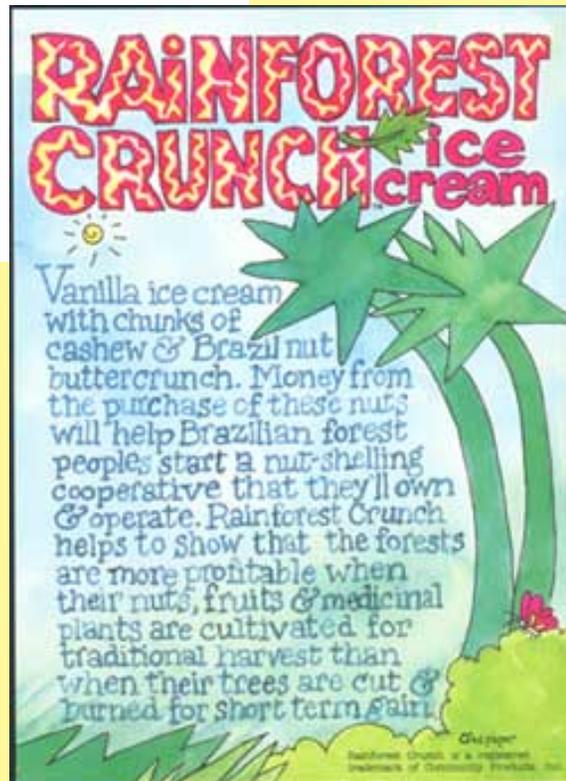


QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

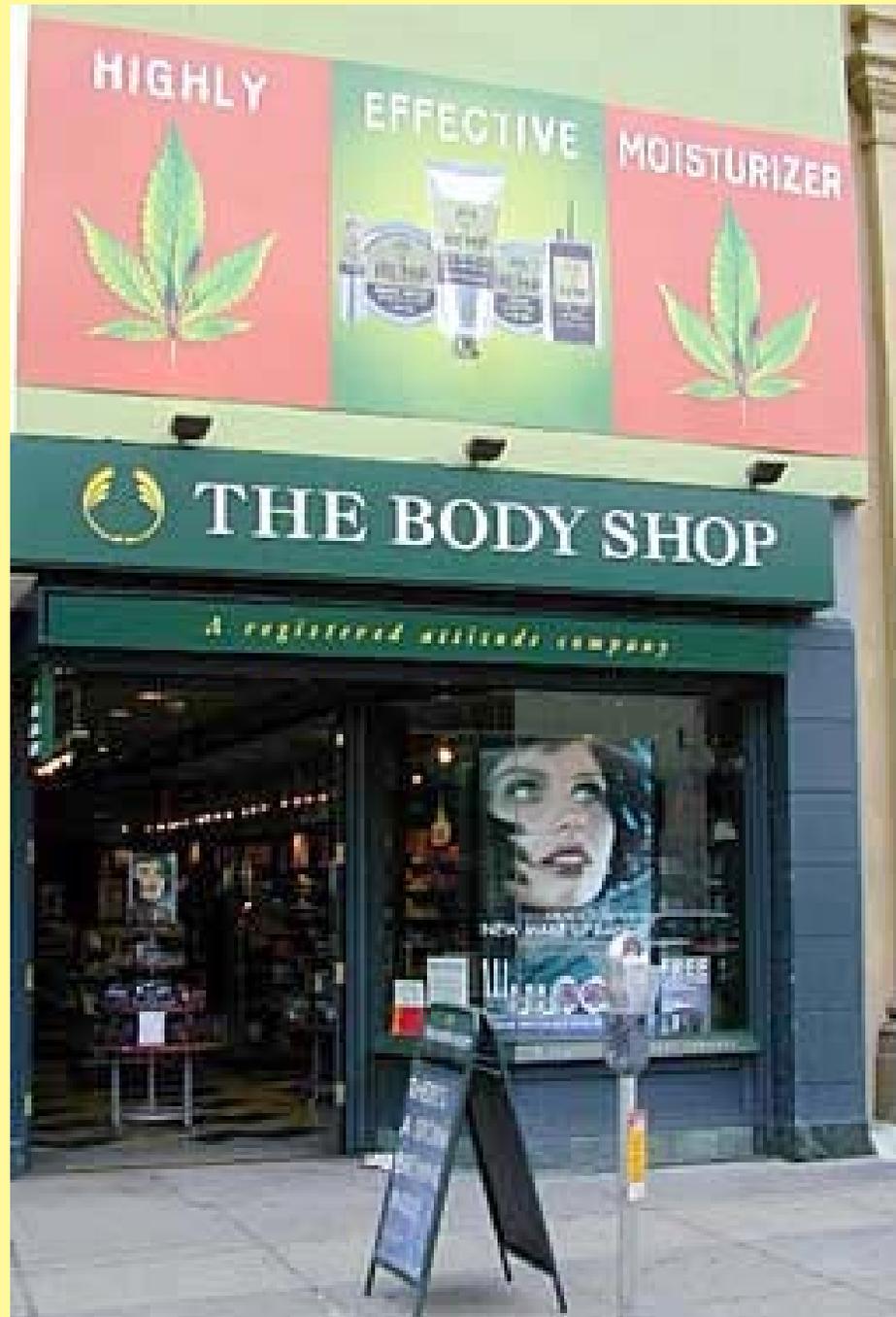
QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



**Vanilla ice cream with
chunks of Rainforest
Crunch®, a cashew and
Brazil nut butter crunch.**





INTEGRITY PREMIUM

THE MAGAZINE FOR
GROWING COMPANIES

JUNE 1990
\$3.00

Inc.

THIS WOMAN HAS CHANGED BUSINESS FOREVER

How Anita Roddick
of The Body Shop Has
Customers and Employees
Clamoring for Her
Brand of Business

SEE PAGE 34

SPECIAL FEATURE:

GETTING PAID

Surefire ways to get
what's owed you

SEE PAGE 58





- Trade Not Aid Comprised .03 % of Sales
- Brazil Nut Bath Oil Beads Made from Oil
Purchased from Croda Chemical Corporation
- Severe Market Disruptions in Brazil Nut Trade
- Amazon Tribes Sued Body Shop for Intellectual
Property Rape

Survival

for tribal peoples



May 8, 1994

Dear Jon,

Apropos our conversation yesterday, here is a blurb which may be of use – you can use any of it.

I think that two of the most surprising aspects of our dealing with the Body Shop were the lawyer's threat and the personal attacks directed at myself

Before the Body Shop, Survival had been threatened with legal action only once over the last 25 years. And that's in spite of our own countless attacks on governments, companies, missionary organisations, development banks, even museums, and so on. The threat was from RTZ which is probably the most destructive mining company in the world. But even RTZ didn't go as far as getting their lawyers to write. The letter from the Body Shop's solicitors was, and remains, the only lawyer's threat we have ever received.

That was surprising for a company whose image is built on a supposedly 'ethical' outlook.

But I think that Gordon Roddick's attack on me, made in several publications around the world, was even more sinister and revealing. He said that Survival itself was highly respected but that I, personally, was guilty of all sorts of mismanagement. He said that our Spanish office had walked out as a result; that's a lie. He said that lots of NGOs thought I was dangerous, but he didn't name any of course. Well, we've always wanted to be 'dangerous' to those who are ripping-off tribal peoples, that's true.

But how come I am so hopeless and Survival is so respected? I've been with Survival for 22 years. I was its first projects director, when we only had two staff, and have been overall director now for 10 years. Since I was given this responsibility, I'm happy to say that Survival has grown about 20 times and is still growing – particularly in Spain! I'm not claiming the credit for this – literally thousands of people have helped us – and it's not my style to push my own self-promotion. That doesn't interest me in the slightest, something the Roddicks probably find as incomprehensible as the idea that not everyone wants to join their own brand of greenback capitalism – that is... capitalism on the back of 'the greens'.

Our relationship with the company over the last several years has convinced me, time and time again, that it is no more ethical than a heap of beans. It's sleazy and bullying, and hides behind a veneer of rubbishy and manipulative propaganda which is actually only skin deep.

I hope you have a great marriage and honeymoon. It should be a lovely time of year for Italy.

Congratulations

Amazon chief sues Body Shop

Anita Roddick exploited me, claims village elder

**Michael Durham
and Jan Rocha**

THE BODY SHOP, which prides itself on ethical trade with the developing world, has been accused of exploiting Amazonian Indians. A village chief has complained the company has made 'unauthorised' use of his image 'for publicity ends', and the company also faces allegations of failing to deliver 'cultural and intellectual property-rights agreements' with the Kayapo tribe.

The image of Chief Pykati-Re in traditional feathered head-dress has appeared on thousands of posters since 1990 to promote the Body Shop's 'ethical' trade in Brazil nut oil with the Indigenous Kayapo Indians. His picture also features in an American Express advertisement alongside Body Shop founder Anita Roddick.

Brazil nut hair conditioner, which contains about 1 per cent nut oil, produced by the Kayapo Indians, is one of the Body Shop's best-selling products.

Last night the Body Shop dismissed the allegations, saying they were made by an embittered employee, Saulo Petean, who was sacked as the company's agent in Brazil in January. Ms Roddick's husband, Gordon, is said to be in Brazil working on a foundation project to help the Kayapos.

However, Mr Petean's allegations are supported by an unpublished independent evaluation. The 56-page study, commissioned by the Body

Shop last year, says the cosmetics company is laying itself open to accusations of exploiting the Indians.

Chief Pykati-Re, 43, began a lawsuit last Tuesday, claiming that a photograph of him making a 'thumbs up' gesture had been used in posters, leaflets and drawings by 1,400 Body Shops in 48 countries since 1990. His lawyer, Ilildebrando Pontes Neto, is a specialist on indigenous people's rights.

The chief is an elder of Pukanu village, one of two in remote northern Brazil which have been supplying nut oil to the Body Shop since 1991. The oil is produced in tiny village 'factories' and stratified out.

Only a small proportion of the Indians benefit directly, but chiefs in those villages taking part want the project to continue because of the income it generates. The Body Shop says it pays more than £23 a kilo for the pressed oil, well above the 'world market price'. The extra payment, according to the company, is to reimburse the Indians for photographs used in marketing and pay for community work in Brazil.

In 1993 the Body Shop announced it had reached the world's first cultural and 'intellectual property' agreement between a Western company and an indigenous tribe, namely the Kayapo. Chief Pykati-Re was photographed with Ms Roddick during her highly publicised tour of rain-forest tribes in search of 'ethical' trading links.

However, the unpublished evaluation — by development

experts Rubem Almeida, Iain Ferrar and Patricia Stocker — which is backed by the Institute for Development Studies at Sussex University, questions the ethical status of the project, saying that formal contracts on images or intellectual property have never been agreed with the Kayapo.

'The concept of intellectual property rights, widely discussed internationally, is not at all understood in the villages, even by most leaders. This raises an ethical question about the use of the Kayapo image in "marketing" internationally,' the report says.

'The Kayapo leaders do not consider that they have conceded rights of use of image to the Body Shop.'

The report warns: 'There is an implicit — if unanswered — question: is the Body Shop's trading link with the Kayapo "aid", or has it been a deliberate profitable investment in marketing of the company's name?'

● The Body Shop announced yesterday that three international human rights and women's organisations would be allowed free use of one of the firm's office blocks in west London.

The beneficiaries are the Ogoni Community Association (UK), which helps the Ogoni people of Nigeria; the Women's Communication Centre, which promotes women's views; and Woman-kind Worldwide, which supports projects for women in developing countries. The gift is worth £90,000 a year.

THE REAL SCOOP: BEN COHEN ON THE FUTURE OF BEN & JERRY'S

Business Ethics™

THE MAGAZINE OF SOCIALLY RESPONSIBLE BUSINESS

VOL. 8, NO. 5
SEPTEMBER/OCTOBER 1994

SHATTERED IMAGE

*Is The Body Shop
Too Good
to Be True?*

ALSO:

Marjorie Kelly and
Joan Bavaria on
the Future of Socially
Responsible Business

Do We Really Want to Work Less?
PAGE 30

Calvert Gets Aggressive
PAGE 10

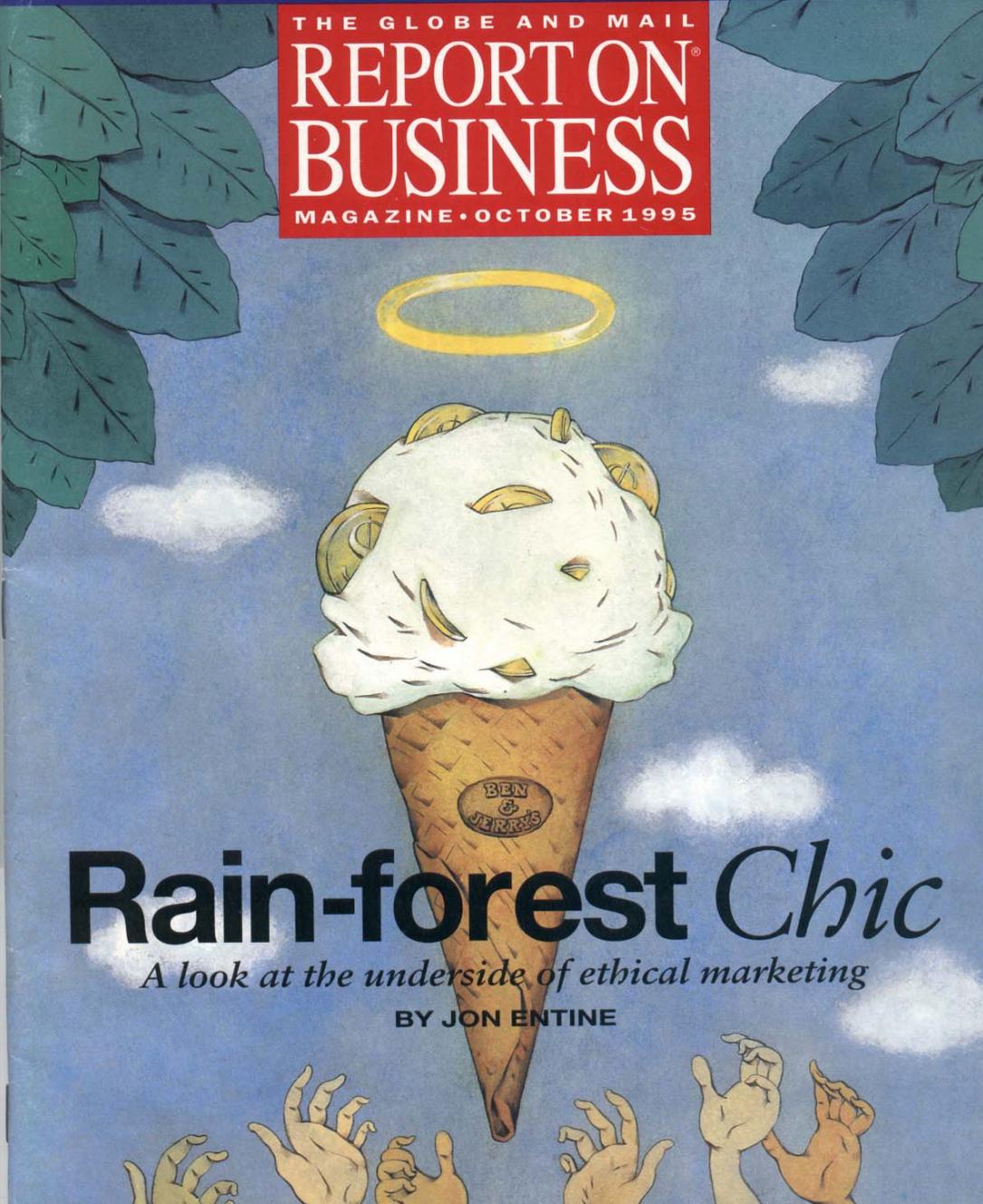
**Better Homes and Gardens' Crusade
for Homeless Families**
PAGE 15

Investing: The U.F.O. Abductee Test
PAGE 42



Business Traveller on power diners ■ What's wrong with Disney's megadeal

THE GLOBE AND MAIL
**REPORT ON
BUSINESS**
MAGAZINE • OCTOBER 1995



Rain-forest *Chic*

A look at the underside of ethical marketing

BY JON ENTINE

RAINFOREST CRUNCH[™] ice cream



Vanilla ice cream with chunks of cashew & Brazil nut buttercrunch. Money from the purchase of these nuts will help Brazilian forest peoples start a nut-shelling cooperative that they'll own & operate. Rainforest Crunch helps to show that the forests are more profitable when their nuts, fruits & medicinal plants are cultivated for traditional harvest than when their trees are cut & burned for short term gain.



Rainforest Crunch[™] is a registered trademark of Community Products, Inc.

Money from these nuts will help Brazilian peoples start a nut-shelling cooperative that they'll own and operate. Rainforest Crunch helps to show that rainforests are more profitable when nuts, fruits, & medicinal plants are cultivated for traditional harvest than when their tress are cut and burned for short-term gain.

"Money from these units with the Brazilian people
start and sharing cooperative that they own and
operate. Rainforests are such things to show that
rainforests are more profitable than nuts, fruits &
medical plants are cultivated for traditional uses
than whether they are cut and burned for short-term
gain."

Not one Brazil nut in Ben & Jerry's Rainforest Crunch was ever sourced directly from indigenous natives. Over the years, 95% of the nuts were purchased commercially, from the anti-labor agribusiness run by the Mutran Family, notorious for killing labor organizers. Less than 5% were sourced from one Co-Op, run by the Xapuri—descendants of white Portuguese fortune-hunters who came to the Amazon early in the century to exploit the now devastated rubber trees.

Rainforest Crunch shows that modern-day paternalistic capitalism under the guise of Trade Not Aid can destabilize the fragile nut market, contribute to plunging nut prices, disrupt already strained trade relations, and force desperate Amazon indigenous peoples into selling off even more of the rainforest to forestry and mining concerns.

Oh yes...the project raised less than \$50,000 for charity. Ben & Jerry's made more than \$25 million off the promotion. Investors Ben Cohen and Laura Scher of Working Assets personally made more than \$300,000 each. All other investors...mostly small-time idealistic, lost their entire investments.



**FREE GEORGIA
PLACE**

From pecked peaches
to puffed pine cones
to puffed pine cones
to puffed pine cones
to puffed pine cones
to puffed pine cones



1958-1996



In memory of
**RAINFOREST
CRUNCH**

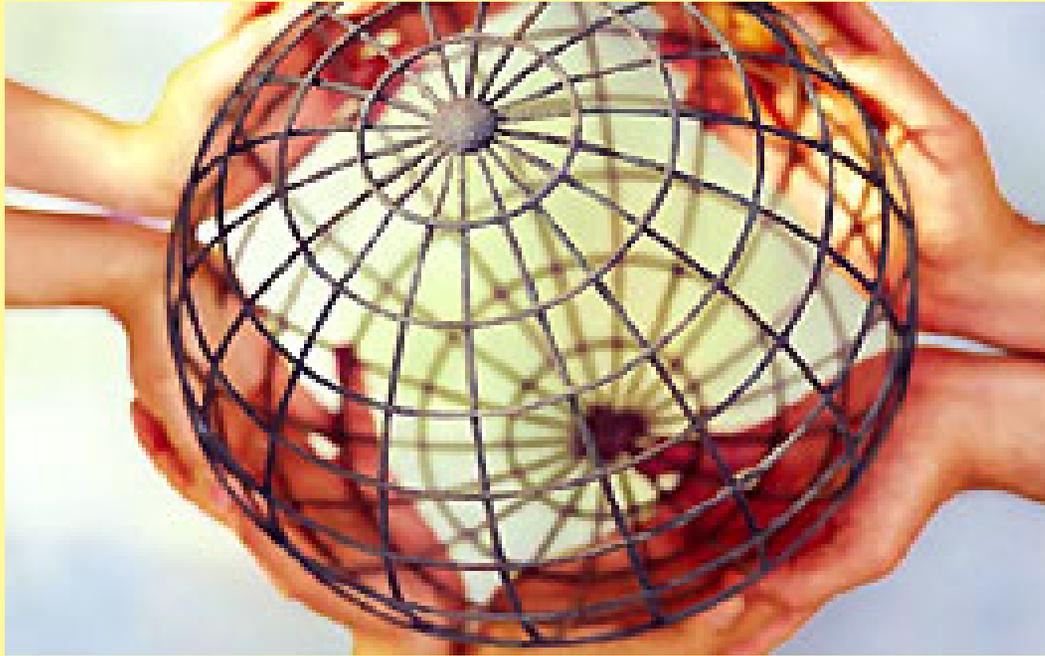
With aching heart & heavy sigh
We bid Rainforest Crunch goodbye.
That nutty brittle from exotic places
Got sticky in between our b'faces.

1989-1996



Are NGO Initiatives Right For Your Company?

- Build Your Image?
- Repair Your Image
- Make a Difference in Your Community
- Increase Customer Loyalty
- Increase Consumer Loyalty
- Promote (Sometime Controversial) Social Policies



- 1. CSR-NGO Initiatives Can Be Risky**
- 2. Integrity Cannot Just be Bolted On**
- 3. CSR Must be Built into the Product & Service and Intrinsic to Operations**