





# PACKAGING IS RUBBISH!

THERE, WE'VE SAID IT.

AND NOW WE'VE SAID IT, THERE'S NO TAKING IT BACK!

At Lush our goal is to make our products as effective, fun and luscious as possible, whilst making sure that they are kind to animals and the environment. That's why we have always loved to fill our shops with whole ranges of 'naked' (unpacked)

products. We believe that when it comes to reducing our impact on the environment, reducing packaging should be high on everyone's list of priorities.

Just take a look at this:

1 LUSH SHAMPOO BAR (55g) LASTS AS LONG AS...  
3 BOTTLES (250g) OF LIQUID SHAMPOO

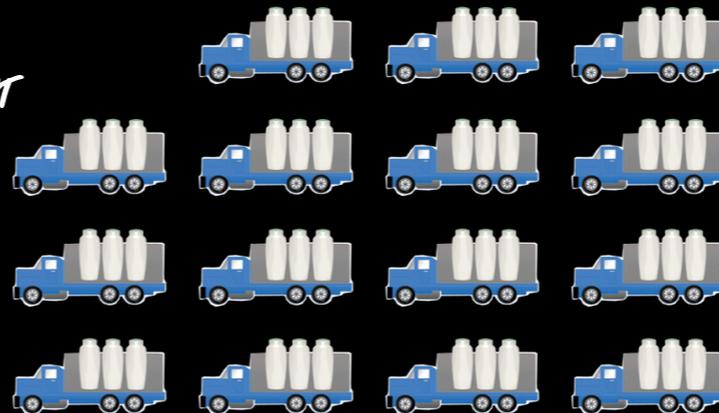


SO ALREADY THAT'S 3 LESS EMPTY BOTTLES TO GET RID OF!

But it's not just the actual plastic packaging that we need to think about.

Compared to bottled liquid products, which are full of water and are heavy, bulky, and inefficient - our naked products are concentrated, weigh less and are easy to transport. Just look at the environmental impact of delivering these to shops:

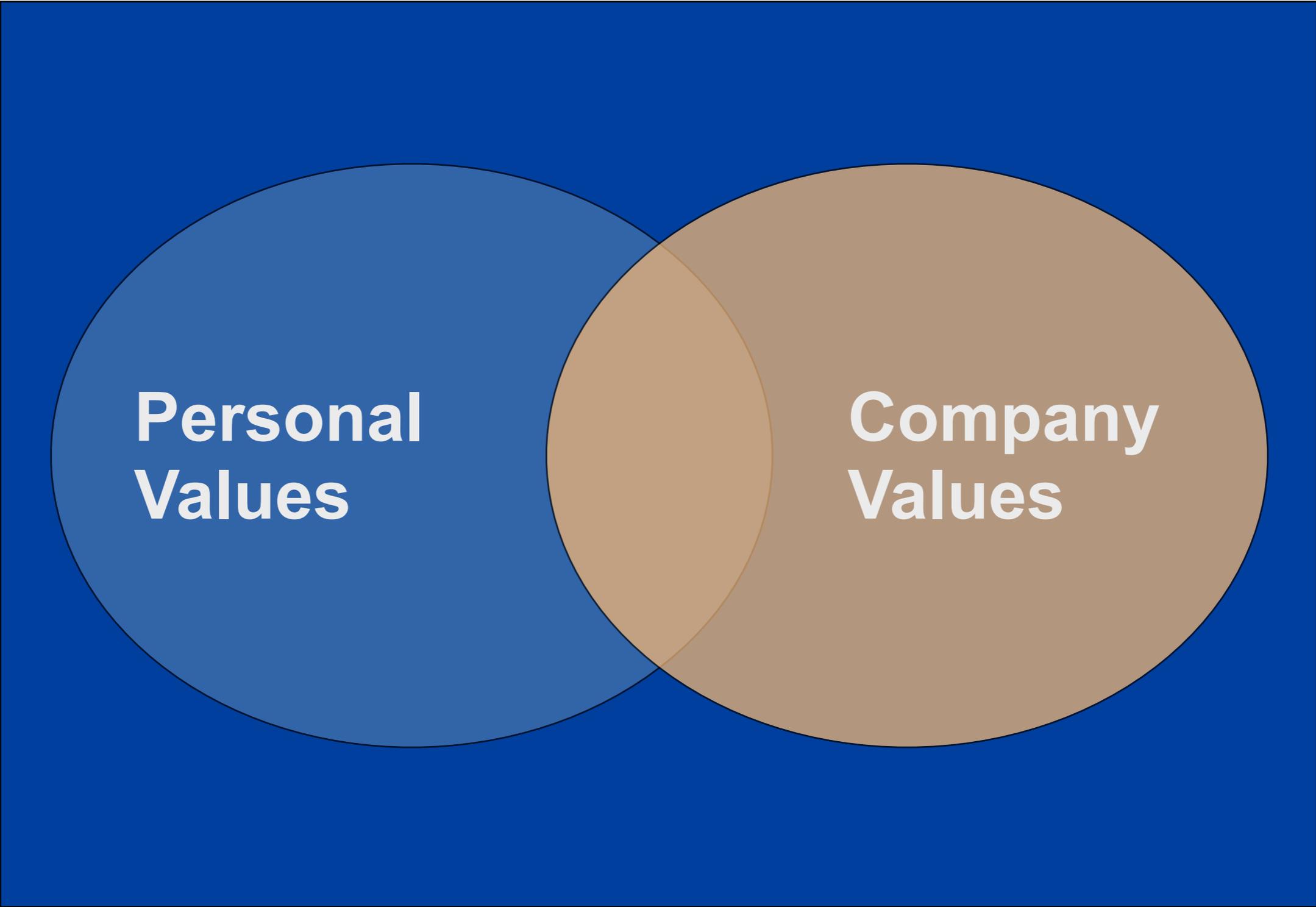
1 LORRY LOAD OF SHAMPOO BARS WOULD BE ENOUGH FOR 800,000 WASHES BUT IT WOULD TAKE 15 LORRY LOADS OF LIQUID SHAMPOO TO DO THE SAME JOB!



With solid shampoo bars you save on the environmental cost of producing and disposing of plastic packaging AND reduce the pollution caused by transporting heavy and uneconomical packaged goods!



What motivated these staff members  
to get naked for their company?



10. LAST QUESTION: I like Lush because ..... (plus any additional comments you would like to share about the values at Lush)



170. Because it values what I value and it has a good time doing it.. Not only has my awareness of natural ingredients and synthetics increased it has changed other aspects of my life and I seem to have changed the way I eat shop, buy clothing ect.. Thanks Lush!

180. Lush stands for everything I stand for, not many companys does that! I can proudly talk about the products and fell god about it! I never pretend to like the products, I really dolove them! :)

189. it has positive impact on world (directly cosmetic) indirect global consciousness. Leading edge in ideas and care for the nature and the people

194. its the best place in the world to work, not the easiest but definitely the best. Its an honest company with high ethics and I am proud to tell people what I do for a living.



## Four in ten staff 'may quit job'

**More than four in ten UK employees are considering quitting their job in the next year, YouGov research for Investors in People suggests.**

A lack of motivation at work is cited as a major problem, with unreasonable workloads, feeling underpaid and a lack of career path being blamed.

About half of staff said they had not been supported beyond their initial induction at work.

Meanwhile more than a quarter felt unsupported by their managers.



Many find their bosses are unsupportive



Current business targets only stimulate  
a fraction of your people's being

They derive from  
a person's values,  
mental models,  
mind, personality



Huma

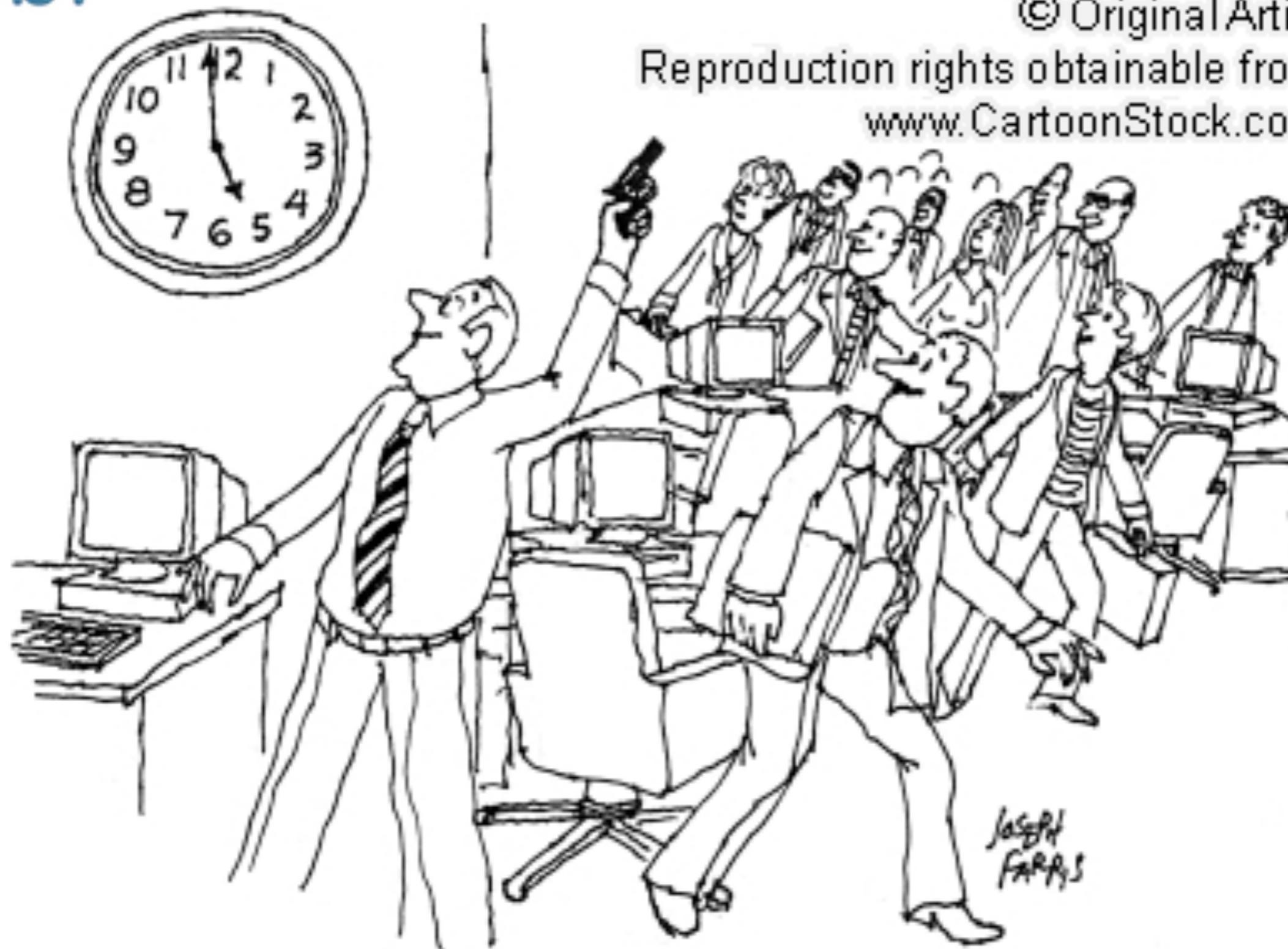
Resources

Huma

# Resources

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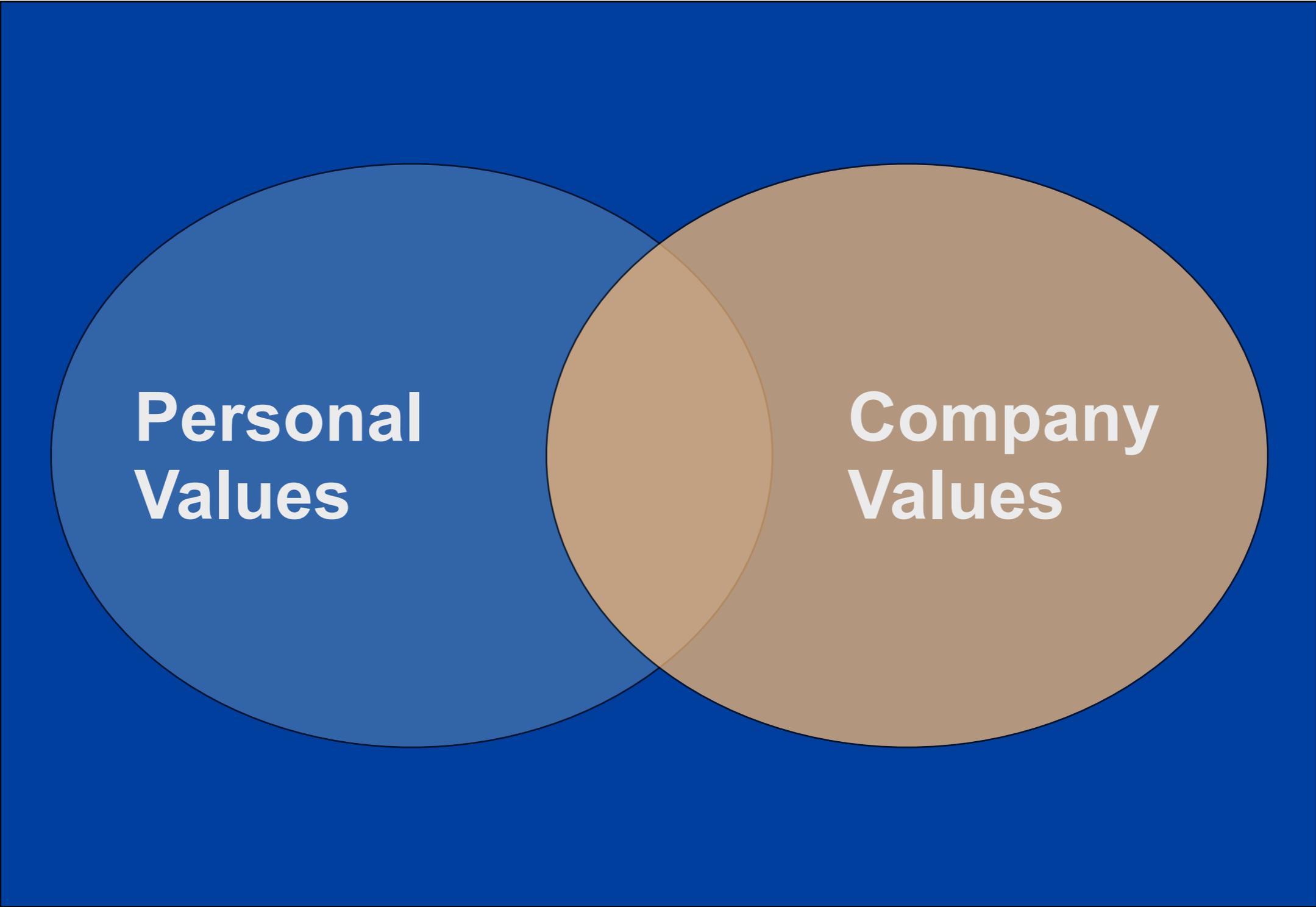
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**THANK GOD IT'S MONDAY !**

Give people,  
your human resources,  
a sense of purpose  
that resonates with their Values



# ebbf Visions and broader Objectives

"...a global enterprise that allows individuals to fulfill their double objective fully develop their potentialities and contribute to improving the wider community"

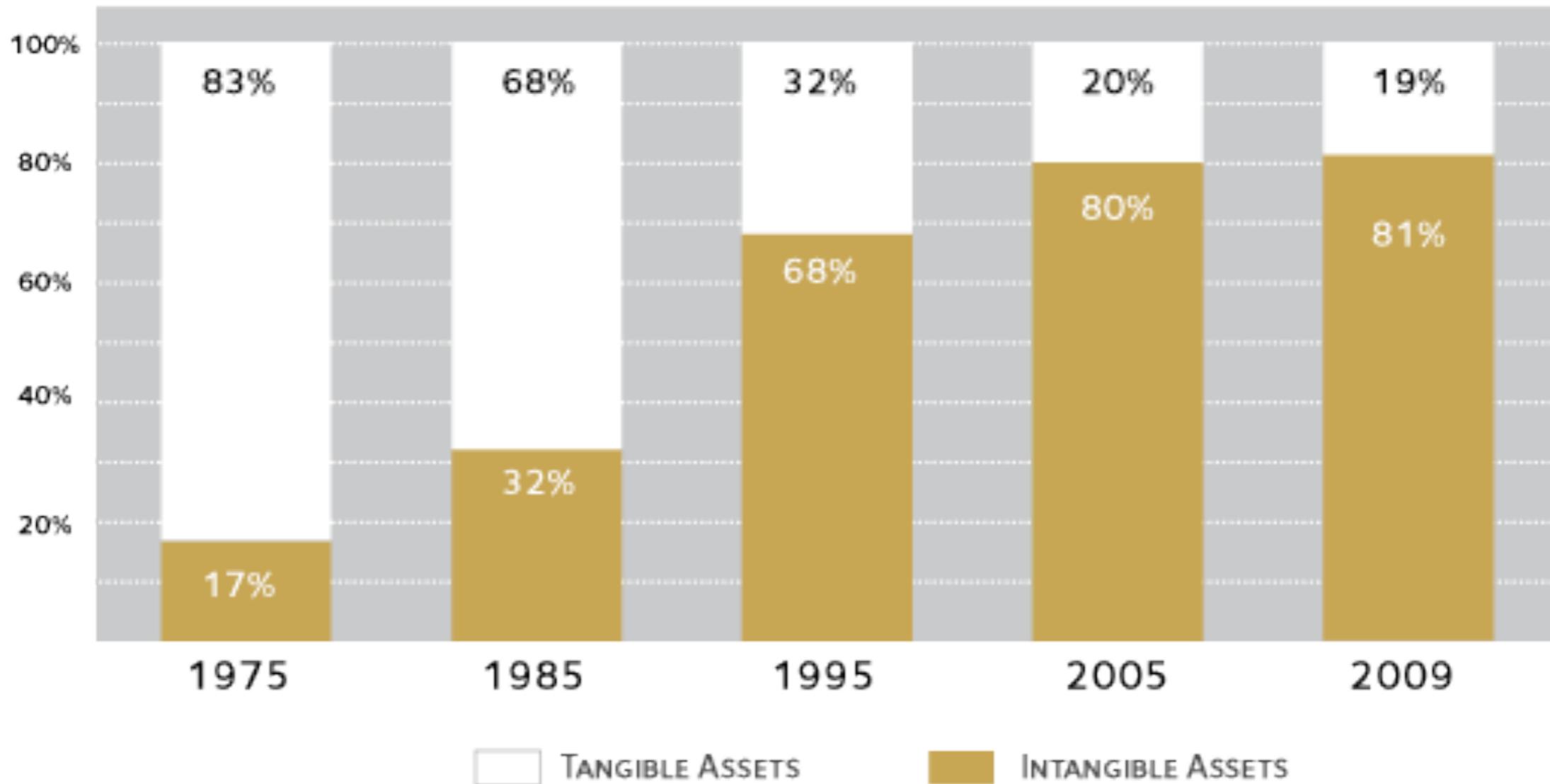
Bahá'í International Community's Contribution to the 18th Session of the United Nations Commission on Sustainable Development - 2010

**Wikipedia's 13 million articles are all written and maintained by the crowd.**



# Being value-d and respected

COMPONENTS OF S&P 500 MARKET VALUE



Source: Ocean Tomo

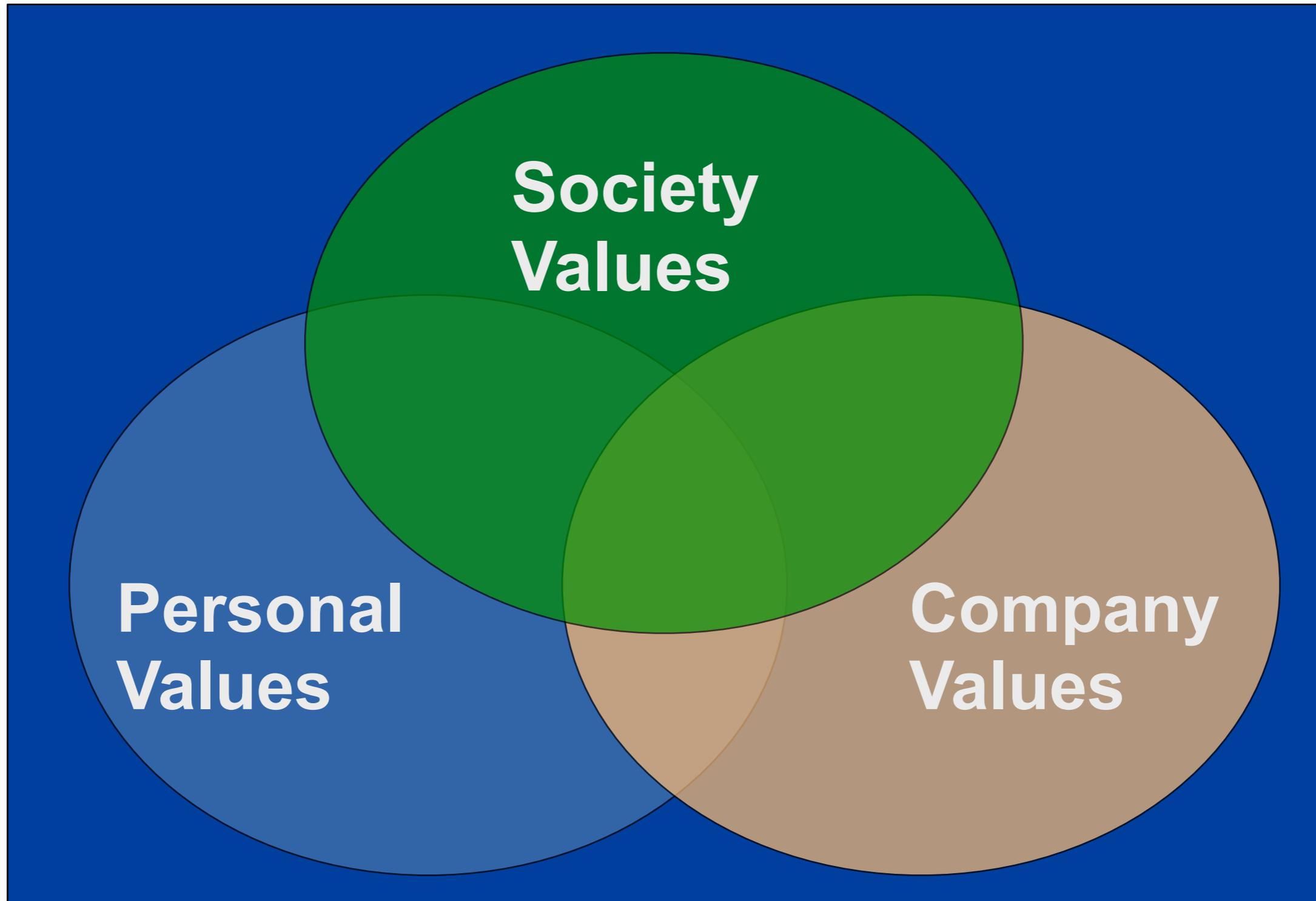
## The growth of intangible

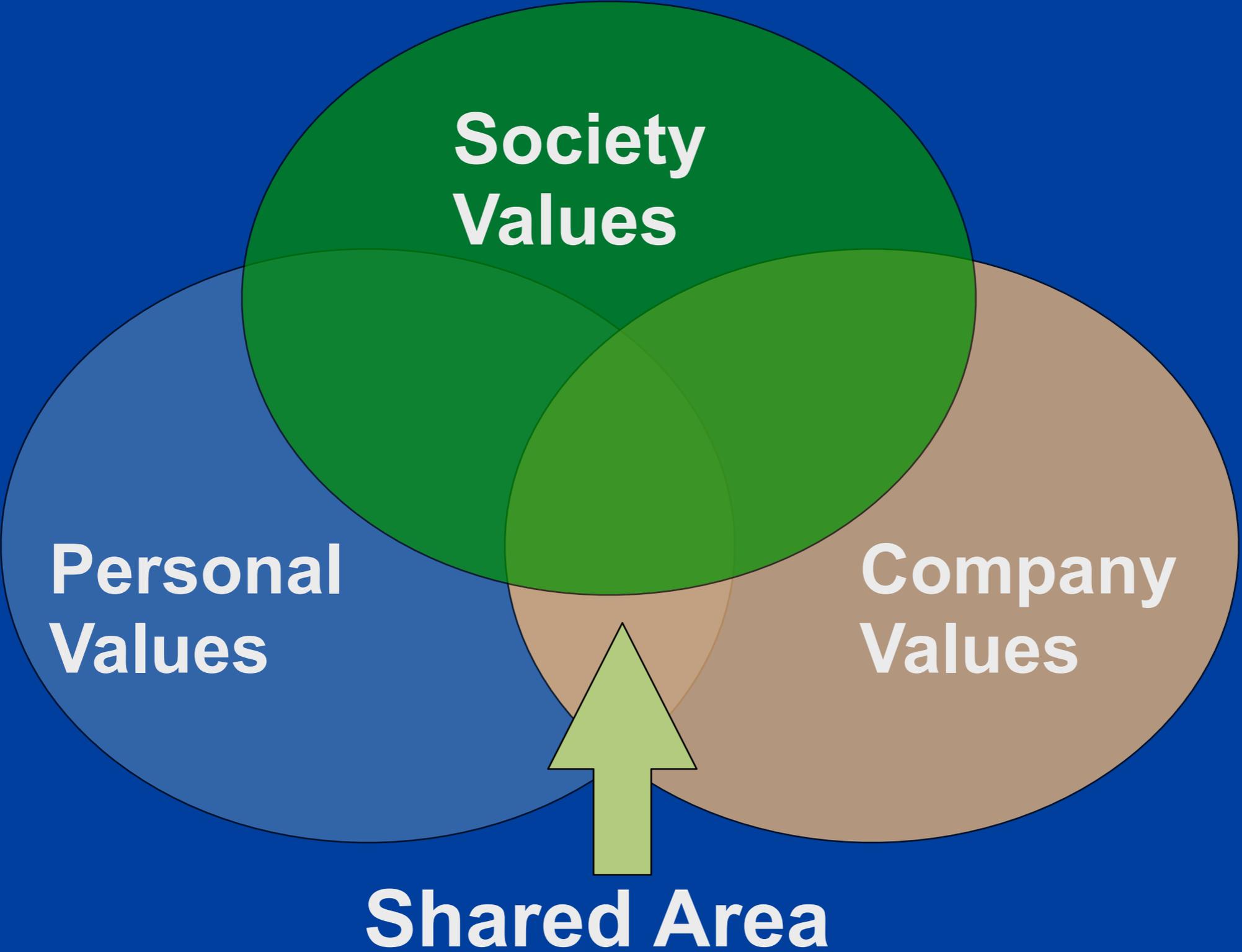


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# Nothing happens in isolation

It is not “just” about our personal values but their interaction with other entities we live with





# Role of trust in business

Q Now I will read out a list of different types of people. For each, would you tell me whether you generally trust them to tell the truth or not ?

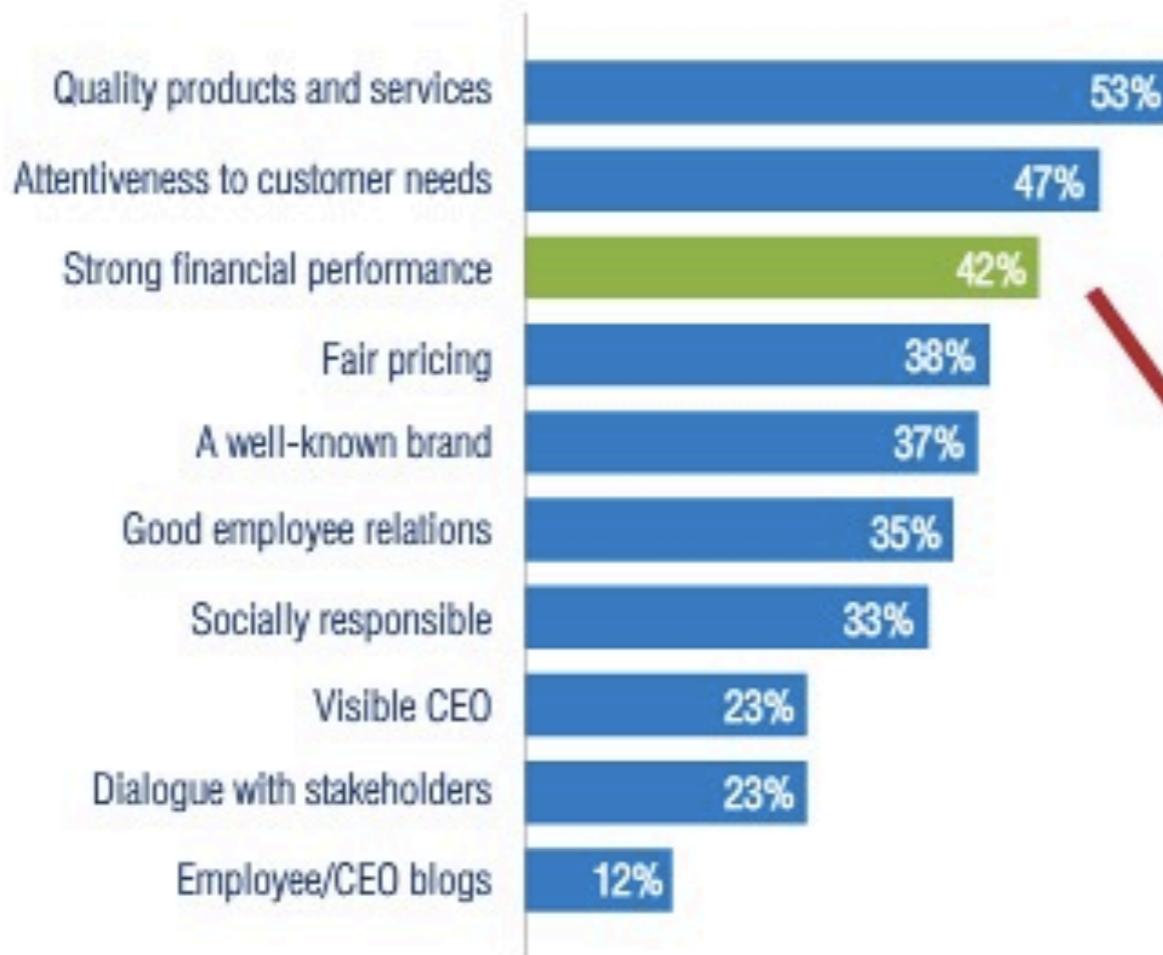
	Doc	Tea	Prf	Jud	Cle	Sci	TV	Plc	Ord	Pls	Civ	TU	Bus	Gov	Jou	Plt
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	doctors    professors    clergy/priests    TV presenters    ordinary people <b>business leaders</b> journalists															
	teachers    judges    scientists    police    pollsters    trade unions    gov ministers    politicians generally															
<b>Tell the truth</b>																
1983	82	79	n/a	77	85	n/a	63	61	57	n/a	25	18	25	16	19	18
1993	84	84	70	68	80	n/a	72	63	64	52	37	32	32	11	10	14
1997	86	83	70	72	71	63	74	61	56	55	36	27	29	12	15	15
1999	91	89	79	77	80	63	74	61	60	49	47	39	28	23	15	23
2000	87	85	76	77	78	63	73	60	52	46	47	38	28	21	15	20
2001	89	86	78	78	78	65	75	63	52	46	43	39	27	20	18	17
2002	91	85	77	77	80	64	71	59	54	47	45	37	25	20	13	19
2003	91	87	74	72	71	65	66	64	53	46	46	33	28	20	18	18
2004	92	89	80	75	75	69	70	63	55	49	51	39	30	23	20	22
2005	91	88	77	76	73	70	63	58	56	50	44	37	24	20	16	20
2006	92	88	80	75	75	72	66	61	56	51	48	41	31	22	19	20
2007	90	86	78	78	73	65	61	59	52	45	44	38	26	22	18	18
2008	92	87	79	78	74	72	66	65	60	48	48	45	30	24	19	21
2009	92	88	80	80	71	70	63	60	54	45	44	38	25	16	22	13
<b>Not tell the truth</b>																
1983	14	14	n/a	18	11	n/a	25	32	27	n/a	63	71	65	74	73	75
1993	11	9	12	21	13	n/a	18	26	21	28	50	54	57	81	84	79
1997	10	11	12	19	20	22	14	30	28	28	50	56	60	80	76	78
1999	7	7	10	16	14	27	17	31	28	35	41	47	60	70	79	72
2000	9	10	11	15	16	25	18	33	34	35	40	47	60	72	78	74
2001	7	10	10	15	15	22	17	27	34	34	45	46	61	73	75	77
2002	6	10	11	15	14	23	19	31	31	35	42	49	62	72	79	73
2003	6	8	11	19	20	22	24	26	32	34	41	53	60	73	75	75
2004	5	7	9	16	17	19	20	28	29	30	37	44	58	70	72	71
2005	6	8	10	16	18	18	25	32	31	31	43	46	63	71	77	73
2006	5	7	8	16	17	16	21	29	29	29	37	42	56	70	72	72
2007	6	9	10	14	17	22	27	31	33	32	43	45	62	71	75	76
2008	6	8	9	14	17	16	24	27	27	32	39	40	59	74	70	73
2009	5	8	9	13	19	20	27	31	33	38	43	49	66	79	72	82



# Role of trust in business

What shapes your trust in a company?

U.S. 2006



How important are these factors to corporate reputation?

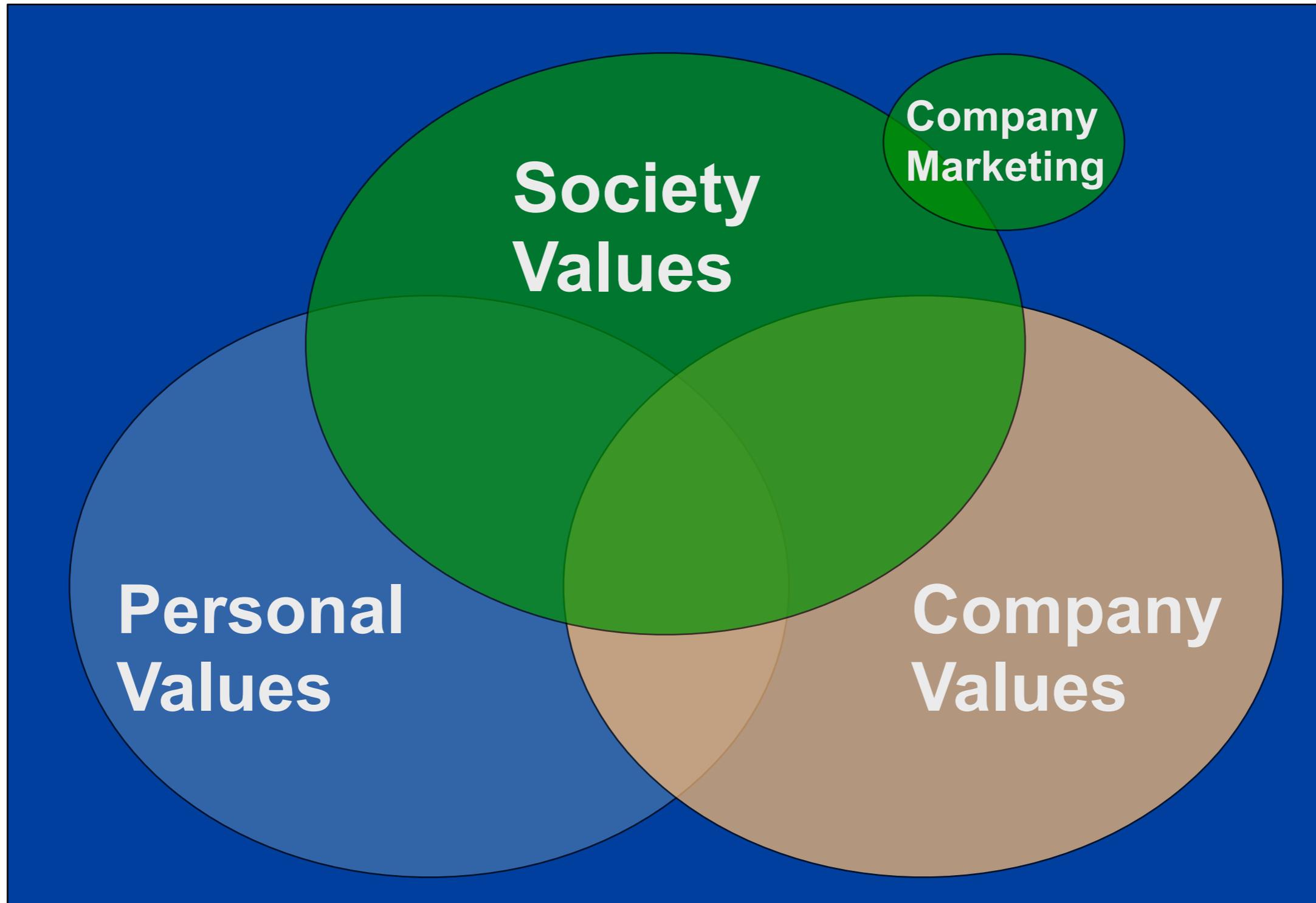
U.S. 2010



Edelman Trust Barometer 2010



# CSR department / Marketing Separate from rest of enterprise



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Raising awareness of values

Making values become protagonists

Is what will make companies successful

BUT

What cannot be measured cannot be managed  
and cannot be improved