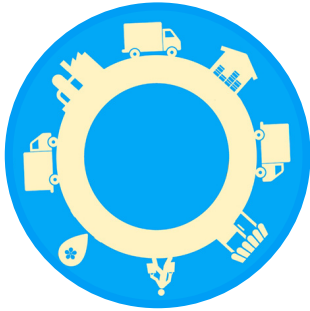




KS4 GEOGRAPHY - SUSTAINABLE SUPPLY CHAINS








The sequence of processes involved in the creation and distribution of a product is described as a 'supply chain'. From the growers and manufacturers to the retailers and consumers, it is important that this process works positively for everyone, including the environment.

STARTER: COCONUT BODY BUTTER SUPPLY CHAIN

Coconut Body Butter is one of The Body Shop's most popular body moisturisers, and contains sustainably produced, organic cold pressed virgin coconut oil sourced via Community Trade partners from the Polynesian island of Samoa. Read the following stages of the supply chain for Coconut Body Butter and put them in order.

Watch the animation on the ['Buy for Good - Enriching the Future'](#) to learn more about sustainable supply chains and follow the Growers' Story.

	Organic, virgin coconut oil is transported from Samoa and ingredients are refined and mixed to manufacture The Body Shop Coconut Body Butter.
	The finished and packaged Coconut Body Butter is transported to warehouses and then to stores to be sold to consumers at The Body Shop stores and retail outlets.
	Farmers in Samoa grow and gather coconuts with their family, never picking directly from trees, only once they are ripe and have fallen to the ground.
	Growers sell their organic, virgin coconut oil to a non-government organisation to ensure they get a fair, long term wage and are treated with respect and dignity. The NGO then sells the product to The Body Shop on a sustainable long-term basis.
	Growers then extract the organic, virgin coconut oil. In addition to the oil, they also use all parts of the coconut to ensure minimal waste.

ACTIVITY 2. SUSTAINABLE DEVELOPMENT

Our world is developing at an unprecedented pace, and our supply chains are part of this. To make sure that our supply chains are sustainable, we need to understand how sustainable development applies to them. The United Nations defines sustainable development as:

'...meeting the needs of the present without compromising the ability of future generations to meet their own needs.'

In addition, for anything to be truly sustainable, it must be economically, socially and environmentally sustainable. Match each of these words to its definition with an arrow:

- Economically sustainable
- Socially sustainable.
- Environmentally sustainable

- Development should respect people, their health, dignity, community and way of life.
- Development should respect the environment and ecosystems.
- Costs must be manageable and allow for future development with minimal waste.



ACTIVITY 3. ECONOMIC, SOCIAL AND ENVIRONMENTAL SUSTAINABILITY IN SAMOA

Using your understanding of sustainable development and sustainable supply chains, sort these processes and impacts into whether they are economically, socially or environmentally sustainable.

Economic	Social	Environmental
Coconuts are grown organically without harmful fertilisers and pesticides.	The Body Shop ensures that all growers are paid a fair, long term wage through its Community Trade programme.	Organic, virgin coconut oil is extracted by hand, employing more islanders and producing higher quality oil.
The Body Shop gets sustainable access to quality and desirable ingredients that enriches its products and meets consumer demand.	Growers have extended family help collecting coconuts, as they have for generations.	The Community Trade programme supports organisations that help develop Samoan village economies including the economic status of women.
Slower, hand extraction requires less energy than intensive machinery or chemicals.	Coconuts are grown in small-scale groves, not large intensive farms which could damage the environment.	Fair wages mean that Samoans are more likely to stay on the islands, and maintain traditional farming methods.
The high quality of the organic, virgin coconut oil in Coconut Body Butter benefits the final product as ethically minded-consumers prefer to purchase from brands that support ethical trading and include natural ingredients.	Sustainable sourcing of the organic, virgin coconut oil in Coconut Body Butter makes the product appealing to the increasing number of eco-conscious consumers, which ensures product demand is high.	Organic growing methods respect biodiversity, helping to maintain the ecosystem.
A fair and sustainable trading partnership for farmers allows them to plan and invest in their future, their family's future and the wider community such as greater access to education and healthcare.	Traditional agricultural practices and sorting provide high quality coconuts.	Traditional culture and crafts are maintained as less Samoans have to leave the islands to find work.



ACTIVITY 4. COMMUNITY TRADE PARTNERSHIPS

Community Trade has been at the heart of The Body Shop's business since 1987. Sourcing quality ingredients and accessories from across the world and enriching economically vulnerable communities, The Body Shop provides sustained trade and support to the people who need it most.

Each of the countries below have co-operatives or producers that sell produce to The Body Shop through its Community Trade programme. Using your research skills, create a five-minute presentation on one of the countries.

Choose from:

- Ethiopia - honey.
- Peru - Brazil nut oil.
- India - cotton textiles and wood.
- Brazil - organic babassu oil.
- Ghana - shea butter.
- Nicaragua - sesame oil.

Outlining:

- Climate and topography.
- Population, economy and culture.
- Factors effecting economic development including: trade, aid, technological development, geo-political relationships and environmental issues.
- How people have benefitted from Community Trade.
- The ingredient traded and how it is used.

EXTENSION - GROWER'S STORY

As a grower, making sustainable decisions is not easy, with social and economic pressures and a need to respect the environment paramount. Follow the interactive '[Buy for Good - Enriching the Future](#)' to take on the role of a Grower, and find out how Community Trade Partnerships benefit your community.

