

Review of the year

Involve our customers in Plan A



← **Big Beach Clean-up**
Around 5,000 customers took part in our 2013 beach clean week

Key achievements

45%
of M&S products have a Plan A quality

£19m
raised for Breakthrough Breast Cancer over 12 years

We need our customers' help to take Plan A to the next level, so we're working hard to explain how many of the M&S products they buy contribute directly to Plan A, and making it easier for them to get involved in Plan A activities with us.

For more detail about how we've involved our customers this year go to page 22.

M&S customers helped to raise £690,000 for Macmillan Cancer Support by buying the Little Book of Treats recipe book from M&S Cafés and joining us at the World's Biggest Coffee Morning.

Putting Plan A into our products

We're putting Plan A qualities into more of our products and explaining how they make a positive difference on sustainable raw materials, animal welfare standards or other Plan A commitments. This year, we've increased the proportion of our products with at least one Plan A quality to 45% from 31% in 2011/12.

Encouraging customers to get involved

We know many of our customers care about environmental and social issues, so it's no surprise to us that they donated a total of 3.8 million clothes items through our Shwopping scheme – raising £2.3m for Oxfam. They also helped us raise £1.5m for Breakthrough Breast Cancer through their donations. We've now raised £19m for Breakthrough Breast Cancer in 12 years.

Adding a digital dimension to Plan A

We're using the web and social media to tell customers 'What you can do' to get involved in a wide range of Plan A activities – including details of events like our Big Beach Clean-ups, practical advice about cutting carbon emissions at home and the benefits of a balanced diet and active lifestyle.

Joining our Big Beach Clean-up

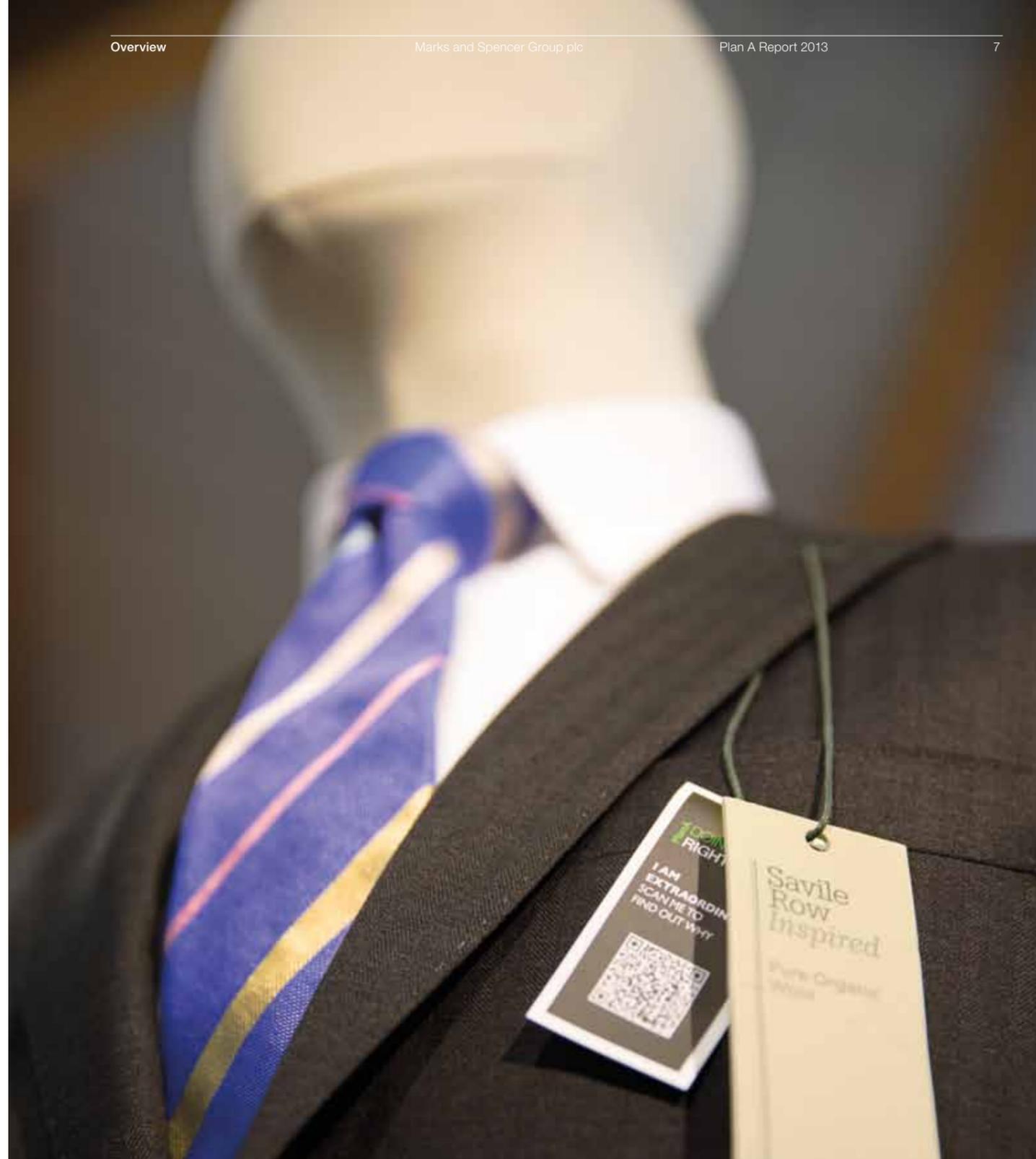
In April 2013, around 5,000 customers and 4,000 M&S employees worked with the Marine Conservation Society at over 160 beaches, riversides and canals, clearing enough rubbish to fill 4,000 recyclable bin bags.

Plan A product partnerships

We've worked together with our suppliers and taken good advice from external partners including WRAP and The Sustainability Consortium to increase the number of M&S products that put Plan A into action. Over the past 12 months we've sold nearly one billion individual items with at least one Plan A quality.

Recycling more and wasting less

As well as Shwopping, our customers have also helped us to recycle 199 tonnes of used Christmas cards, nearly 2,800 mattresses, 4,700 other items of upholstered furniture and 161 million clothing hangers.



Our most sustainable suit

Made with organic wool and a range of other sustainable materials such as reclaimed plastic buttons, this year we launched our most sustainable suit yet.



Pillar 1: Involve our customers in Plan A

This section shows our detailed performance against our Pillar 1 commitments. Each commitment is shown as Achieved, On plan, Behind plan or Not achieved.

Why is this important?

We need our customers' help to take Plan A to the next level, so we're working hard to explain how many of the M&S products they buy contribute directly to Plan A, and making it easier for them to get involved in Plan A activities with us. To do this, we have to work collaboratively with other organisations that can help to provide these opportunities for our customers.

What have we done?

We've involved our customers in a wide range of Plan A activities including Shwopping and Big Beach Clean-ups and for the first time engaged over 470,000 people with Plan A online and through social media.

We've also made it easier to choose more sustainable products by building a Plan A quality into 45% of M&S products (by volume).

Highlights this year



1. Aim for all M&S products to have at least one Plan A quality by 2020 (50% by 2015) and help our customers identify and buy these products.

1.1 Develop Plan A products Previously achieved

We've identified 49 Plan A qualities for our Food products and 21 for General Merchandise. These qualities include Fairtrade, animal welfare, sustainable raw materials and healthier choices for food.

share this information as an integrated part of the M&S brand.

1.2 Number of Plan A products** On plan

As of April 2013, based on the volume of items sold worldwide, 45% of M&S products had at least one Plan A quality (last year 31%).

1.4 Meet Your Producer website On plan

Aim: Extend our Meet Your Producer website linking products with producers, to include overseas suppliers, including wine suppliers, by 2015.

Progress: This year we've added new material to the Meet your Farmers section of our Plan A website, including additional content about some of the farmers who grow M&S food in the UK and New Zealand. For more details see: marksandspencer.com/plana

1.5 Meet your farmers website Previously achieved

Aim: Have at least one Plan A quality in all M&S General Merchandise and Food products by 2020, with 50% of products having at least one Plan A quality by 2015. Also an Annual Report KPI.

Progress: We run internal Plan A product review committees to identify Plan A qualities and we also participate in collaborative groups including The Sustainability Consortium, WRAP's Product Sustainability Forum and Sustainable Clothing Action Programme. These groups are also working to identify product sustainability qualities and quantify the benefits.

1.3 Identifying Plan A products** On plan

Aim: Develop mechanisms to help our customers identify products with Plan A qualities in store and online to encourage their purchase by 2015.

Progress: We already provide a wide range of Plan A product information on our packaging, in store and online. We've also developed a plan to improve the way we

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2. Help our customers make a difference to the social and environmental causes that matter to them.

2.1 Annual store fundraising Previously achieved/ongoing

Aim: Support and facilitate annual fundraising activities in our stores to support local charities.

Progress: Our employees helped to raise nearly £0.9m for local charities this year (£0.7m last year). This is in addition to support for national campaigns including Breakthrough Breast Cancer, Macmillan Cancer Support's World's Biggest Coffee Morning and Prostate Cancer UK.

Our third consecutive cause-related campaign for Macmillan Cancer Support's World's Biggest Coffee Morning together with additional fundraising helped raise £690,000 (last year £630,000).

In addition to Marks & Start, we provided an estimated 2,000 work experience opportunities for schools and students. We also employed 30 people with disabilities at our new warehouse facility in Castle Donington, opened April 2013, through our partnership with Remploy.

Our suppliers in Bangladesh, India and Sri Lanka again provide work experience and employment opportunities for over 300 people with disabilities.

2.3 Marks & Start** Previously achieved/ongoing

Aim: Continuing to help disadvantaged groups like the disabled and homeless get into jobs via work placements in our stores, offices and suppliers factories.



Progress: Marks & Start supports disadvantaged groups including people with disabilities, single parents, those at risk of homelessness and young people who face significant barriers to gaining employment. This year we provided work experience for over 1,100 people from disadvantaged parts of the community (last year 839) through our Marks & Start programme, with around a quarter of those who participated under 25 years old. The proportion of participants who found work after completing their placements increased to an estimated 50% (last year 40%). We achieved this improvement thanks to our charity partners' efforts and the use of a participant re-joiners database. We aim to increase the number of Marks & Start work placements in 2013/14.

2.4 International community campaigns Previously achieved

2.5 Breakthrough Breast Cancer Previously achieved/ongoing

Aim: Maintaining our campaigns with Breakthrough Breast Cancer.

Progress: We maintained our support for Breakthrough Breast Cancer this year, helping to raise a further £1.5m (last year £1.9m). This included £640,000 raised by employees who participated in a BIKE 400 Challenge event. In 12 years we've raised over £19m for Breakthrough Breast Cancer. We plan to continue this partnership in 2013/14.

2.2 Cause-related marketing and stock donations Previously achieved/ongoing

Aim: Use a comprehensive programme of cause-related marketing to raise money for charity partners and donate unsold stock and surplus equipment where feasible and safe.

Progress: We donated £3.6m of food, clothing and equipment to a range of charities including Oxfam, Newlife and Shelter this year (last year £3.2m). We also ran a series of cause-related marketing campaigns, with a proportion of the sales of specific products totalling over £1.8m (last year £1.9m) donated to charities including Breakthrough Breast Cancer, Prostate Cancer UK, Macmillan Cancer Support and Shelter.

3. Help our customers live a more sustainable life.

3.1 My Plan A online** On plan



Aim: Help one million customers to develop personal sustainability goals using a range of online channels by 2015 and three million by 2020.

Progress: This year we engaged over 470,000 customers in a wide range of online Plan A activities, designed to help them live more sustainably. (Although some customers may have taken part in more than one activity). These included our Shwopping App, registering for the Big Beach Clean-up as well as receiving advice about reducing food waste and healthier lifestyles.

Progress: We ran Plan A communication campaigns on a range of issues throughout the year, including Shwopping, the Big Butterfly Count and Big Beach Clean-up days. We also hosted events to support Macmillan Cancer Support's World's Biggest Coffee Morning and ran campaigns to help Breakthrough Breast Cancer, Woodland Trust Christmas card recycling, Prostate Cancer UK and Shelter. We held a Facebook vote to divide one million pennies (£10,000) between four of our charity partners to celebrate reaching a million Facebook followers.

3.2 Plan A marketing** On plan

Aim: Run a continuous programme of Plan A marketing communications, to encourage customers to take action (up to 2015).

3.3 Your Green Idea Previously achieved

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