



TRANSCRIPT

Plan A Manifesto 2012 Film

Narrated by Joanna Lumley

Your M&S

Marks & Spencer. A partnership built on quality, value, service, innovation and trust.

A partnership trying to do the right thing.

For over 100 years these principles have defined how we do business.

In 2007 we pulled these principles into a plan.

A plan with a vision big enough to face the challenges of the future. Plan A.

It started with 100 commitments and we called it Plan A because we don't think there is a Plan B for the one planet we have.

World population is growing, the climate is changing and resources are becoming more precious than ever.

Plan A challenges us to rethink. Field to fork and factory to catwalk, even the way we build stores. It challenges the way we do business.

We believe in reducing carbon emissions and that's what we've been doing.

From more energy efficient stores, to cutting our fuel usage to changing our fridges to save energy.

And we mustn't forget hangers, we recycle them. Tens of millions of them.

We want everyone to recycle all the time.

We're asking people to Shwop, giving clothes a second life.

Working in partnership with Oxfam raising money to help people living in poverty.

We're making our business sustainable, supporting growers, farming for the future and helping nature continue to do its thing by protecting water, rainforests, bees and butterflies.

We care about animal welfare, we only use free-range eggs and our beauty products aren't tested on animals.

We want to make people's lives better. Our customers, our people and the thousands of people that work with us to produce our products.

So we're ensuring they have good working conditions, help with training, making sure they have the right skills and know their rights.



We want to raise money for causes that matter to our communities. Give something back.

From greener living spaces to cancer research, to protecting wildlife.

Our Marks and Start programme has helped transform the lives of lone parents, the disabled and the homeless by helping thousands of them to get into work.

And we want to help everyone with their health and wellbeing, making delicious food healthier.

We've already taken our artificial colours and flavours from our foods and we're reducing salt and saturated fats in dairy products.

We've made labelling clearer as well.

Yet there's lots more we need to do and we want to do it. We want to become the world's most sustainable major retailer.

We want to make it even easier for our customers to lead healthier, more sustainable lives.

It all starts with people, from fishermen, to cotton pickers, to dairy farmers, to fashion designers, to cake makers and cake eaters.

The list goes on and on because really, it includes everyone. We need everyone to get involved.

Twiggy: It's about sustainability.

Dannii Minogue: It's part of the business.

Myleene Klass: It's ethical.

Jamie Redknapp: It's about changing the world.

Lisa Snowdon: Looking after the planet.

Dannii Minogue: It's about us all doing the right thing.

We're doing it because it's the right thing to do.

It makes sense for the planet and sense for our people, our shareholders, our suppliers, our customers and our business.

Plan A is a plan for the future. All of our futures.

Plan A Doing the Right Thing

We couldn't be Doing the Right Thing without the help of our partners.