

share

THE SOCIAL IMPACT COMPANY



CUSTOMER SUCCESS STORY December '21

share

share is THE impact brand that aims to make the world fairer through consumption. Sound awkward? Consumption & fair world? At share, it's like this: no purchase without social impact. What you buy for a living, you share with

someone who needs it to make a living. Automatically because: consumption helps if it is social. No matter if you buy share soap, water, or snack, you help another person at the same time.

The goal: Transparency in the supply chain

The approach to creating a large social impact through the sale of high-quality products and thus integrating doing good into everyday life is well received in the market / is very successful. Share products are available at over 12,000 sale points, among which you find REWE, dm, IKEA, DB, or Lufthansa.

Sustainability is a core company value – social and environmental sustainability go hand in hand. It is already an integral part of product development. In the next step, share wants to implement sustainability even more holistically and create an efficient structure for a growing number of suppliers.

To share, it is clear: this only works with transparency in the supply chain and collaboration with suppliers, which requires a digital platform solution. “We have decided to use sustainabill as the platform supports us in actively managing the supply chain. We can create transparency, qualify suppliers, analyze risks and hence execute due diligence and achieve our sustainability targets.” That’s how Yvonne Löwenstein, Head of Social Impact & Sustainability at share, explains the decision for sustainabill.

As part of the implementation of sustainabill, share invited all food, beverages, and hygiene suppliers to register to the sustainabill cloud platform. Following that all suppliers were asked to complete the Sustainability Maturity Assessment (SMA).

sustainabill’s SMA enables a quick first evaluation via supplier self-assessments of all relevant sustainability topics within the supply chain: company management, climate practices, social practices, and sourcing practices.

Suppliers receive a sustainability profile showing strengths and weaknesses and can compare their performance with their market.

“ The simplicity of the process was convincing. For suppliers and us, the tool is easy to handle. The process of registration and responding to the questionnaires was concluded quickly. The strategic and professional support was extremely helpful.”

Kristin Sebastian

Director of Product Development, Quality Management, and Product Information Management

The result: all suppliers qualified

Through the simple implementation and the service by sustainabill, high response rates were achieved. Within two months, 92% of the invited suppliers registered, and 82% completed the assessment.

„The results of the SMA build a helpful foundation for supplier discussions. Trustful collaboration is strengthened. For new suppliers, we receive a quick overview on their sustainability performance.“

Thomas Hoberg
Head of Purchasing

One example: as a buyer, it is important to information whether suppliers already implemented sustainability standards for their supply chain and ensure compliance with these standards.

share will now extend the use of sustainabill to all suppliers and implement the SMA as an integral part of the supplier onboarding process.

„sustainabill's iterative approach convinced us. With the SMA, we receive an overview of the status of suppliers' sustainability management. We understand risks better and can be very focused in deciding on the next steps“, says Kristin Sebastian.

What do the next steps look like? Transparency is of high value to share also concerning lower-tier suppliers.

“Especially for raw materials that are critical in terms of human rights due diligence, we want to know where these are coming from and how compliance with human rights is ensured“, explains Kristin Sebastian.

Suppliers whose products contain such raw materials will now be asked to disclose their sub-suppliers for these products via the platform. As such, step- by-step, product supply chains can be retraced, and risks can be assessed.



ist eine Cloud Plattform für nachhaltige Beschaffung.
Wir helfen Marken, Herstellern und Lieferanten,
Klimaschutzmaßnahmen in der Lieferkette gezielt umzusetzen
und die Einhaltung der Menschenrechte entlang der
Lieferkette sicherzustellen.