



Raised over

£2.7m

THROUGH THE

Forever Fish carrier bag initiative

WHICH HAS FUNDED MARINE CONSERVATION PROGRAMMES IN FIJI, TANZANIA AND CELTIC SEAS

SUPPORTING
SEAFOOD
IMPROVEMENT PROJECTS



IN ORKNEY, CANADA, PHILIPPINES,
MADAGASCAR, BELIZE AND HONDURAS
TO IMPROVE SUSTAINABILITY AND SUPPORT
THE LIVELIHOODS OF LOCAL COMMUNITIES

**First UK
retailer** to
sign WWF's Global
Seafood Charter

IN 2010 GIVING M&S
CREDIBILITY ACROSS
INDUSTRY AND NGOS



HELPED TO DELIVER A
**HISTORIC VOTE IN
EUROPEAN PARLIAMENT**

ON COMMON FISHERIES POLICY (CFP)
TO ENFORCE LONG TERM MANAGEMENT
OF EU FISHERIES AND END OVERFISHING

SUPPORTED AND BENEFITED FROM
**INNOVATIONS IN
SCIENTIFIC KNOWLEDGE
AND INSIGHTS,**



ENABLING THE
BUSINESS TO BE
BETTER EQUIPPED
TO MEET CONSUMER DEMAND

FOR MORE SUSTAINABLE SEAFOOD



**An increase in seafood
procured by M&S from
responsible fisheries**

AS A RESULT OF WILD FISH SPECIES
ANNUAL ASSESSMENTS OVER
THE COURSE OF SEVEN YEARS



Helping M&S

MOVE TOWARDS THE
TARGET OF SOURCING

70% of our cotton
from sustainable
sources by 2020

20,241 FARMERS NOW CERTIFIED AS
Better Cotton Farmers,

WITH NET INCOMES APPROXIMATELY
110% HIGHER THAN CONVENTIONAL FARMERS,
AND
AROUND **20%** less commercial fertiliser
AND **15%** less water used



CREATED AN **EXEMPLAR MODEL OF
BETTER COTTON PRODUCTION**
IN COLLABORATION WITH AN
EXPERT NETWORK OF PARTNERS
WHICH HAS THE **POTENTIAL TO BE SCALED UP**



IDENTIFIED AND
MITIGATED AGAINST
**WATER RISK
HOT SPOTS**

IN SOUTH AFRICA,
WHICH INCLUDED ENGAGING
**SUPPLY CHAIN
STONE FRUIT FARMERS**
IN A WATER STEWARDSHIP PROJECT
ALONGSIDE HELPING TO SHAPE THE
**ALLIANCE FOR WATER
STEWARDSHIP STANDARD**