

M&S/Oxfam Exchange

Matt Kelly, Marks & Spencer

Adrian Ford, Oxfam

The Clothes Exchange



- **Matt Kelly**
 - Quality Systems Manager (M&S)
- **Adrian Ford**
 - Business Development Manager (Oxfam)

It's a Quadruple win!

- Good for the environment
- Good for both our business
- Good for both our customers
- Good for people in developing countries



Plan A

- What is Plan A?
 - 100 point eco-plan to change the way we do business
- What will change?
 - By 2012 M&S will send no waste to landfill, amongst other things...
- How will these changes be made?
 - By forming key partnerships, investing in new technologies and, critically, making these changes accessible to our customers

How Green Are Our Customers? – YOUR M&S

Customers can be grouped into four broad categories



“Don’t tell me about green issues”

Not my problem



“Motivate me by demonstrating how easy it is for me to make a difference”

What’s the point?



“Make doing my bit an easy part of my life”

If it’s easy

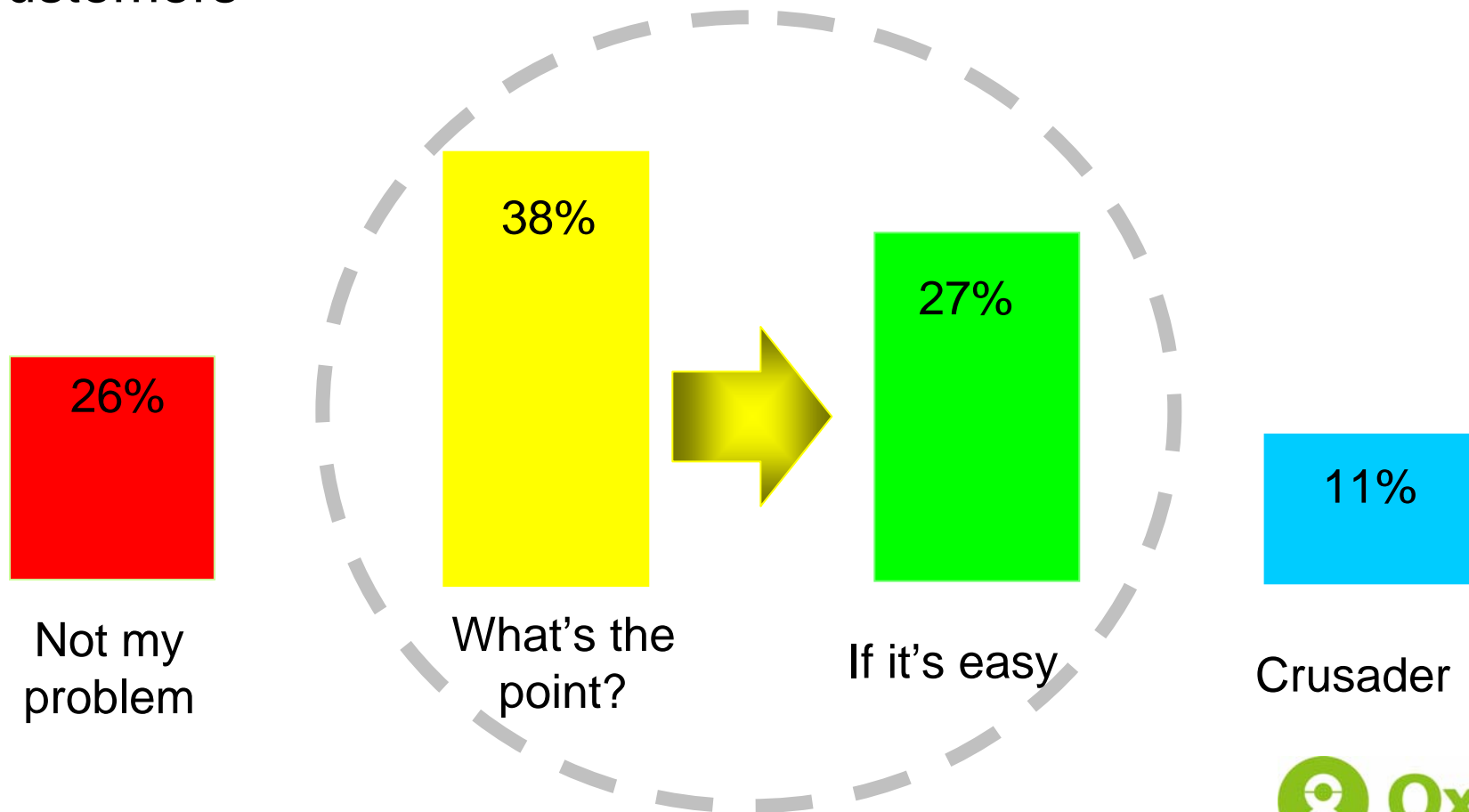


“Tell me about the big things you are doing”

Crusader

Motivating our Customers?

We want to communicate primarily with our 'If it's easy' customers and encourage the 'What's the point?' customers



The M&S/Oxfam partnership

- Result of a long and fruitful relationship which goes back to 1996
- M&S have placed ethical considerations at the centre of their business practices
- Oxfam is engaging with M&S to continually improve those ethical practices
- We share similar brand profiles on the high street and with the British public

How does the campaign work?

- Customer donates an M&S item into any Oxfam store and receives an M&S voucher which entitles them to £5 off a £35 spend
- Customer visits M&S and on receives a £5 discount on purchases of Clothing, Home and Beauty products
- Vouchers are redeemable for the specified calendar month only



Vouchers

clothing, home & beauty products

voucher

£5 off*

when you spend £35[†] or more on clothing,
home & beauty products

valid between 1 March 2008
and 31 March 2008

present in store

*€7 †€50



Oxfam



Conditions overleaf

MARKS &
SPENCER

What does Oxfam then do?

- Sorted in store for immediate sale
- Remainder collected by Wastesaver (Oxfam's own textile recycling facility)
- Wastesaver sorts clothing into different grades for re-use or recycling
- Re-use markets include Africa, E.Europe & Asia
- Recycled textiles are commonly used for insulation, blankets and industrial wipes

What are/ were the barriers?

- Brand and business fit:
 - Appeal to similar socio-economic groups
 - National coverage
 - Stores within reasonable proximity to each other
 - Responsiveness to business needs of other party
- Transparency of sorting and re-sale (solved by Wastesaver)
- Value Added Tax (VAT) implications
- Training:
 - 23,000 Oxfam staff & volunteers in 800 stores
 - 65,000 M&S employees in 375 stores
 - In 2 weeks

Success so far...

- Campaign launched within 6 months of concept
- Dedicated web-site hit 45,000 times
- Campaign messages present in 790 Oxfam stores and 375 M&S stores
- PR activities valued at £4.5million and reached an approx. audience of 45million
- Oxfam issued 140,981 vouchers

Benefits – Oxfam

- 40% increase in volume of donated clothing
- Increased footfall
- Attracted new customers
- Proportion of quality garments donated remained constant
- Increased sales

Benefits – M&S

- Vouchers redeemed in M&S stores 68,127
- Redemption rate currently at 48.3%
- Delivered a 100% increase in basket size where voucher used
- Successful campaign launch
- Clothing recycling 'Plan A' target delivered

How big is the achievement?

- 140,884 vouchers issued in first 7 weeks
- Average 4.85 items per voucher
- 683,287 items donated in first 7 weeks
- Assuming weigh approx. 500g per item
- Equals 341 tonnes in first 7 weeks
- Equals 2,537 tonnes pa not sent to landfill

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