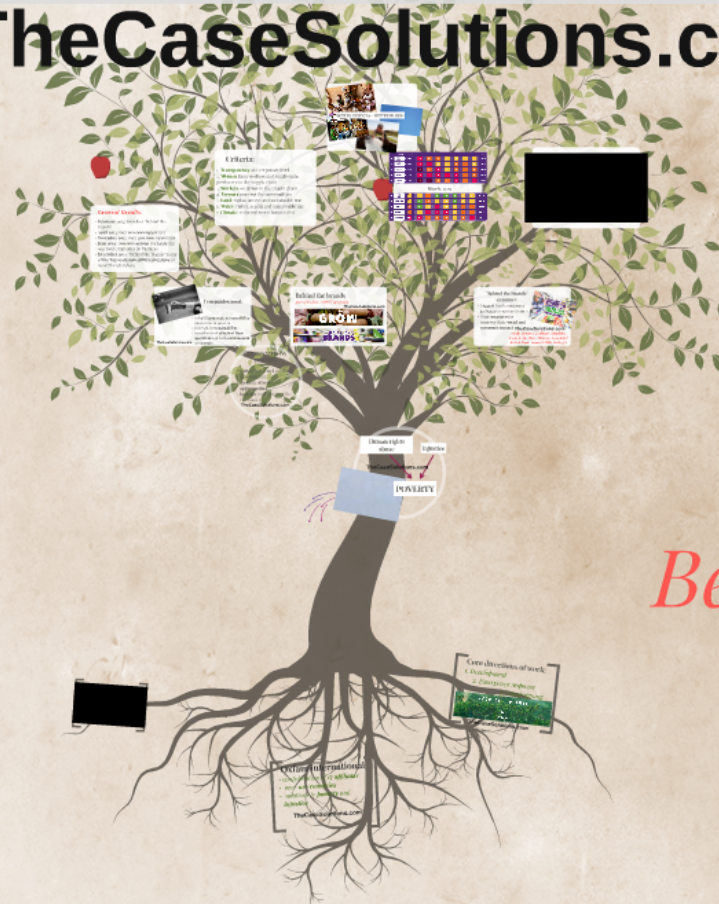


Unilever and Oxfam: Understanding the Impacts of Business on Poverty (A)

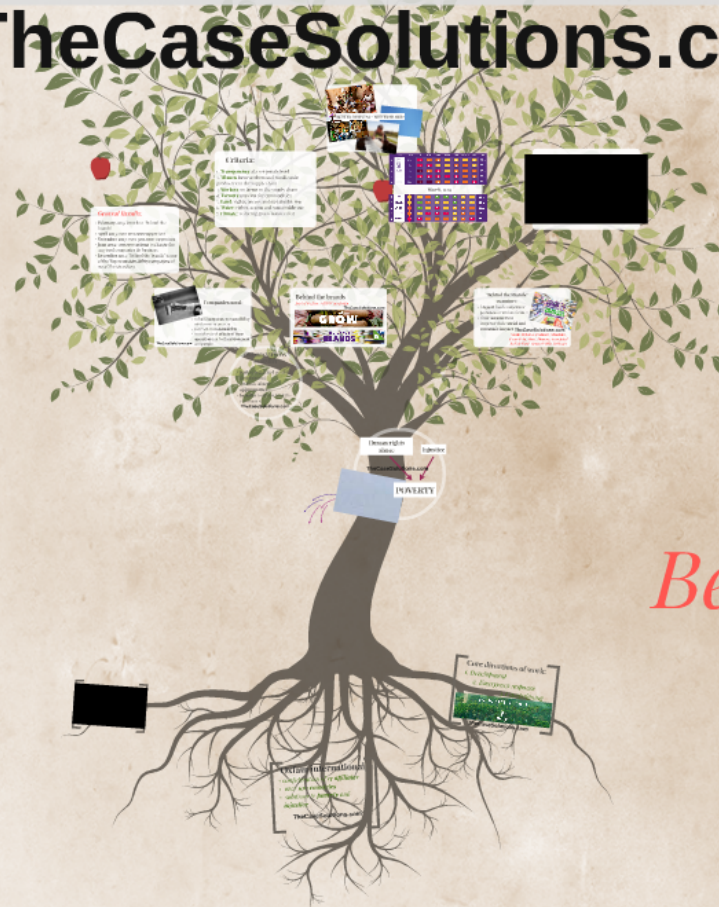
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Behind the Brands

Unilever and Oxfam: Understanding the Impacts of Business on Poverty (A)

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Behind the Brands

Oxfam international

- *confederation of 17 affiliates*
- *over 100 countries*
- *solutions to poverty and injustice*

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Core directions of work:

1. Development

2. Emergency response

3. Campaigning

FOOD. LIFE. PLANET.



Oxfam

TheCaseSolutions.com

**Human rights
abuse**

Injustice

TheCaseSolutions.com

POVERTY



The background features a stylized illustration of green leaves and branches. A large, light-colored circle is centered on the page, containing the text. The overall aesthetic is clean and modern, with a focus on natural elements.

OXFAM'S VIEW ON BUSINESS

- **part** of social and economic development
- creation of **new opportunities**
- **benefits** to **all** levels of the economies

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Companies need:

- to build **corporate responsibility** into business process
- to invest in **sustainability**
- to understand **effects of their operations** on both **environment** and **people**

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Behind the brands

part of Oxfam's GROW campaign

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"Behind the Brands" examines:

- biggest food companies' policies on various issues
- their measures to improve their social and economic impact

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Nestle, PepsiCo, Unilever, Mondelez, Coca-Cola, Mars, Danone, Associated British Food, General Mills, Kellogg's

