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

Behind the Brands
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Behind the Brands
Oxfam international

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

TheCaseSolutions.com
Core directions of work:
1. Development
2. Emergency response
3. Campaigning
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