



Anita Roddick

Dame Anita Lucia Roddick
(1942 - 2007)

- Born in **Littlehampton, West Sussex, UK**
- British businesswoman, human rights activist and environmental campaigner**
- Founded **The Body Shop** in 1976 at age 34



What She Championed

While the term was not popularized yet, Roddick led one of the first major purpose-driven businesses, where profits were not the be-all-end-all. The company's societal contributions were not simply a stand-alone activity but embedded throughout the company's operations.

Tapping into the market of ethical consumers, or people who cared about animals, she was early to discover that what is good for society could also be good for business.

In fact, The Body Shop was one of the first major brands to prohibit products tested on animals.

She insisted that her products come from smaller producers in underdeveloped nations and that producers received a fair price. Some even say she was the first to implement the concept of Fair Trade.

For Roddick, the company's supply chain was a critical pathway to making a positive impact on the world.

She also used her company's platform to campaign against the use of animal testing, which was ultimately successful in Britain in 1997.



To protect the integrity of the supply chain, we don't start relationships with new manufacturers unless they undertake a full social, environmental and animal audit.

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How It Changed The World



Roddick and The Body Shop inspired many brands to eliminate the use of animal testing.



Roddick demonstrated that earning profits and addressing societal problems are not mutually exclusive.



Roddick demonstrated that companies can create much more impact than philanthropic donations alone.



She challenged business leaders around the world to raise their standards and demonstrated profoundly how to run a successful, purpose-driven business that cares about more than profits.



Business shapes the world. It is capable of changing society in almost any way you can imagine.

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Feeling inspired by Dame Roddick too? Learn how Avetta can help your supply chain become more sustainable and proactive in Environmental, Social, Governance (ESG) initiatives. Avetta's ESG offering provides organizations with insight into how their suppliers' rank in ESG maturity. **Learn more.**



Thank you to our Co-Author: Charla Vall

Charla Vall, Founder of Vall Impact Company and Avetta Fellow, helps organizations gain the clarity, confidence and capacity to create meaningful social and environmental change. To create a cohesive strategy for your sustainability, ESG or impact priorities, reach out to Charla through her [website](#) and follow her on [LinkedIn](#).

About Avetta

The Avetta SaaS platform helps clients manage supply chain risk, and their suppliers, to become more qualified for jobs. For the hiring clients in our network, we offer the world's largest supply chain risk management network to manage supplier safety, sustainability, worker competency and performance. We perform contractor prequalification and worker competency management across major industries, all over the globe, including construction, energy, facilities, high tech, manufacturing, mining, and telecom.

For suppliers in our network, our audit and verification services help lower their safety incidents rate by 29%. As a result, about 50% of members find additional job opportunities within the first year of joining. In addition, our suppliers receive privileged access to the Avetta Marketplace, where dozens of partners offer special discounts for business services like insurance and work gear. Avetta serves more than 500 enterprise companies and over 125,000 suppliers across 120+ countries.