WELEDA an Anthroposophic company

C. J. Pfisterer / OECD - Paris
WELEDA in numbers:

– Founded more than 90 years ago

– Operating in around 50 countries worldwide

– Leading producer of anthroposophic pharmaceuticals (2,500 products)

– Well-known producer of nature organic cosmetics (120 products)

– Sustainable sourcing of 1,000 natural raw materials
  – 300 plant species
  – Preferable organic sourcing following our philosophy

– More than 50 projects and partnerships with suppliers
WELEDA philosophy since 1921

► In harmony with nature and the human being

► Fair treatment of customers, partners and suppliers
  ► Transparency and continued communication as a base of obliging, effective cooperation.
  ► Cooperations based on long-term policy and mutual interests

► Ethical and value-creating business-practices
  ► Economical decisions are based on main targets: personnel development, individual preservation, advancement and regeneration of health.
  ► Additional to strengthening self-financing of Weleda-group justifiable financial interests of suppliers are considered.
WELEDA : In harmony with nature and the human being

► To care for natural resources and maintain them with respect for nature
  ► Environmentally sound raw material sourcing and processing
  ► Sustainable activities

► WELEDA may be considered as a pioneer of sustainable sourcing / production of organic raw material.

► Basics of philosophy creating Strategy for our International Sourcing
  ► Focus on organic (bio-dynamic) sourcing – 2011: 67%
  ► Preferable direct sourcing from cultivation-partners due to high transparency (also accordance to legal demands like GACP…)
  ► Member of UEBT – Union for Ethical Biotrade since 2011
Weleda – Intern. Strategic Sourcing: according UEBT-principles

► UEBT – code of good practice for setting social and environmental standards for all natural ingredients concerning own operations and supply chains worldwide

► Sourcing activities shall conserve and restore biodiversity
► employees, suppliers and collectors shall be trained in implementation of good collection, cultivation and quality assurance practices.
► to pay equitable prices for the natural ingredients
► to contribute local development goals in sourcing areas
► traditional knowledge to be used with approval of locals

► Target: till end of 2013 - UEBT-principles for complete supply chains.
Weleda – Intern. Strategic Sourcing: according UEBT-principles

► Weleda is generating with several projects worldwide:
  ► new jobs with fair-payment
  ► economic growth

► Protection of environment is target above all as respect for nature and human being

► Examples:

► Strophantus kombé-Project in Malawi:
  ► 321 registered suppliers and additional approx. 400 supporting collectors.
  ► in 12 communities 14 forest-areas are protected for wild crop
  ► several cultivation-projects are under development
Weleda – Intern. Strategic Sourcing: according UEBT-principles

► Examples:

► Vitis vinifera, Folium (vine-leaves) from Peru:
  ▶ 17 cultivators with more than 200 workers / 156 ha wine
  ▶ organic certification of the Omate-valley (approx. 980
  ha total production are - huge benefit for other products too like
  Avocado - 430 ha)

► Sesam-oil from Mexico:
  ▶ 1300 ha organic cultivated sesame-fields
  ▶ 238 farmers and their families working for the cultivation of
    seeds
  ▶ 210 workers in the oil-factory