
NOMINATION FOR WILLIS HARMAN SPIRIT AT WORK AWARD

1. Name of Company: **The Body Shop International PLC**
2. Contact Information (address, website, etc.): **Watersmead, Littlehampton, West Sussex, BN17 6LS, United Kingdom; telephone in UK: +44 (0)1903 731 500.**
3. Contact Person (name, position, phone, email): **Steve McKivor, Communications Director, Telephone +44 1903 731 500 X7127, steve.mckivor@the-body-shop.com.**

4. Founded by Anita Roddick in 1976, The Body Shop International PLC is a values-driven, high-quality skin and hair care retailer operating in 50 countries with 1953 outlets spanning at least 24 languages and 12 time zones. Famous for creating a niche market sector for naturally-inspired skin and hair care products, The Body Shop introduced a generation of consumers to the benefits of a wide range of best sellers from Vitamin E Moisture Cream to Tea Tree Oil range, from Banana Nourishing Shampoo to Aloe Vera Body Lotion.

It is estimated that in 1998/99 The Body Shop sold a product every 0.4 seconds with over 84 million customers transactions through stores worldwide, with customers sampling the current range of over 600 products and more than 400 accessories.

In 1999 The Body Shop was voted the second most trusted brand in the UK by the Consumers Association. In Interbrand's last survey in 1997 it named The Body Shop as the 28th top brand in the world, the second in the retail sector. In a 1998 report, The Financial Times voted The Body Shop the 27th most respected company in the world.

As stated publicly (on their website and advertising), The Body Shop believes that business is primarily about human relationships, that the more they listen to their stakeholders and involve them in decision making, the better their business will run. The company also publishes its "reason for being" at

www.the-body-shop.com/global/who_we_are/who_reason.asp .

It is a “stakeholder-led” company that believes its success is dependent upon its relationships with ALL its stakeholders, including its employees, franchisees, customers, communities, suppliers,

A publicly-owned company, The Body Shop put its beliefs to the test when it committed to its first social audit alongside its existing audits of its environmental and Against Animal Testing activities in 1995. The results of these audits were independently verified and published in The Values Report.

The Body Shop Values Reports in 1995 and 1997 were recognized by United Nations Environment Programme and SustainAbility, as 'trailblazing' - ranking highest in their reviews of international corporate environmental reports.

The Body Shop believes that business has responsibility to the communities in which it operates. To this end, it supports and encourages employees throughout the world to volunteer their time in local action.

In terms of *explicit* spirituality, the founder of the company has explicitly acknowledged how The Body Shop nurtures Spirit through company-wide action, employee involvement and her own speeches and writings. She was a contributing author to a book that focused on spirituality and business – *The New Bottom Line: Bringing Heart & Soul to Business*. Her chapter was entitled “Finding Spirit Through Service” where she writes about “socially-engaged spirituality.” She also wrote a chapter for another anthology which focused on “new paradigm business” entitled *The New Entrepreneurs*

Roddick also has been an outspoken supporter of books that advocate spirit in business. She wrote an endorsement for *Rediscovering the Soul of Business* and authored the Foreword for *Invisible Leadership: Igniting the Soul at Work*.

5. Name of nominating party, including contact information and their relationship to the company being nominated: **John Renesch, voicemail: 415-347-6974, John@Renesch.com, no formal relationship with Medtronic.**

6. References, including name, contact information and their relationship to the nominee: **Anita Roddick, Chairman (Nominating party has known her since the early 1990s); Steve McKivor, Communications Director, Telephone +44 1903 731 500 X7127, steve.mckivor@the-body-shop.com.**

7. Sources of additional information on the nominee; include website links, articles or other resources: **See www.thebodyshop.com for more about values, products and organization; also see www.anitaroddick.com for more about the founder herself.**