

Company Focus Survey

Integrating Living Income into Your Business

Wednesday, September 02, 2020

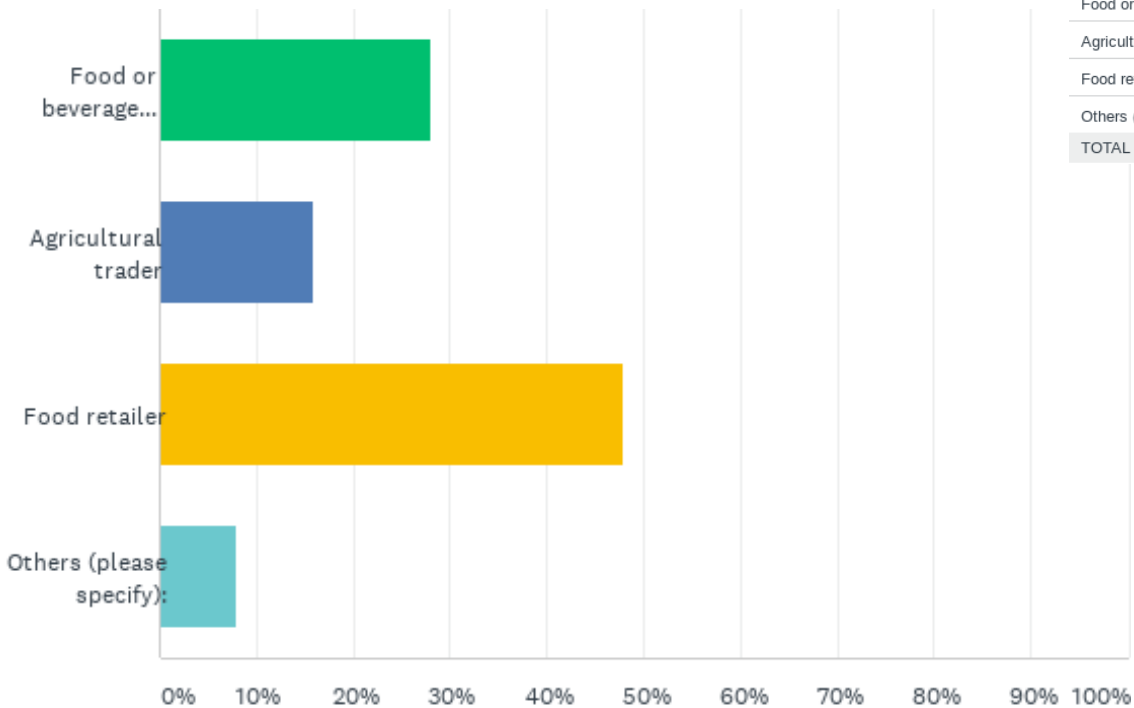
Context

The following survey was conducted to gain a better understanding of what companies were doing to integrate living income in company practices including challenges faced and support required. The survey ran from August 1-31st 2020.

The survey was targeted at companies currently working on addressing the economic viability of small producers in their supply chain through improving sourcing practices or implementing sustainability programmes.

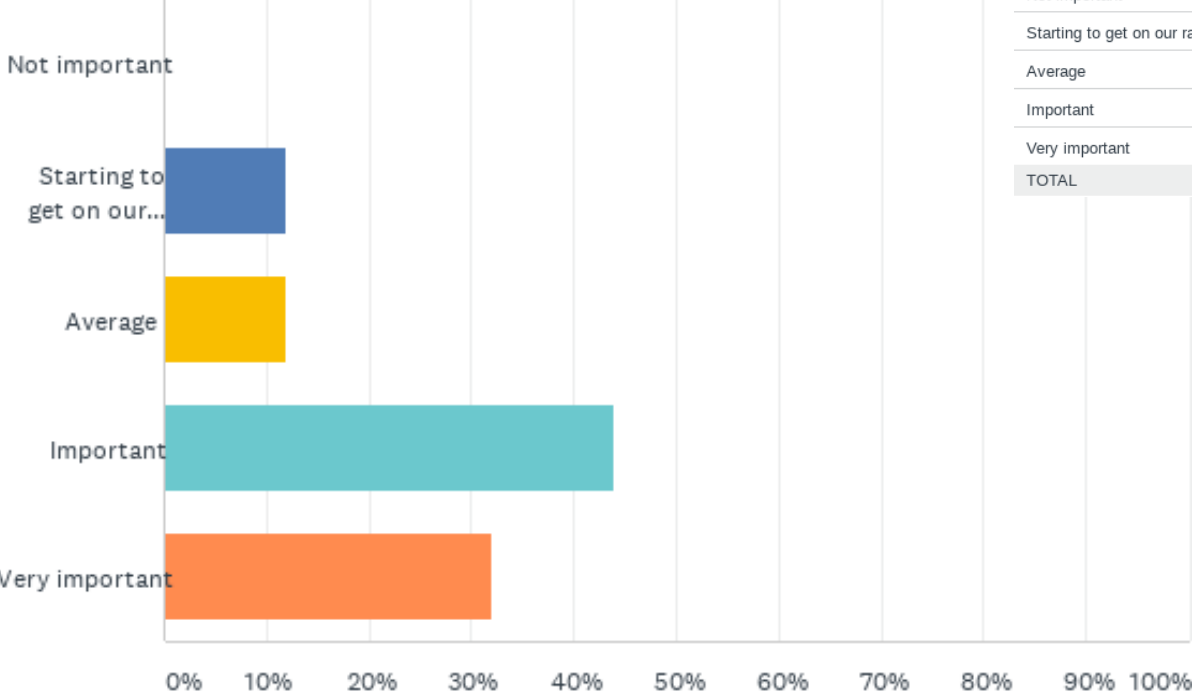
The results of the survey were then used to design an informative **webinar** focussed on discussing the importance, challenges and practical steps towards integrating living income into company activities.

Q2: Type of Organisation



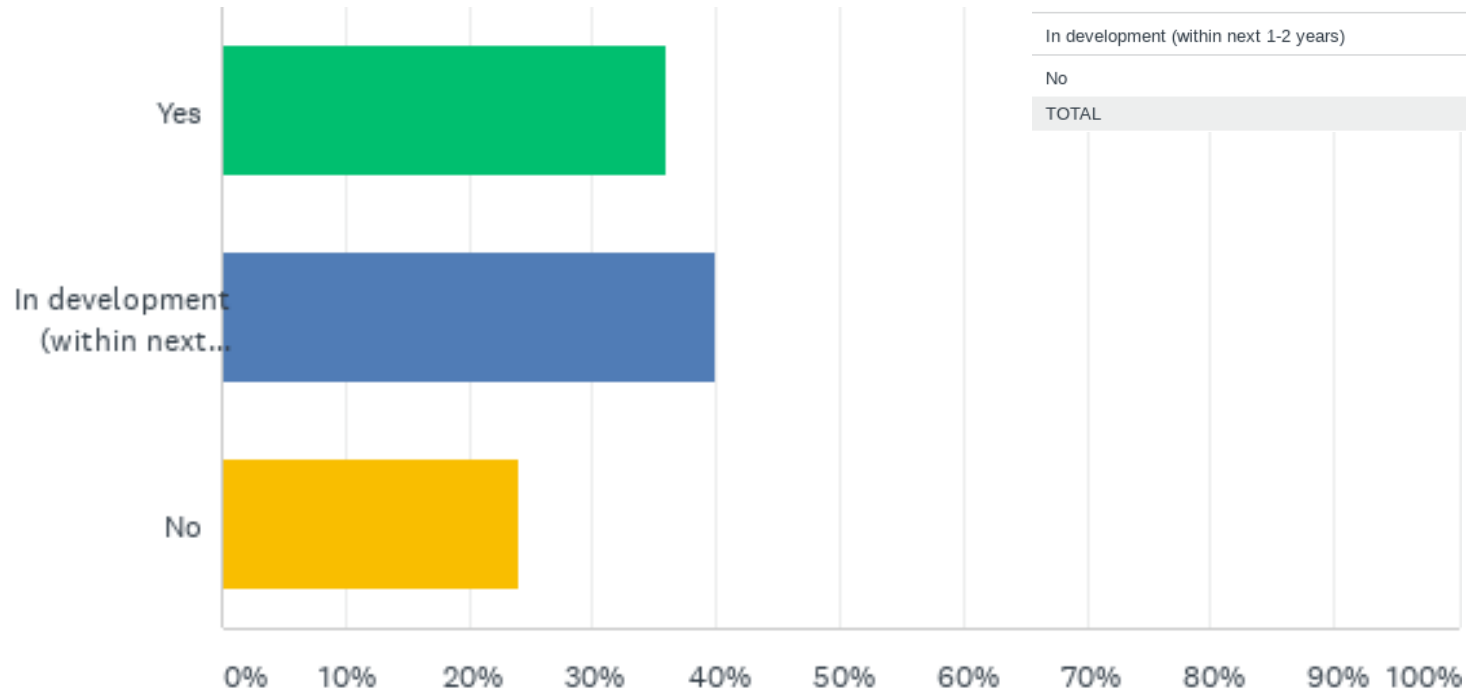
ANSWER CHOICES	RESPONSES
Food or beverage producer	28.00%
Agricultural trader	16.00%
Food retailer	48.00%
Others (please specify):	8.00%
TOTAL	

Q3: To what extent is living income relevant to your organisation?



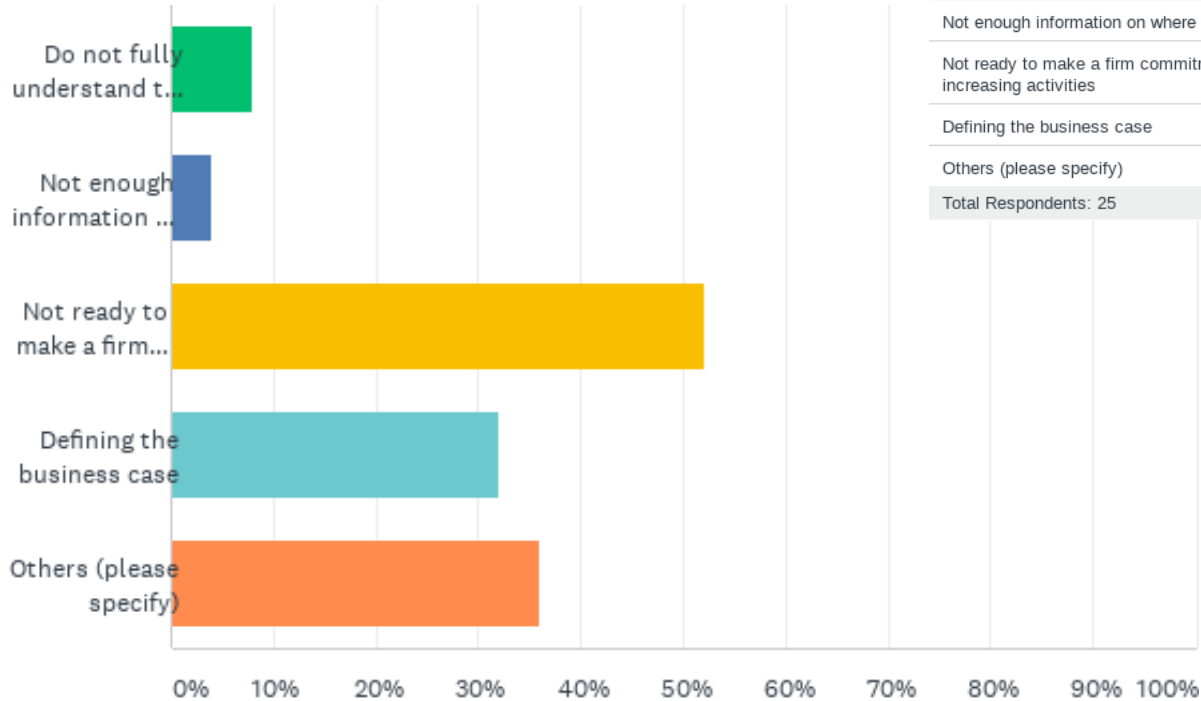
ANSWER CHOICES	RESPONSES
Not important	0.00%
Starting to get on our radar	12.00%
Average	12.00%
Important	44.00%
Very important	32.00%
TOTAL	

Q4: Does your company have a **Living income related commitment** in place?



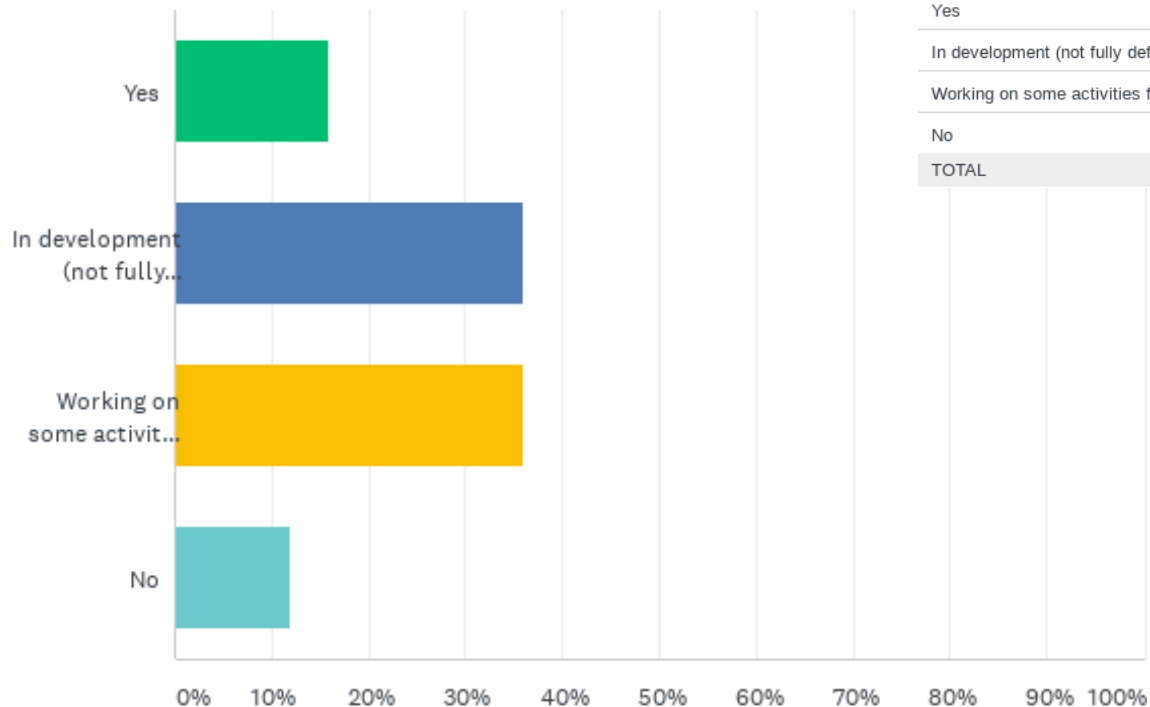
ANSWER CHOICES	RESPONSES
Yes	36.00%
In development (within next 1-2 years)	40.00%
No	24.00%
TOTAL	

Q5: What challenges/hurdles do you currently face in putting in place a commitment? (Please tick any that apply)



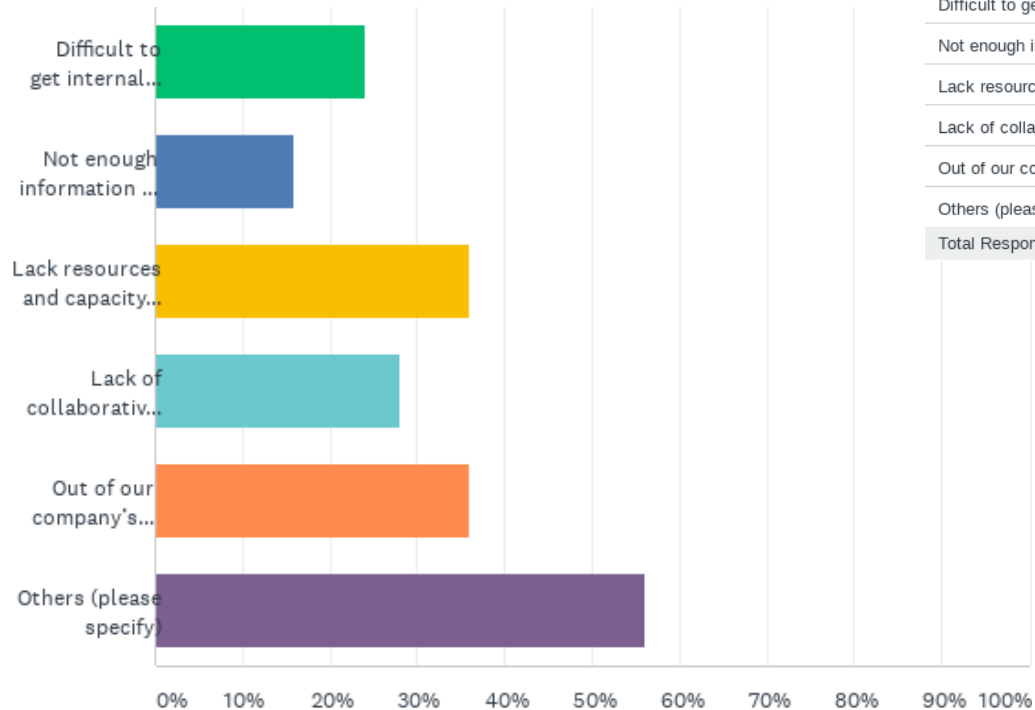
ANSWER CHOICES	RESPONSE
Do not fully understand the Living Income concept and what is needed	8.00%
Not enough information on where to start	4.00%
Not ready to make a firm commitment however willing to work on related income increasing activities	52.00%
Defining the business case	32.00%
Others (please specify)	36.00%
Total Respondents: 25	

Q7: Do you have a **clearly defined strategy and corresponding action plan** in place to integrate living income into your business?



ANSWER CHOICES	RESPONSES
Yes	16.00%
In development (not fully defined)	36.00%
Working on some activities focussed on increasing income	36.00%
No	12.00%
TOTAL	100.00%

Q8: What challenges do you currently face in implementing this action plan? (Please tick any that apply)



ANSWER CHOICES	RESPONSES
Difficult to get internal buy-in	24.00%
Not enough information on where to start	16.00%
Lack resources and capacity for activities	36.00%
Lack of collaborative support from other companies we work with	28.00%
Out of our company's control to influence	36.00%
Others (please specify)	56.00%
Total Respondents: 25	

Summary of common challenges/hurdles currently face in integrating Living Income.

Business Case

- ✓ Defining a business case
- ✓ Challenge current business model
- ✓ 100% integration into purchase strategy is very cost intensive
- ✓ Broad & extensive supplier base- where to start? Where to prioritize?

Benchmarks

- ✓ Developing benchmarks
- ✓ Mobilising stakeholders to finance Benchmarks
- ✓ Tools to develop Benchmarks

What works?

- ✓ Evidence based models
- ✓ Proven models?

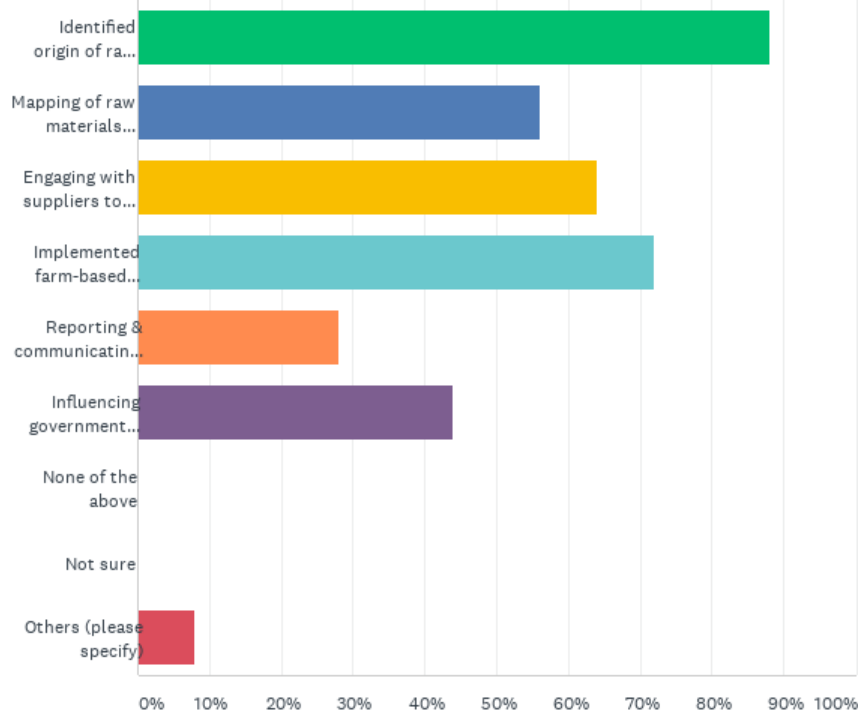
Collaborative efforts

- ✓ what platforms exist
- ✓ how to bring in governments
- ✓ sectoral collaboration
- ✓ Multi sector/ national alignment
- ✓ Landscape or national view?
- ✓ Leveraging synergies and actions across all landscape actors

Measurement

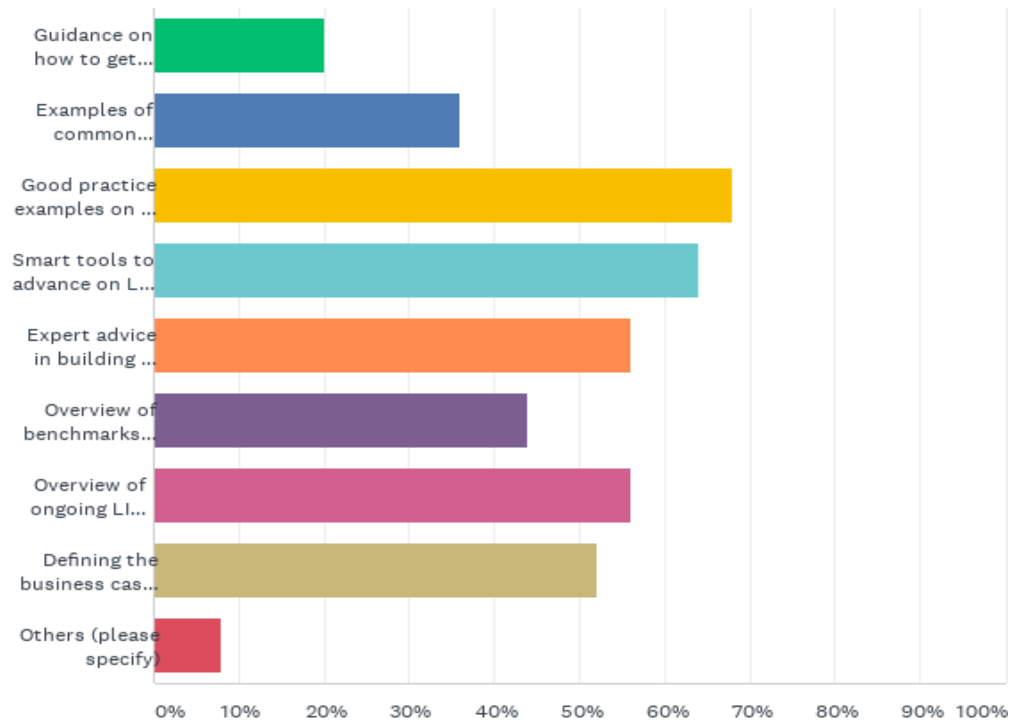
- ✓ Accessing data from suppliers
- ✓ Information sharing
- ✓ Role of sustainability systems
- ✓ Actual data and calculating-what is possible for individual actors

Q9: Do you currently employ any of the following in your company practices? (Please tick any that apply)



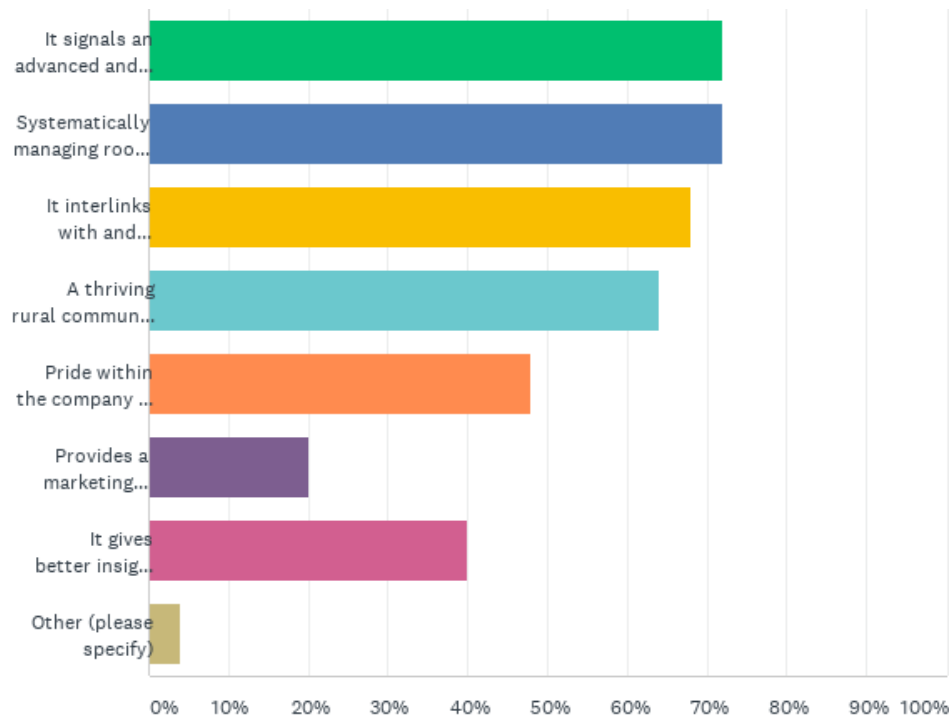
ANSWER CHOICES	RESPONSE
Identified origin of raw materials	88.00%
Mapping of raw materials against severity of poverty in those areas	56.00%
Engaging with suppliers to integrate living income into sourcing practices	64.00%
Implemented farm-based sustainability programmes	72.00%
Reporting & communicating on living income targets	28.00%
Influencing government policy	44.00%
None of the above	0.00%
Not sure	0.00%
Others (please specify)	8.00%
Total Respondents: 25	

Q11: What support would be of most relevance to you to start working on living income (Please tick any that apply)



ANSWER CHOICES	RESPONSES
Guidance on how to get started	20.00%
Examples of common challenges and how to pass them	36.00%
Good practice examples on LI strategies	68.00%
Smart tools to advance on LI and LW	64.00%
Expert advice in building a LI and LW roadmap	56.00%
Overview of benchmarks conducted	44.00%
Overview of ongoing LI initiatives per commodity and geography	56.00%
Defining the business case of LI	52.00%
Others (please specify)	8.00%
Total Respondents: 25	

Q12: What opportunities do you see in advancing work on LI ? (Please tick any that apply)



ANSWER CHOICES	RESPONS
It signals an advanced and proactive level of respect for human rights and contribution to the SDGs.	72.00%
Systematically managing root causes to adverse human rights impacts gives the company a competitive advantage by preparing it for a growing number of national supply chain and human rights due diligence requirements.	72.00%
It interlinks with and complements other corporate sustainability goals, integrating the social dimension to environmental and economic sustainability.	68.00%
A thriving rural community would attract producers and workforce, vital to secure a long-term supply of agricultural raw materials.	64.00%
Pride within the company – being a part of something bigger than a profit-making business, including a strong ethical stance, builds an attractive company culture.	48.00%
Provides a marketing opportunity towards customers, either B2B or B2C.	20.00%
It gives better insights into the company's supply chains and a chance to engage with business partners.	40.00%
Other (please specify)	4.00%
Total Respondents: 25	