



## **Oxfam and Bolton Food team-up for a healthier, more sustainable fishing industry**

*The Italian company is the first in the world to partner with Oxfam using a multi-country approach to raise the standards that protect human rights in the global tuna supply chain.*

Milan, Italy. Today, **Oxfam Italia**, the organization committed to fighting inequality and reducing global poverty, and **Bolton Food**, the Business Unit of the Bolton Group, an Italian multinational and one of the world's leading producers in the canned tuna industry with the Rio Mare, Saupiquet, Isabel and Cuca brands, announced the launch of a new **partnership** that aims to implement **new standards of social enterprise sustainability in the fishing industry**. This initiative tackles topics related to sustainability by finding the right balance between the company's business activities and the needs of society and our planet, and strengthens the commitment that the Bolton Group has undertaken for some time now.

**Bolton is the first Italian company in the world to have signed a partnership agreement with Oxfam based on a multi-country approach to these issues**, to promote a new concept of 'healthier, more sustainable food, not only for the environment and those consuming the food, but also for those producing it. Its aim is to build a **'an increasingly equitable supply chain'**, where inclusion, the elimination of inequality, gender equality, respect for human rights and safe, decent working conditions are guaranteed for all involved.

The **fishing supply chain** is one of the longest and most complex in the food industry because it involves a multiplicity, as well as a diversity of players, most of whom work in **developing countries** (where fishing activities take place). These countries each operate according to their own legal and cultural models which may not include several aspects related to the respect for human rights, including, for example, **rights and opportunities for women** or **trade unions**. Isolation on fishing vessels that stay at sea for long periods of time, and the use of ships operating under different flags, could contribute to an increase in the level of risk of human rights violations.

Thanks to this partnership, made even stronger by **Bolton Food's** four-year collaboration with WWF in the field of environmental sustainability, the company wanted to go one step further by **launching a highly innovative process with Oxfam**, geared towards ensuring that its corporate activity is firmly anchored to the complete social sustainability of its ecosystem, thereby contributing **responsibly** to an **increasingly equitable and inclusive supply chain**.

This partnership envisages a **four-year roadmap until 2024** and includes a robust analysis of the global tuna supply chain. The aim of this analysis, conducted by Oxfam, is to protect and further promote the people and communities involved. This task is perfectly aligned with the international standards outlined in the **UN Guiding Principles on Business and Human Rights (UNGPs)** and the **OECD Due Diligence Guidance for Responsible Business**.

This commitment is divided into **four stages**:

1. The assessment, updating and expansion of existing **corporate policies regarding workers' rights**.
2. The development of a **due diligence** process in three key countries of the tuna supply chain, i.e. **Ecuador, Morocco and Indonesia**, through the '**Human Rights Impact Assessment**', Oxfam's proprietary methodology which involves a complete study by independent researchers, who conduct a 360° assessment of

all the supply chain's mechanisms by analyzing the role of all the stakeholders and players in the supply chain. These include the local reference community, trade unions and civil society organizations.

3. The definition of an ongoing monitoring system to check that the subject of respect for human rights is dealt with efficiently.
4. **Communication** about the commitments and activities undertaken to manage and solve any non-compliance identified to positively influence the entire fishing industry through the use of these policies and practices.

*“The commitment that Bolton has assumed by undertaking this partnership with Oxfam is undoubtedly groundbreaking. In fact, we are sure that it will represent a benchmark that all the other companies in the industry will strive to achieve, thereby determining a change in corporate policies and practices that will benefit the larger community of workers in the supply chain, as well as all the company’s stakeholders,” said **Roberto Barbieri, Director General of Oxfam Italia**. “Thanks to this partnership, Bolton Food has committed to reviewing its business model according to the principles of Human Economy promoted by Oxfam, in order to safeguard the rights of all people and protect the common good. This collaboration will allow for the development of an innovative procedure involving the revision and development of corporate policies, as well as practices related to human rights by supporting more equitable and inclusive business models.”*

*“As one of the world’s largest Italian industrial realities, Bolton aims to pursue a balanced, human vision of the economy that should serve the people, not vice-versa. Hence our idea of inclusive sustainability which encouraged us to collaborate with important, credible partners, with whom we will face the challenges of environmental and social issues,” explained, **Bolton Group CEO, Giuseppe Morici**.*

*“In the same way that we have been working with WWF for the past four years to guarantee sustainable fishing and the health of the oceans, with the aim of achieving 100% of our procurements from sustainable sources by 2024, similarly, the objective of our collaboration with Oxfam was to undertake a process that would further strengthen our social responsibility. We will work together, side by side, since only a constant and constructive exchange of ideas will enable us to implement an increasingly ambitious best practice designed to drive the entire industry towards new horizons.”*

Businesses today are increasingly called upon to implement and commit to a policy that involves environmental sustainability, but also guarantees complete social sustainability across their supply chains. This commitment will also influence the choices made by consumers, who are increasingly aware and oriented towards responsible purchasing behaviour. These data emerged from a survey conducted by Oxfam and Federconsumatori which revealed that **80% of consumers would like to see an increase in product transparency in supermarkets, and three out of four consumers would be willing to pay more for products that are free from any form of exploitation.**

Thanks to the due diligence process envisaged by the partnership with Oxfam, in addition to being a pioneer of a more ethical business model, Bolton Food will also set a good example for other companies that will positively influence the commercial dynamic of the entire fishing industry.

### Oxfam Italia

Oxfam is a global movement of people working in Italy and in over 70 countries worldwide to fight inequality and end poverty and injustice. Oxfam saves lives when disaster strikes, creates sustainable development activities with local communities, proposes responsible lifestyles, by lobbying in support of fairer rules that combat inequality, and safeguard poorer, more vulnerable individuals, by meeting the requirements of consumers and the environment. [www.oxfam.it](http://www.oxfam.it)

### Bolton Group

The Bolton Group has produced and distributed a vast array of high quality consumer goods for 70 years. The Group is present in 146 countries, and boasts a portfolio of prestigious brands, including 50 Food, Home Care, Adhesives, Personal Care and Cosmetic lines in 146 countries, which are distributed in supermarkets, perfumeries and DIY stores. The group employs 11,000 people, in 59 offices, 15 plants and on 16 fishing vessels worldwide, who work with passion to deliver high-quality products that meet the needs of today's consumers. The Bolton Group strongly believes in social and environmental sustainability. Thanks to its 'We Care' program, it is committed to operating with respect for the planet's resources by contributing to a more sustainable development to safeguard future generations.

### Bolton Food

Bolton Food is the Business Unit of the Bolton Group and is active in the production and marketing of the Group's products and food brands. Bolton Food is present throughout the world, on five continents in more than 60 countries. The Rio Mare, Palmera, Simmenthal, Saupiquet, Pêcheurs de France, Isabel, Cuca, Massò, Cardinal, Sardines Robert and Petreet brands are outstanding brands that testify to Bolton Food's commitment to guarantee quality, taste, innovation and sustainability in its products. Bolton Food operates in Milan, and has 3,800 employees working in offices in Italy, France, Spain, Ecuador and Colombia, plus seven plants in five countries.

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## NOTE

- **UNGPs**: United Nations Guiding Principles on Business and Human Rights
- **OECD**: Organization for Economic Co-operation and Development
- **Informative and methodological note on the Oxfam – Federconsumatori survey.** The survey was conducted by Oxfam and Federconsumatori which distributed an online questionnaire to the database of Federconsumatori members and the signatories of Oxfam Italia's '*Al giusto prezzo*' ('*At a fair price*') petition over a two-week period (from 5-18 June 2019). The questionnaire was also circulated on the social networks of the promoting organizations to extend the range of potential respondents. Over 2,500 people participated in the survey, of whom 2,005 completed the questionnaire in full. The sample of respondents included men (50.12%) and women (48.68) in equal measure. The age range most strongly represented was that of the over-60s (39.60%), followed by respondents between the ages of 45-60 (34.71%), 31-45 years (18.05%) and 16-30 years of age (7.64%). The geographic origin of the sample of respondents was spread out across Italy with a prevalence of respondents from Florence (8.73%), Milan (8.18%), Rome (6.93%) and Udine (4.69%).