

# UNAVOIDABLE CSR

MINIBOOK 2024

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# Introduction

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In today's beauty industry, companies face major challenges that go far beyond the simple production of cosmetics or international regulatory compliance. Society's expectations are changing rapidly, and manufacturers now have to respond to environmental, social and ethical issues.

In the face of a collective awareness of the urgency of climate change and its impact on society, the introduction of a Corporate Social Responsibility (CSR) policy has become essential.

Employees, consumers and young graduates are no longer content to buy or work for brands that focus solely on profit.

They are looking for companies that are committed, that take concrete action for the planet, that promote sustainable practices and that have a real social impact.

To attract and retain these stakeholders, beauty companies must now prove that their actions are aligned with strong ethical values, by integrating responsible approaches at the heart of their strategy.

To help companies implement their CSR policy, CosmeticOBS has designed this Minibook.

It takes stock of the expectations of the general public and gives concrete examples of actions taken by players in the beauty industry.

## CSR: A NEW DYNAMIC FOR INDUSTRY

**For the past three years, Vendredi has been conducting a CSR barometer to measure the concrete practices implemented by manufacturers. The key finding of the 2024 edition is that a majority of companies are accelerating their transition towards greater responsibility and sustainability.**

Kantar, a survey and polling institute, carried out the processing. 940 companies (all sizes and sectors) were interviewed between February and March 2024.

CSR is a theme to which manufacturers are devoting more time.

78% of companies surveyed confirm that they have a dedicated team (versus 70% in 2022). *“76% devote a budget to CSR (versus 68% in 2022). Team size and monetary envelopes are also increasing, even if the resources allocated are still perceived as insufficient,”* adds Vendredi.

Furthermore, social and environmental responsibility is seen as an important aspect of corporate strategy. In 70% of cases, it is attached to the executive committee. *“In fact, the Comex is the stakeholder most involved in the subject: it is the driving force in 93% of respondents.”*

### **The environment, a key issue**

The planet is the central issue for CSR policies. *“It’s the number-one theme for raising employee awareness, but also a subject around which actions are increasingly structured: 68% of companies claim to have carried out a carbon assessment, compared with 47% in 2022. Biodiversity protection is also an emerging environmental issue: 32% of manufacturers are tackling it, and 30% are planning to do so.”*

### **Well-being at work**

CSR is not just about climate change. The mental health of employees is a subject that mobilizes structures.

65% of respondents are attentive to this issue (versus 49% in 2022). Socio-economic diversity is also important. 70% of the sample are undertaking initiatives in this area, compared with 55% in 2022.

However, obstacles persist. *“Despite a significant increase in budgets and dedicated teams, lack of funds is still the main obstacle to CSR deployment. 65% of panellists say they have no resources. In addition, the difficulty of measuring the impact and return on investment of CSR actions is a real issue, considered a major obstacle by 74% of companies.”*