



How BSI worked with HH Global to help its suppliers achieve the highest sustainability standards.



HH Global commissioned BSI to review its Sustainable Procurement Framework, which is underpinned by industry best practice and a strong commitment to the UN Sustainable Development Goals.

The story at a glance

- As companies work towards their ESG targets, it is increasingly important for them to know and demonstrate where they are directing their procurement spend.
- With this in mind, HH Global launched a sustainability initiative for its strategic partners: the Sustainability Procurement Framework, a supply chain programme designed to help suppliers improve their sustainability.
- To ensure that this framework reflected the principles underpinning the UN SDGs, and was universally applicable to suppliers while also able to address their specific needs, HH Global commissioned BSI to assess and certify this new framework
- BSI's insights not only ensured that the framework was rigorous, but also highlighted opportunities to develop it further – ensuring that it helps HH Global's suppliers to implement strong sustainability strategies and establish their sustainability credentials.

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The starting-point

Tackling sustainability issues has become imperative for organizations worldwide. Stakeholder expectations are rising, media attention is at an all-time high and – most crucially – the climate emergency demands an urgent response.

As more companies establish their Environmental, Social and Governance (ESG) targets, there is an increasing need for clear, credible visibility into where they are directing their procurement spend. A critical part of achieving and measuring progress against ESG targets is having access to legitimate and credentialed strategic partners.

“Supply chains are under more scrutiny than ever before, both from consumers and from clients to ensure the right decisions are being made,” confirms Martin Townsend, Director for BSI Centre of Excellence for Sustainability. “Companies that support this change to improve and share best practice will thrive.”

HH Global is a global, tech-enabled creative production and procurement partner for many of the world’s leading brands.

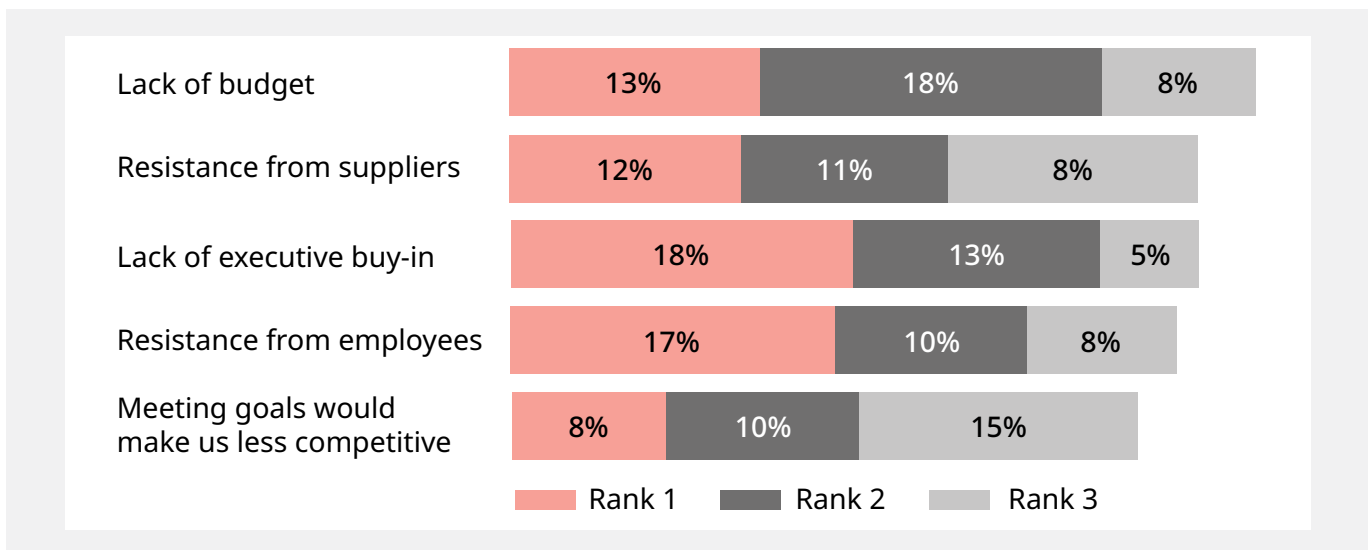
With operations in over 65 countries and solid sustainability credentials of its own, HH Global is well placed to provide leadership, and learnings from its own sustainability journey to date.

“We are on a sustainability journey. We have learned a lot over the last 6 years, and we are continuously developing our expertise to ensure we are leading the sustainability agenda in our industry” says the company’s Chief Sustainability Officer Kevin Duncley.

HH Global committed to creating a Sustainability Procurement Framework as a well-defined, logical and user-friendly way to help its extensive supplier base meet the highest sustainability standards, while also showing their commitment to the United Nations Sustainable Development Goals (SDGs).

A study by EY in 2020 showed that the two primary obstacles to supplier engagement are lack of budget and resistance from suppliers* (see figure 1). To ensure inclusivity and impact, HH Global have provided the framework as a value added benefit to their strategic supply chain partners.

Figure 1: Top obstacles to achieving supply chain sustainability goals, EY, 2020





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Kevin Dunckley,
Chief Sustainability Officer, HH Global

The challenge

The framework would need to bolster the positive sustainable impact that HH Global’s suppliers can make over the longer term on their businesses, their local communities and the planet. As Kathy Presto, HH Global’s Chief Procurement Officer said, “It’s a very exciting initiative. We have a lot in our toolkit to take suppliers to the next level”.

But supply chains can be complex and highly diverse networks. They are often problematic to manage, so attempting to achieve notable change across supplier businesses can present distinct strategic challenges. As a result, the

intricate task of embedding sustainability factors into supply chains can demand high levels of engagement, expertise and corporate equity.

The challenge for HH Global was to make sure its Sustainability Procurement Framework was universally applicable (to unite its diverse suppliers under the SDGs), but could also cater for their specific circumstances. The company also had to ensure that the new framework adhered to the principles underpinning the UN SDGs, without leaving any suppliers behind.



The solution

In order to address these challenges, HH Global commissioned BSI to review its new framework, as experts in sustainability best practice.

With BSI's advice and support, the company convened an Advisory Group formed from members of its global client community, supplier businesses and representatives from its trusted partner network. The Group's objective was to steer the framework so it would benefit all parties, while challenging existing practices and driving positive change.

BSI reviewed and evaluated the veracity and efficacy of the Sustainable Procurement Framework in relation to the principles of the UN SDGs. These goals provide robustness, credibility, and a level playing-field on which organizations can formulate benchmarks and common sustainability-related reference points to aid collaborative working.

The SDGs were an appropriate choice for a programme of this scale, because they are suitably wide-ranging and comprehensive, while enabling every supplier business to choose goals that are relevant to their own requirements. Key to the framework is its

ability to address each supplier's unique sustainability challenges, regardless of location and sector. It provides each supplier with a bespoke action-oriented roadmap to guide their efforts and demonstrate their sustainability credentials; it also provides support and educational materials, enabling them to progress in their sustainability journeys in ways that suit them.

"We are committed to positive change. We have listened, learned and taken the lead in our industry. We want to share those learnings with other businesses so that suppliers and clients can get there quicker"

**Kevin Dunckley,
Chief Sustainability Officer, HH Global**

BSI's review also assessed the framework's potential to have a positive impact on HH Global's supplier businesses.



The result

BSI's strategic insights into HH Global's Sustainable Procurement Framework have ensured that it is rigorous and independent, and reflects the latest best practice.

The BSI evaluation of the framework commended its strong foundations and highlighted opportunities and development pathways to take it further. BSI's findings and recommendations included:

- The key to the continued success of the framework will lie in its ability to adapt and accommodate change as it develops organically over time and as stakeholder demands evolve.
- The educational materials provided by HH Global will undoubtedly provide value to suppliers on all stages of their bespoke sustainability journeys – from giving emerging organizations a clear progression plan, to providing challenge and alternative perspectives to those already excelling in sustainability performance.
- The framework uses the Sustainable Development Goals to good effect, uniting suppliers under a universally applicable and widely recognized set of ambitions that

they can relate to. This enables institutional investors, clients, governments, and other key stakeholders of HH Global to easily map the objectives and outcomes of the framework to their own sustainability strategies and activities built around the SDGs.

- Implementing the framework and engaging with suppliers and clients on sustainability will generate opportunities for new and deeper partnerships, and demonstrate collaborative progress towards a more sustainable future for HH Global and its partners.

BSI's findings and recommendations have advanced the framework's development, ensuring that it helps HH Global's suppliers to develop and implement tailored and well-defined sustainability strategies, while also establishing their sustainability credentials and growing their brand equity. BSI has also helped to identify areas of opportunity and to spark ideas for future development, in order to leverage the framework's outputs and consolidate HH Global's leading position in its market in the long term.

About HH Global

HH Global is a global leader in tech-enabled creative production and procurement, with over 4,500 team members, 26 creative studios and over 8600 strategic supplier partners in 64 countries. It amplifies its clients' marketing campaigns through production and procurement leadership as well as through its advanced sustainability credentials that enable them to deliver industry-leading expertise at scale.

Why BSI?

For over 100 years, our services and solutions have been helping organizations around the world to improve performance, build competence and support sustainable growth. Our mission is to share knowledge, innovation and best practice to help people and organizations make excellence a habit.

About Knowledge Services

Knowledge Services gives clients the right minds for the right solutions, drawing on relevant expertise from across BSI and from our international network of contacts. This produces a multidisciplinary team that can address the client's specific needs – whether that's better standards management, new content development, strategic advice or transformation activities.

To learn more about how BSI's Knowledge Services team can help you create excellence for your organization and industry

<https://www.bsigroup.com/en-GB/our-services/knowledge-services/>

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