

Why expand  Supplier Responsibility story?

"Consumers demand more visibility into the supply chain"

Forbes

"Top four reasons why supply chain visibility is more important than ever before"

Business Wire

People are talking about supply chain

"What supply chain transparency really means"

Harvard Business Review

"Supply chain visibility boosts consumer trust, and even sales"

MIT Management

Customers care about brand values

75% trust brands who are transparent about social responsibility

mitsloan.mit.com

Who's doing it well?

Patagonia - interactive map

The screenshot shows the Patagonia website's interactive map interface. At the top, the Patagonia logo is on the left, followed by navigation links for 'SHOP' and 'INSIDE PATAGONIA'. A search bar with the placeholder text 'What are you looking for?' is on the right, along with icons for chat, help, user profile, and shopping cart. Below the navigation is a map control bar with 'Map' and 'Satellite' options, and a zoom-in (+) and zoom-out (-) button. The map itself is a world map with various colored pins indicating the locations of Patagonia's supply chain activities. A legend at the bottom identifies these activities: 'THE FOOTPRINT CHRONICLES' (a footprint icon), 'TEXTILE MILLS' (orange pin), 'FACTORIES' (green pin), and 'FARMS' (blue pin). The map shows pins in North America, Europe, Asia, and South America. The bottom right corner of the map area includes 'Map data ©2019' and 'Terms of Use'.

Patagonia shows the full picture of where their products come from.

Patagonia - expanded articles

The screenshot shows the Patagonia website header with the logo, navigation links for 'SHOP' and 'INSIDE PATAGONIA', a search bar with the placeholder text 'What are you looking for?', and utility icons for search, chat, help, user profile, and shopping cart. Below the header are three article cards:

- SYNTHETIC MICROFIBER POLLUTION**: Features two circular images showing microscopic views of fibers. The text states: "Patagonia is taking the problem of microfibers shedding from synthetic materials seriously. We are committing significant resources to learn more about the scope of the problem and develop an understanding of what steps we can take to help create impactful solutions." A "Read More" link is at the bottom.
- ORGANIC COTTON: GROWN IN THE USA**: Features a video thumbnail of cotton plants with a play button. The text states: "Founding members of the Texas Organic Cotton Marketing Cooperative remember what it was like to take the risk to go organic almost two decades ago, while newer members look ahead at the future of organic cotton." A "Watch the video" link is at the bottom.
- CORPORATE RESPONSIBILITY**: Features a wide-angle photo of a factory floor. The text states: "Here's what we're doing to make sure Patagonia products are produced under safe, fair, legal and humane working conditions throughout the supply chain - and some background on how we got to where we are today." A "Read More" link is at the bottom.

Themed articles present an expanded story for customers to see supply chain stories they care about.

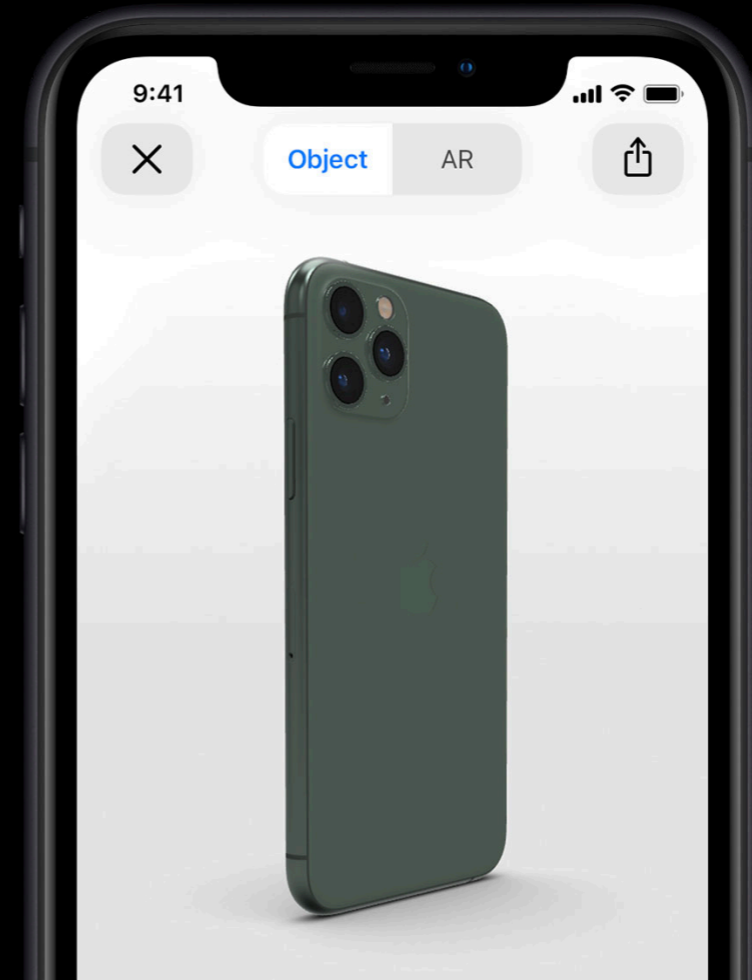
How can Apple tell a bigger SR story?

Say it with AR



Use AR to see iPhone 11 Pro.

Open this page using Safari on your iPhone or iPad.



Use AR concept from existing product pages to expand an interactive story for SR.

Explore each part with AR



Tap each component to learn about the materials used, how it's sourced, and the people involved.

Story focus

Material sourcing

Community impact

People affected

Say it with OOH

**Your iPhone helped take 100,000 cars
off the road last year.**

apple.com/supplier-responsibility



Opportunity to expand reach and drive people to SR site.

Say it with video

TV spot

Online (Youtube/Newsroom)

Internal use for SR stakeholders

Sample video

Click middle to play