

NONPROFITS

## Burberry surpasses social impact goals, citing 1M+ reached in five years

October 31, 2022



*The brand has prioritized positive educatory and economic impacts through a number of community engagement initiatives since 2017. Image credit: Burberry*

By AMIRAH KEATON

British fashion house Burberry is making good on philanthropic promises, showcasing progress as part of its first social impact report.

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The brand's first social impact report, "Positively Impacting 1 Million People 2017-2022", details initiatives enacted across three specific issue areas such as educational inequality, employee preparedness and economic empowerment through sustainable means. Initiatives fall under the company's Responsibility strategy, aiming to positively impact the climate, nature and people.

"Burberry has a long-standing commitment to supporting our communities," said Dr. Gerry Murphy, chair at Burberry and trustee at [The Burberry Foundation](#), in a statement.

"Drawing on our founder's heritage and pledge to have a meaningful impact on society, we continue to honor this legacy today with programs and initiatives, both through the Company and The Burberry Foundation, focused on providing young people with opportunities to make a positive difference around the world," he said.

For this report, Burberry collected data from sources including charity partners' impact reports, websites, independent studies and annual reports. Beneficiary totals have been externally verified by PwC.

### Burberry breakdown

Established in 2009 as an independent organization for general charitable purposes and grant-making, The Burberry Foundation showcases the extent to which its work has enhanced the overarching brand's ESG value over the last five years.

Tackling educational inequality and building cultural capital; community cohesion and employability skills; social and economic empowerment all fall under the company's larger Responsibility strategy, aiming to positively impact the climate, nature and people.

The retrospective lays out solutions generated according to Burberry's trio.



1 Burberry plc donates 1% of Group adjusted profits before tax (PBT) to charitable initiatives each year, with the majority of philanthropic work carried out by The Burberry Foundation, an independent charity, in collaboration with NGO partners and community-based organisations.

*Burberry's five-year agenda pillars are pictured as part of its first Impact Report. Image credit: Burberry*

The 22.8 million euro, amounting to \$22.7 million at current conversion, invested in the interest of impact represents 1 percent of adjusted group profit pretax in yearly donations for Burberry, which aligns with the donation average for Fortune 500 company contributions as of late, Vogue Business reports.

Unique to Burberry's approach is a dedication to resourcing the next generation.

The first of its three issue areas of focus most directly addresses the preservation of young imaginative minds, 9,500 of which were actively engaged in arts and education, with over half a million students and teachers receiving new skills and support from the brand over the years.

After experiences with The Burberry Engage program, which broadens career prospects across disadvantaged Yorkshire and London communities, 89 percent of participants cited a heightened excitement about their professional future, while 53 considered entering a creative field as a result. The effort is the brand's most far-reaching, with over 630,000 individuals involved.

Burberry Inspire, a transatlantic arts education project, resulted in 67 percent of pupils reporting increased self-confidence levels, among other benefits sparked from activities such as drama and poetry sessions for nonnative English speakers, and dance performance workshops focused on factors like sound vibrations for deaf students.



*Burberry Inspire, a transatlantic arts education project, resulted in 67 percent of pupils reporting increased self-confidence levels, among other benefits. Image credit: Burberry*

Besides youth advocacy, Burberry appears to thrive in its ability to adapt. Actions taken during COVID-19 are

indicative of this strength.

The global pandemic shifted the job market for many, hitting the brand's second philanthropic pillar hard.

In response, through a series of local partnerships with organizations like Oxfam Italy and Progetto Quid, Burberry's report outlines increased opportunities for at-risk populations. Through an extension of the brand's means, a majority 61 percent of apprentices stayed employed post-program participation.

Sprinkled amid the report are what Burberry has dubbed "Beneficiary Spotlights," which give real-life, anecdotal evidence of the impact of its employability initiatives.

The brand spotlights a migrant woman who escaped the Ukrainian conflict at the start of this year. Per brand resourcing, the woman was able to apply for "Special Protection" assistance with aid from Community Facilitators who helped her maneuver the bureaucratic process, fully integrating her via positive community center interactions and allowing her to grow roots in Italy, where she is now based.

Furthering its display of an ability to support global communities during a disaster with its third and final economic empowerment pillar, the report lists Burberry's COVID-19 Community Fund, which aided front-line workers, hospitals and vulnerable communities around the world during the outbreak.

Artisans at Burberry produced over 150,000 PPE units. Collaborating with UNICEF, Burberry supported the distribution of vaccinations for over 185,000 people to date.

The craftsmanship exhibited in the thick of the global pandemic has also come in handy as it relates to another area of concern The Foundation has also prioritized a circular future for fashion.

Afghanistan is a key source of cashmere for luxury entities. Burberry trained herders in the region, encouraging sustainable harvesting and vouching for animal welfare practices while improving their incomes by connecting the group directly with suppliers and traders for better bargaining abilities.

Economic empowerment through sustainable means is a vision realized, on behalf of Burberry's final goal.

Web3 pivot

As of this year, Burberry has continued with a string of benevolence.

The Burberry x Gen. G initiative, which features gaming industry influencers in conversation with Burberry team members, was born from a goal to champion women and foster inclusivity in gaming ([see story](#)).

The world of Web3 is drawing luxury as an area of growing popularity among charitable circles.

Online retailer Farfetch and global Web3 investor Outlier Ventures announced the first cohort for its new 12-week accelerator program, Dream Assembly Base Camp, which offers eight promising luxury fashion and lifestyle startup resources to help drive the future of Web3 luxury commerce ([see story](#)).

British automaker Rolls-Royce put an interesting digital spin on a recent charitable redesign.

In collaboration with Dubai-based visual artist Sacha Jafri, who hand-painted the Galleries of six Phantom Series II motorcars, the brand debuted its "The Rolls-Royce That Keeps on Giving" NFT initiative, inclusive of six corresponding flythrough animations.

With plans to generate upward of \$1 million for education, health and sustainability charities, each time one of the six exclusive NFTs is sold, a 20 percent royalty donation is triggered ([see story](#)).

The technological enablement of communities worldwide has great potential as luxury's next philanthropic frontier.