

let's feel
good about
the way we
spend our
money!

you can do it,
we can do it,
they can do it,
everyone can do it...

Buy from a
Star Social Firm!

SocialFirms UK

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Social Firms UK is registered as a charity in Scotland
No. SC030949, as a Company Limited By Guarantee
registered in Scotland No. 214915 with its registered
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Are you
an ethical
shopper?



If you care about what you buy, the chances are you'll look for the Soil Association logo if you want organic food, or the FAIRTRADE Mark if you want to be sure the producers of what you eat are not exploited.

Well, here's another logo to look out for...

If you want to buy from an organisation that gives unique employment opportunities to severely disadvantaged people, where they make up at least a quarter of the workforce – and if you want to know that this is being done well, with all profits being reinvested back into the enterprise, **then you need to look out for the Star Social Firm logo.**



Social Firms are enterprises set up to create paid employment for severely disadvantaged people in real businesses. In Social Firms at least 25 per cent of employees will have a severe disadvantage, and more than 50 per cent of the income is earned through the sale of products and services.

The values that support and drive the business and employment practices are:

- Enterprise
- Employment
- Empowerment

Now we have gone further than this to really demonstrate to customers and potential customers of Social Firms that their employment and business practices are genuinely worthy of their custom. This is even more important for Social Firms over and above other types of social enterprise because of the severely disadvantaged people they employ. Social Firms want your custom, not your charity. The quality, competitiveness and level of service has got to be second to none and, in addition, Social Firms change the lives of severely disadvantaged people. It is really exciting, and we want everyone to be part of it!

So we have developed the Star Social Firm quality mark. Social Firms that want to obtain this mark have to undergo a rigorous and independent process to confirm their excellent business and employment practices.

Everybody wants to make a difference. When you buy from a Star Social Firm then you are making a difference.

Customers should be reassured of buying from:

- A viable business with a sound commercial focus
- A quality driven, quality focussed, best value supplier
- A good employer
- An organisation with high values and ethical purpose
- An organisation with positive impact on the community, and
- An organisation to help them meet their corporate social responsibility

So look out for this logo either in your personal or business purchasing. And if you want to find out more about Social Firms (there are many who haven't got the standard yet but who are working towards it) then contact Social Firms UK through the website where we have an online trading directory: www.socialfirms.co.uk

More information on the quality mark can be found at: www.starsocialfirm.co.uk

tell your colleagues, business partners and friends