Image retrieved from @towfiqu999999 on Unsplash

# Case Study

## *The Lekker Company*

**Company & Country**

*The Lekker Company, the Netherlands*

**Start Up/SME, Employees**

*SME with 7 employees*

**Category of Industry**

*Cosmetics, skin care*

**Website Address**

https://www.thelekkercompany.com/

**CSR Strategy**

https://www.thelekkercompany.com/about-us

https://www.thelekkercompany.com/foundation

CSR Ready

green, fair & competitive businesses

Fouder Dewi began The Lekker Company in 2014. With only 100 glass jars, her kitchen table and Pinterest to lead the way, she was on a mission to create natural skincare products that people could feel good about using. It was only in 2018, when she caught the attention of the Product Pitch Jury of Albert Heijn, the biggest supermarket chain in the Netherlands, that her small-scale initiative quickly grew. Now, more than 2000 stores across Europe sell The Lekker Company products Eventually, The Lekker Company wants to produce all cosmetic products with the same core principles, 100% vegan, plastic-free and clean, no-nonsense ingredients.

### Benefits of CSR

- The Lekker Company is a leader in the sustainable skincare sector and provides good practices for the rest of the industry.
- The Lekker Company's vegan, natural skin care is a go-to product for those wanting to choose a sustainable skincare option.
- The Lekker Company's Foundation is able to advance its mission of contributing to sustainability by supporting charities that have similar commitments.

Image retrieved from @kelseycurtis on Unsplash

Image retrieved from @maddibazzocco on Unsplash

*Creating honest skincare is something we at Lekker feel passionate about and intend to continue doing as consciously and sustainably as possible!*

**The Lekker Company**

## DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

The Lekker Company uses only quality natural ingredients in their cosmetic products, avoiding chemicals that cause harm to the people who come into contact with them and the planet at large. The Lekker deodorant is all-natural, and vegan and comes in a little paper jar, avoiding plastic waste in the process. Additionally, Lekker is cruelty-free and has vowed to never test on animals.

INCI terms for ingredients listed on cosmetics are often hard to understand. At Lekker they strive to keep things as simple and transparent as possible; all the ingredients used in Lekker products are listed in the understandable term, so customers can know exactly what is going onto their skin.

As of January 2021, The Lekker Company launched The Lekker Foundation. Through this, The Lekker Company will donate 1% of its revenue to a charity or non-profit organisation that benefits the planet and helps animals or people in a sustainable way. The company will support a new organisation every 6 months and take recommendations and learn about different initiatives through the lekker community. So far, The Lekker Foundation has supported: ''Less Plastic'', an ocean-loving family-run, non-profit organization based in the UK that raises awareness of ocean plastic and how to reduce it; and Reef Restoration Foundation, a non-profit social enterprise that is establishing a series of ocean-based coral nurseries using a proven method, which is a part of the solution for a healthy Great Barrier Reef.

Disclaimer: All the information used comes from The Lekker Company website (https://www.thelekkercompany.com/)

Co-funded by the Erasmus+ Programme of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein 2020-1-DE02-KA202-007503.

This resource is licensed under CC BY 4.0