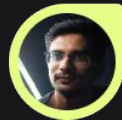
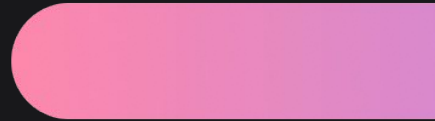
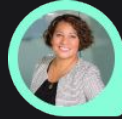




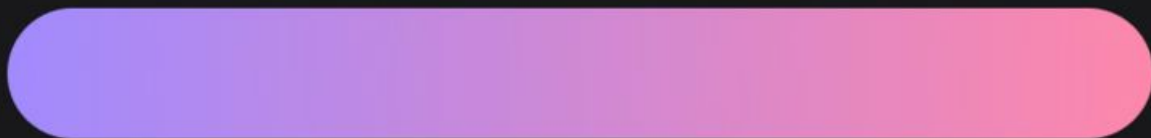
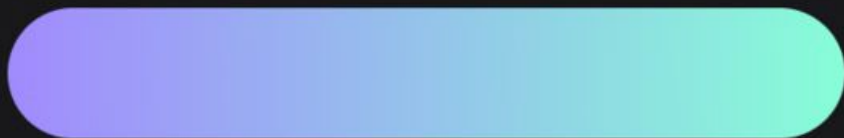
Zapnito x Ethical Trading Initiative

How ETI Built a Thriving Community to Advance Ethical Supply Chains





Ethical
Trading
Initiative



The Ethical Trading Initiative (ETI) successfully united its diverse member base, bridged gaps in expertise and interests, and established a thriving community that advanced its mission of ethical supply chain transformation.

Key highlights

- Tailored expert content delivery
- Centralized collaboration hub
- Rapid community growth and engagement
- Data-driven insights for optimization
- Scalable, self-sustaining platform

The Community Challenge

The Ethical Trading Initiative (ETI) aimed to solidify its position as a trusted authority on business and human rights while uniting a diverse community of companies, trade unions, and NGOs.

By bridging these gaps, ETI sought to drive meaningful transformation in responsible supply chains and enable partnerships capable of addressing complex labour challenges.

Self sustaining community

Create a self-sustaining, engaging platform that delivered tangible value to all members

Expert resources

This platform needed to provide expert resources, promote collaboration, and align the varied goals and expertise of its stakeholders



The Zapnito Solution

To address ETI's unique challenges, Zapnito delivered a tailored community platform designed to support ETI's mission of advancing ethical trade, while meeting the diverse needs of its members.

Expert content delivery

ETI leveraged Zapnito to deliver curated resources and tools, helping members access high-value, goal-aligned content.

Facilitated collaboration

The platform offered a central hub for members to connect, share knowledge, and collaborate across industries.

Scalable community engagement

Zapnito equipped ETI with tools to encourage ongoing participation, helping to build a self-sustaining, engaged community.

Data-driven Insights

Advanced analytics enabled ETI to track engagement, identify trends, and optimize content delivery to better meet member needs.

Results

+800

ETI's member base grew from an initial 30 to 800 members within just two years of launch.



61%

Average returning member rate since launch, showing consistent engagement

26%

YoY growth in both site traffic and registered member sign-ins



3,000+

High-value downloads on Global Supply Chain Management docs and resources.



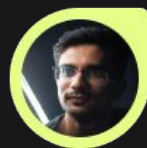
Why Zapnito?

ETI chose Zapnito for its ability to deliver a customized, scalable platform that aligned with their mission and member needs.

Zapnito's robust features, combined with its focus on facilitating collaboration and providing data-driven insights, empowered ETI to create a dynamic, self-sustaining community.

This partnership has not only strengthened ETI's position as a leader in ethical trade, but also enabled them to drive real-world impact through meaningful connections and shared expertise.





Thank you

Find out more at <https://zapnito.com>