

A decorative graphic on the left side of the slide features a cluster of overlapping circles in various colors: dark blue, light blue, orange, black, and grey. The background of the entire slide is a photograph of a long, modern cable-stayed bridge spanning across a body of water under a clear sky.

Accelerating Your Brand's Sustainability Journey

Darren Beck, VP Membership & International, Sustainable Brands



Sustainable Brands and Our Community of Courageous Optimists

We are a **global communication, learning, and collaboration platform** for brand innovators who are changing the future of commerce worldwide.

Our promise is to help you turn environmental and social challenges into sustainable business and market value.



96%

of U.S. consumers said they try to live sustainable lifestyles at least some of the time



61%

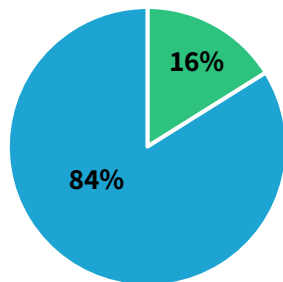
of brands and retailers say consumer demand has

INCREASED

**for environmentally sustainable business practices and
goods/services**

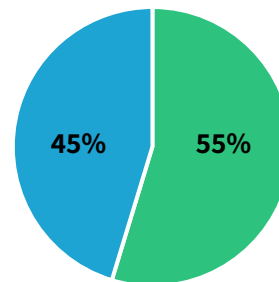
Products Marketed as Sustainable, While Only 16% of the Market, Represent 55% of Growth

\$ Share of Market
(2019)



- Sustainably-Marketed Products
- Conventionally-Marketed Products

% Share of Market Growth
(2015-2019)



- Sustainably-Marketed Products
- Conventionally-Marketed Products



How Do You Create a Sustainable Brand?

By Building a More Holistic Perspective & Practice



Brand Is

Who You Are
What You Do
How You Do It
and then
How you talk about it
to the world

A Sustainable Brand

Operates From a Purpose
Beyond Profit
Leverages Its Influence
Operates Regeneratively
Delivers Net Positive Products
& Services
Aligns Culture and Governance with a
Sustainable Future

Sustainability Is

Enabling business
and society to thrive in
harmony with nature

The Risks and the Rewards

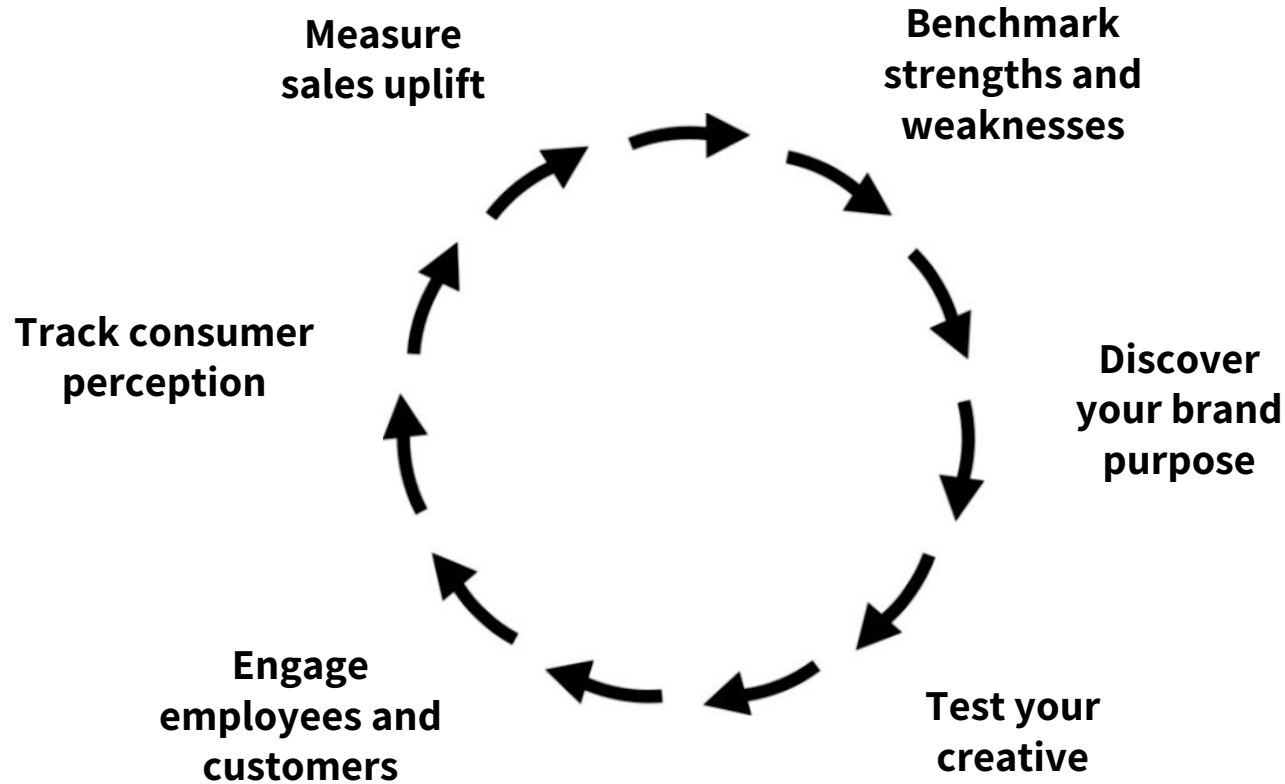


What we need to do is literally disrupt systems and rebuild new systems while we're operating within them. While this may involve some risk, it will result in even greater reward.

~ Marc Pritchard
Chief Brand Officer, P&G



Whole System Approach Needed for Meaningful Change



Case Study: The Clorox Company



- Established positive purpose at the Corporate Level: “Champion people to be well & thrive every single day.”
- The marketing team sought to bring that purpose to life within each category and purpose-led brands, but needed to jumpstart the process by helping the business **understand what sustainability really means and how to pursue it.**

WE CHAMPION PEOPLE TO
BE WELL & THRIVE
EVERY SINGLE DAY

Case Study: The Clorox Company



The Marketing team engaged in evaluating **more than a dozen brands** through SB's Brand Transformation Roadmap tool, along with each brand's cross-functional teams

	LEVEL 1 CONVENTIONAL	LEVEL 2 GETTING STARTED	LEVEL 3 PROMISING PROGRESS	LEVEL 4 EMERGING LEADER	LEVEL 5 SUSTAINABLE BRAND
PURPOSE					
BRAND INFLUENCE					
OPERATIONS & SUPPLY CHAIN					
PRODUCTS & SERVICES					
GOVERNANCE					

Case Study: The Clorox Company



This process helped each brand team:

- Establish a baseline for its performance
- Determine actions that can be taken to build on that baseline
- Identify its ambitions and aspirations
- Provide mentoring across brands

The Roadmap is now integrated into the sustainability strategy planning sessions annually to **track progress** and **prompt innovation**.

Case Study: The Clorox Company



The accountability isn't in the Sustainability team. It's with the individual business owners...If I'm successful at my job, I'll be out of it in a year or two. **Instead of me being the CSO, at Clorox we'll have 8,800 CSOs.**

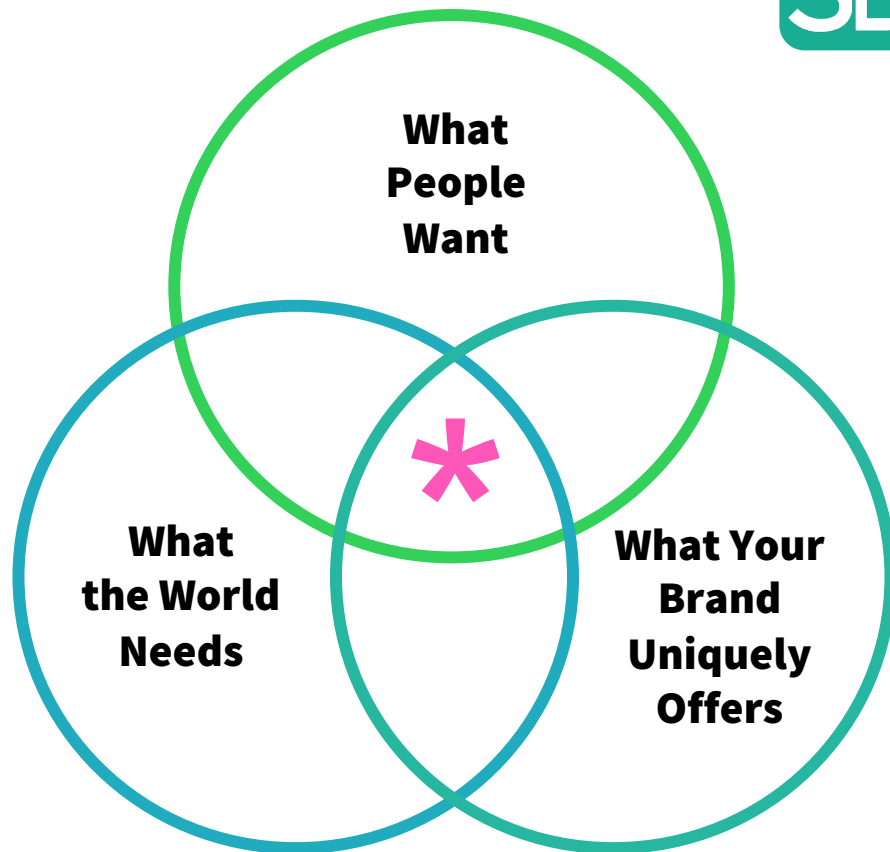


Ed Huber

Chief Sustainability Officer
The Clorox Company

Find Your Focus

Underpinned by a discovery process that uncovers your material impacts, strengths and weaknesses – *before* you go to market, so you don't risk being called out for Greenwashing or Purpose-Washing



Set a Trajectory, Build Credibility



“The Talk”



“The Look”



“The Choice”



“Widen the Screen”

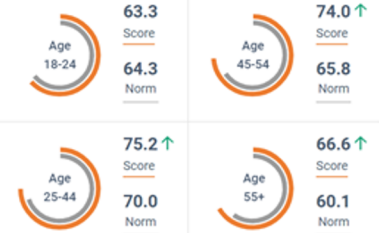


Testing Sustainability Messaging

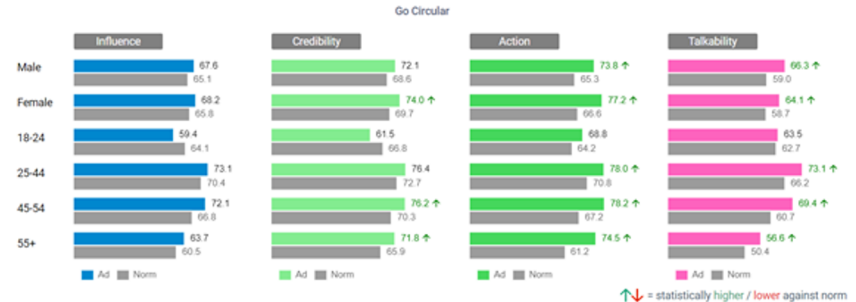


The brand and insights teams at Procter & Gamble, PepsiCo, Visa, and Nestlé Waters helped SB co-create the Ad Sustainability Awareness Platform (ASAP) tool, designed to measure the power of a campaign's ability to drive action, influence, credibility, and talkability against the nine most impactful sustainable behaviors

Ad Sustainability Effectiveness Score



Communication Objectives Scores

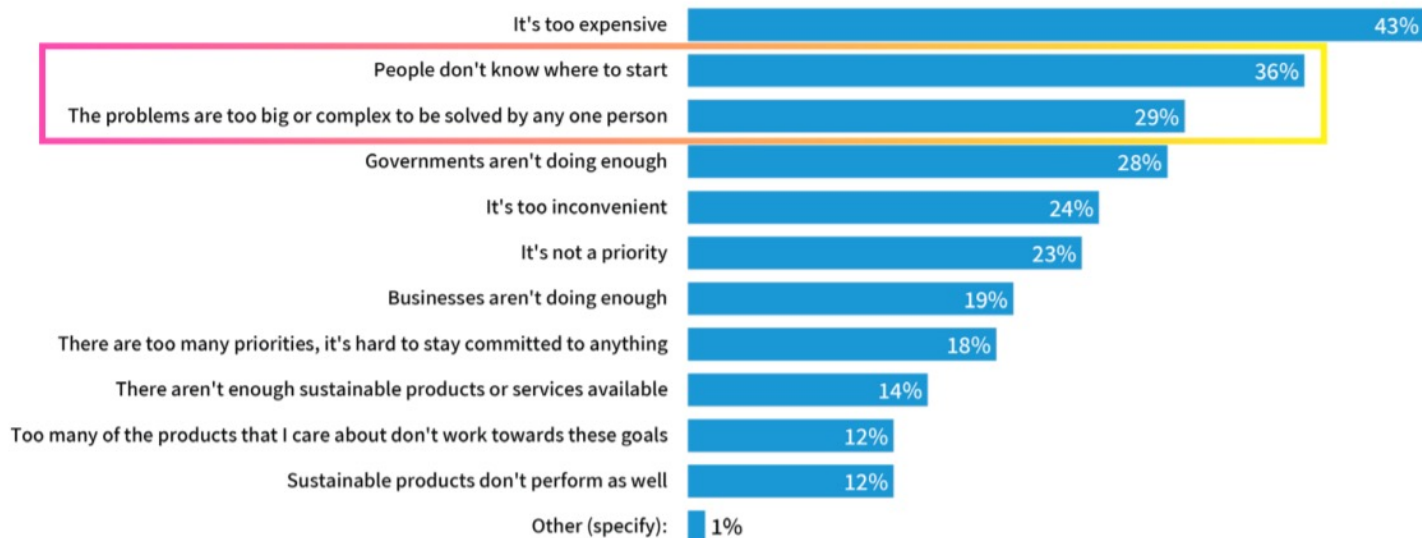


↑ = statistically higher / lower against norm

Keep Your Finger on the Pulse of Consumer Perceptions



Sometimes it can be hard for people to live up to their intentions when it comes to living in ways that protect the planet, its people, and its resources. Respondents shared which they think most often stop people from doing more



We Look Forward to Partnering



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