



Brand Strategy

Sustainability 2.0

**New strategies to put the brand talent
at the service of sustainability and build competitiveness over time.**

OUTLINE

1. QUANT/QUAL OVERVIEW

Structural data and key consumer insights on sustainability and corporate responsibility.

2. NOT JUST THE ENVIRONMENT: INTEGRATED SUSTAINABILITY

Key dimensions of sustainable development and stakeholder capitalism: an explanation.

3. TAKEOUTS FOR BRANDS

Best practices and learnings for brands.



QUANT/QUAL OVERVIEW



Green is the new gold

Global data and consumer insights on sustainable living



A rising generational demand

How young consumers' pleas are urging brands to change



Global brand attitudes and current barriers

Accessibility
Simplicity
Transparency:
Time for brands to get real.



Sustainable rebound

How sustainability might relaunch the economy: projections

NOT JUST THE ENVIRONMENT

Explaining integrated sustainability's key dimensions and new responsible business models.



Certified **B** Corporation
Business as a force for good
B Corps are certified to be better for workers, better for communities, and better for the environment.

Stakeholder Capitalism

A Global Economy that Works for Progress, People and Planet

Klaus Schwab

with Peter Vanham

TAKEOUTS FOR BRANDS

Case histories and key learnings for brands on how to transform sustainability into a competitive brand asset for the long term.

We've never been more transparent.

evian is Certified B Corporation

Circularity Dashboard

When an evian bottle is made of 100% recycled plastic, it means no virgin plastic is added in the economy, reducing our carbon footprint up to 50%*, and also contributing in our goal to be a circular brand by 2025.

43% Average across range Progress to 100% rPET

Learn more about evian's sustainability journey

- 34% fall in absolute energy consumption between 2008 and 2020.
- 10ktons reduction in CO₂ per year since 2017.
- +25 years preserving the watershed with APIEME.
- 130M
- 3500

Bonduelle s'impegna per un'agricoltura sostenibile

SCOPRI I NOSTRI IMPEGNI

Mastercard True Name: Cards for Trans & Nonbinary Users

Steal Our Staff

80% of BEC's staff are disabled. We believe more companies could hire like us. That's why we're inviting employers to #StealOurStaff

ebay e Concommercio per i borghi italiani

I Borghi italiani e i loro prodotti

Un progetto per le piccole e medie imprese italiane

Fine jewelry with an air of change.

Aether diamonds are physically and chemically identical to mined diamonds, except they don't come from deep inside the earth - they are transformed from excess carbon pollution in the atmosphere that would otherwise contribute to global warming.

FRAKTA GARDEN

Hanging planter from repurposed shopping bags.

Empowering women is the ultimate renewable energy.

Accelerating sustainable solutions for people and the planet.

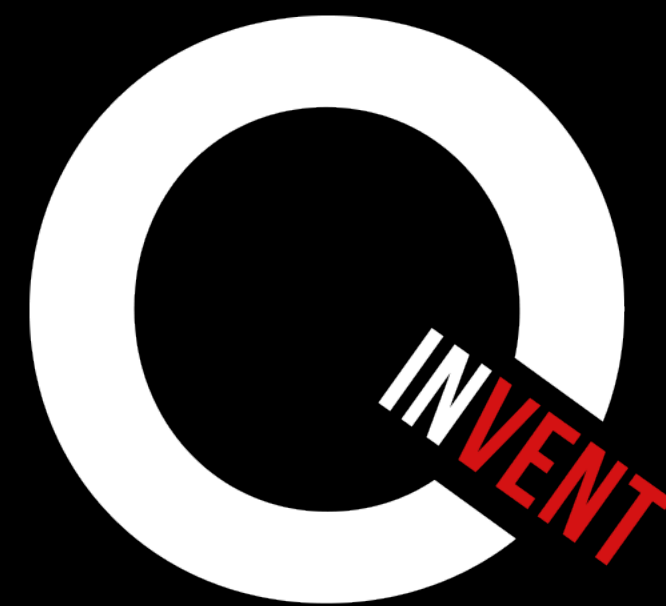
From A to B Corp (and beyond)

Our road to responsibility.

Wetransfer Responsible Business Report 2020

MEET VISA. A NETWORK WORKING FOR EVERYONE.

VISA



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