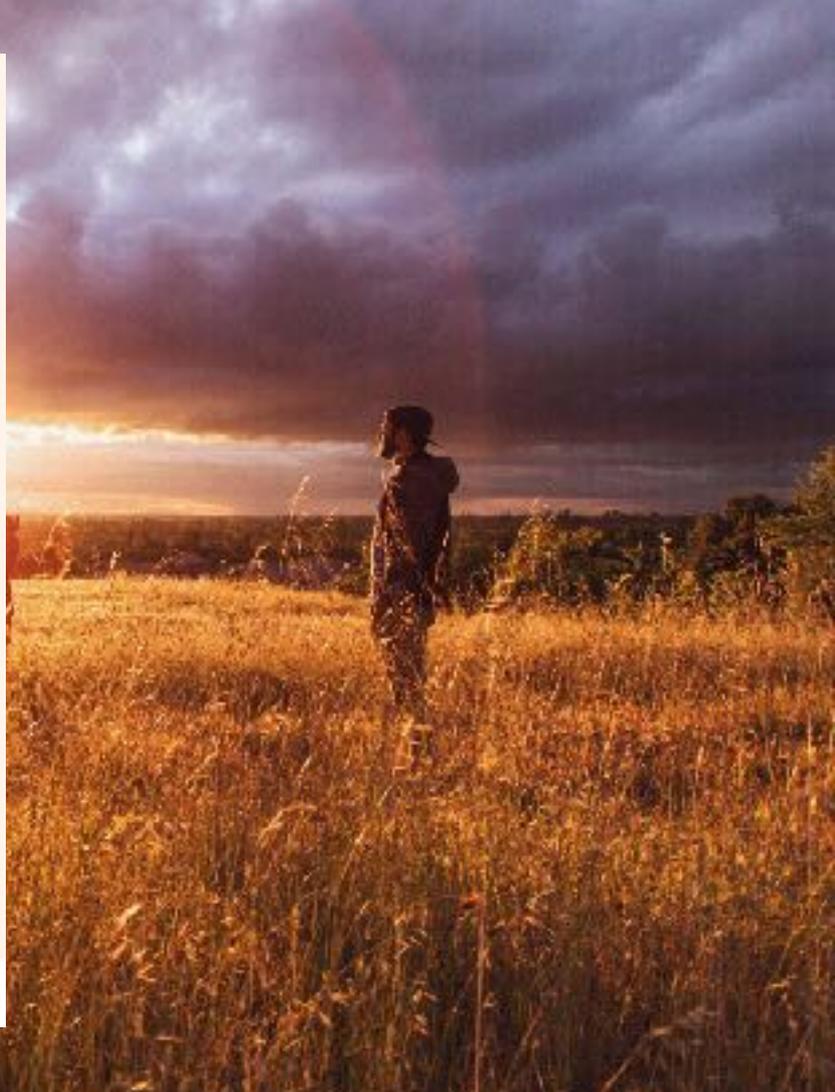


Sustainability:

(noun)

|suh-stey-nuh-**bil**-i-tee|

Treating the
world as if
we planned
to stay

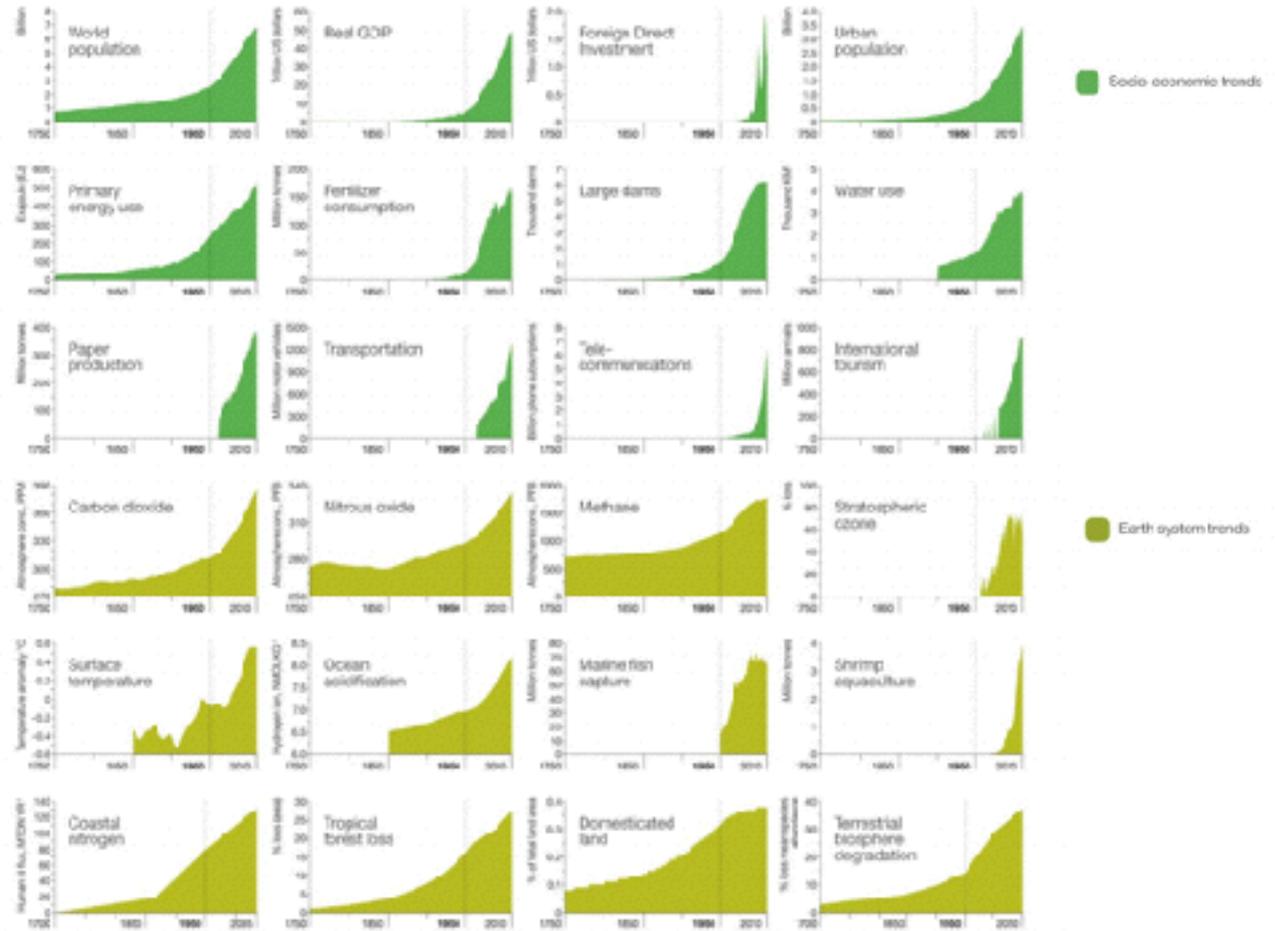


The world's loneliest tree tells our story



A story that highlights the Great Acceleration continues.

Which continues, as does the need for change.



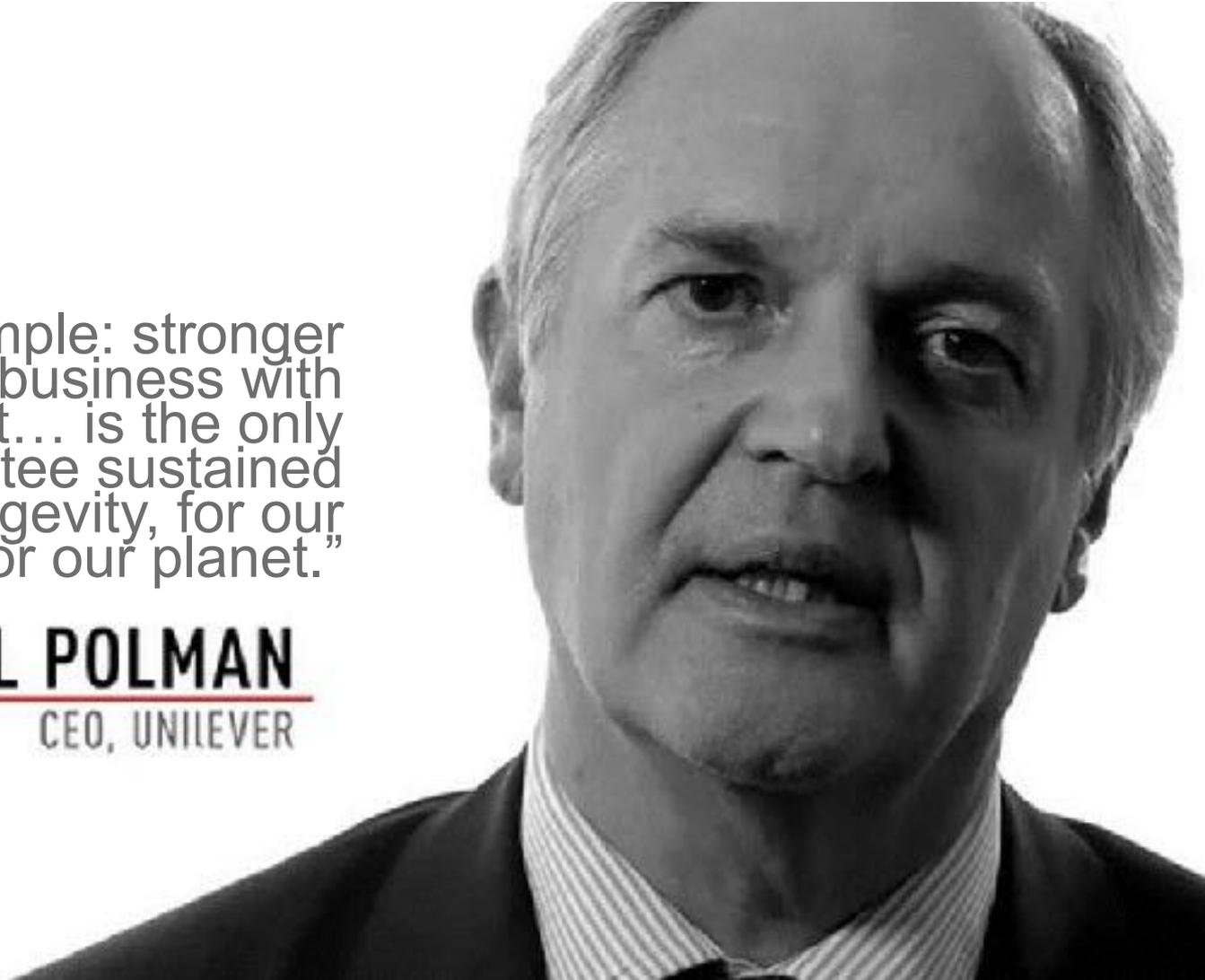


Volatile but exciting times

“It is very simple: stronger alignment of business with societal interest... is the only way to guarantee sustained success and longevity, for our business, and for our planet.”

PAUL POLMAN

CEO, UNILEVER





SUSTAINABLE DEVELOPMENT GOALS

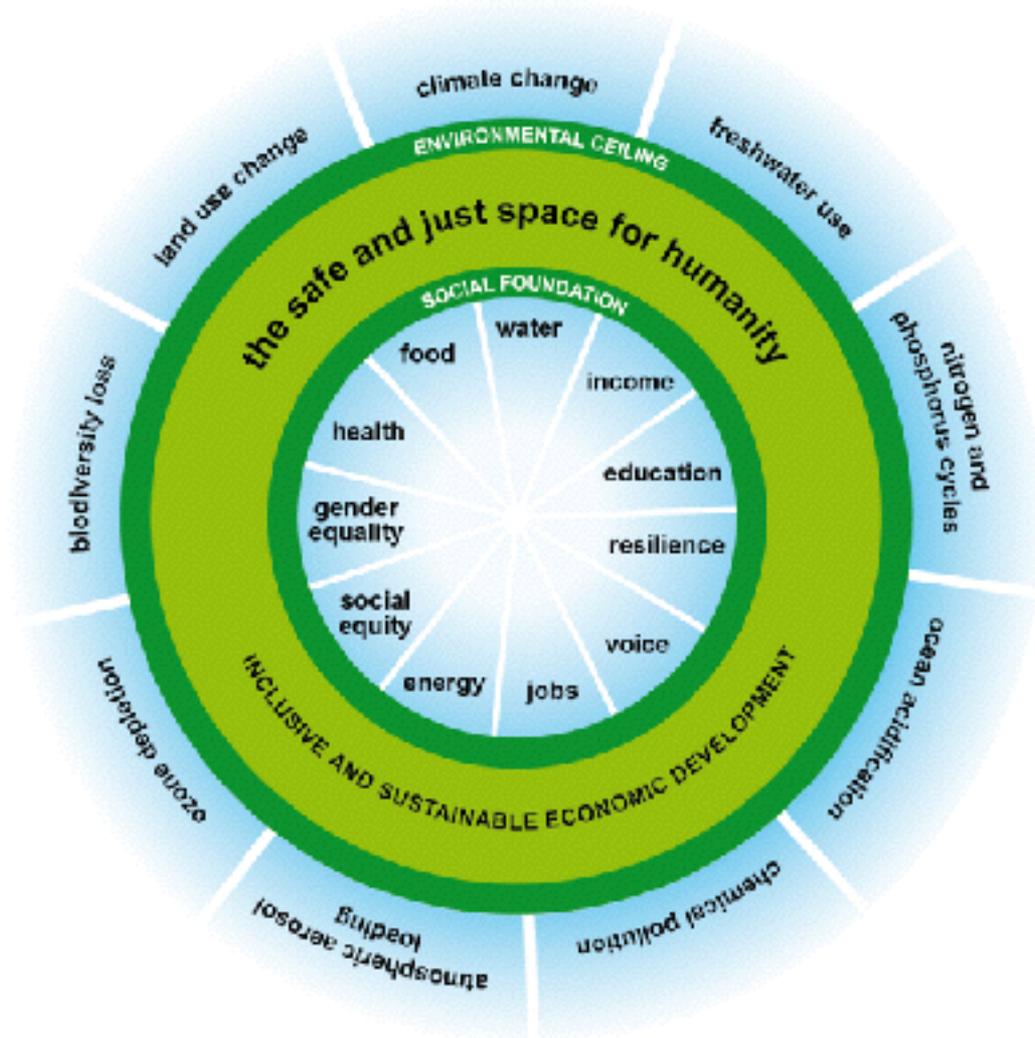
17 GOALS TO TRANSFORM OUR WORLD



What do these this mean?



What will this deliver?



Successful branding is more than just product marketing – it's about having a point of view on the world.



Sustainability stories that stick

Believable
destination

Reason to
start

Roadmap
to get there

Milestones
for all



Sustainability stories that stick

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Create a desirable destination - open with the positive vision based on common values and needs.

Paint a picture, don't colour by numbers - percentages and figures should come in the plan.

Know your people, and their problems, inside out – be human-centric.

Make it aspirational and keep it relatable – local.

Check these are shared values – does it fit expectations of your brand? Is it immediate and understandable?

Sustainability stories that stick

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Create a dragon – highlight the impact of inaction. Keep it personal and relatable. Hit aspirations.

Slay the dragon – link the problem and the solution. Obvious but required.

Incite urgency – the time to act is now. Welcome them in.



Sustainability stories that stick

Believable
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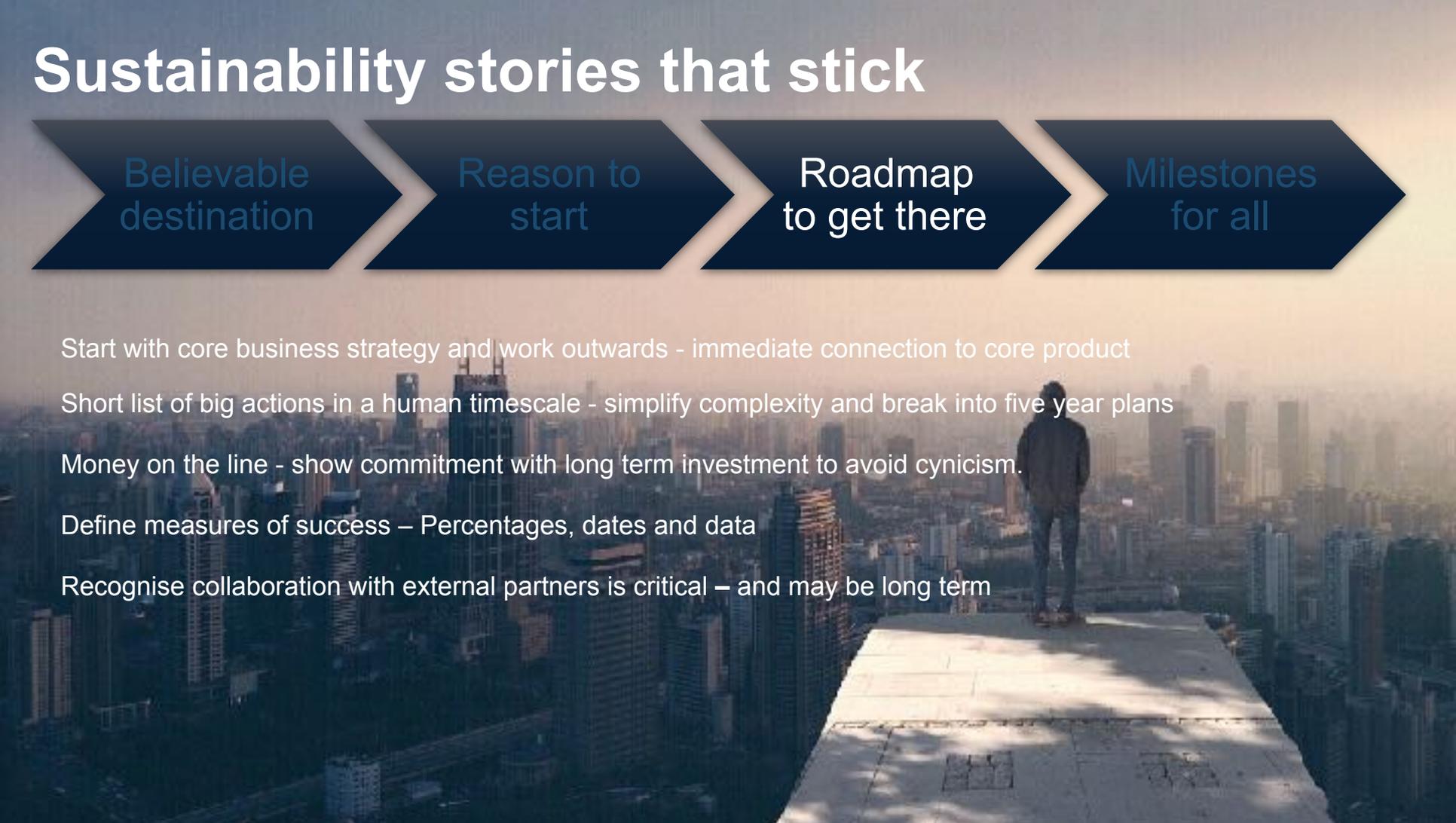
Start with core business strategy and work outwards - immediate connection to core product

Short list of big actions in a human timescale - simplify complexity and break into five year plans

Money on the line - show commitment with long term investment to avoid cynicism.

Define measures of success – Percentages, dates and data

Recognise collaboration with external partners is critical – and may be long term



Sustainability stories that stick

Believable
destination

Reason to
start

Roadmap
to get there

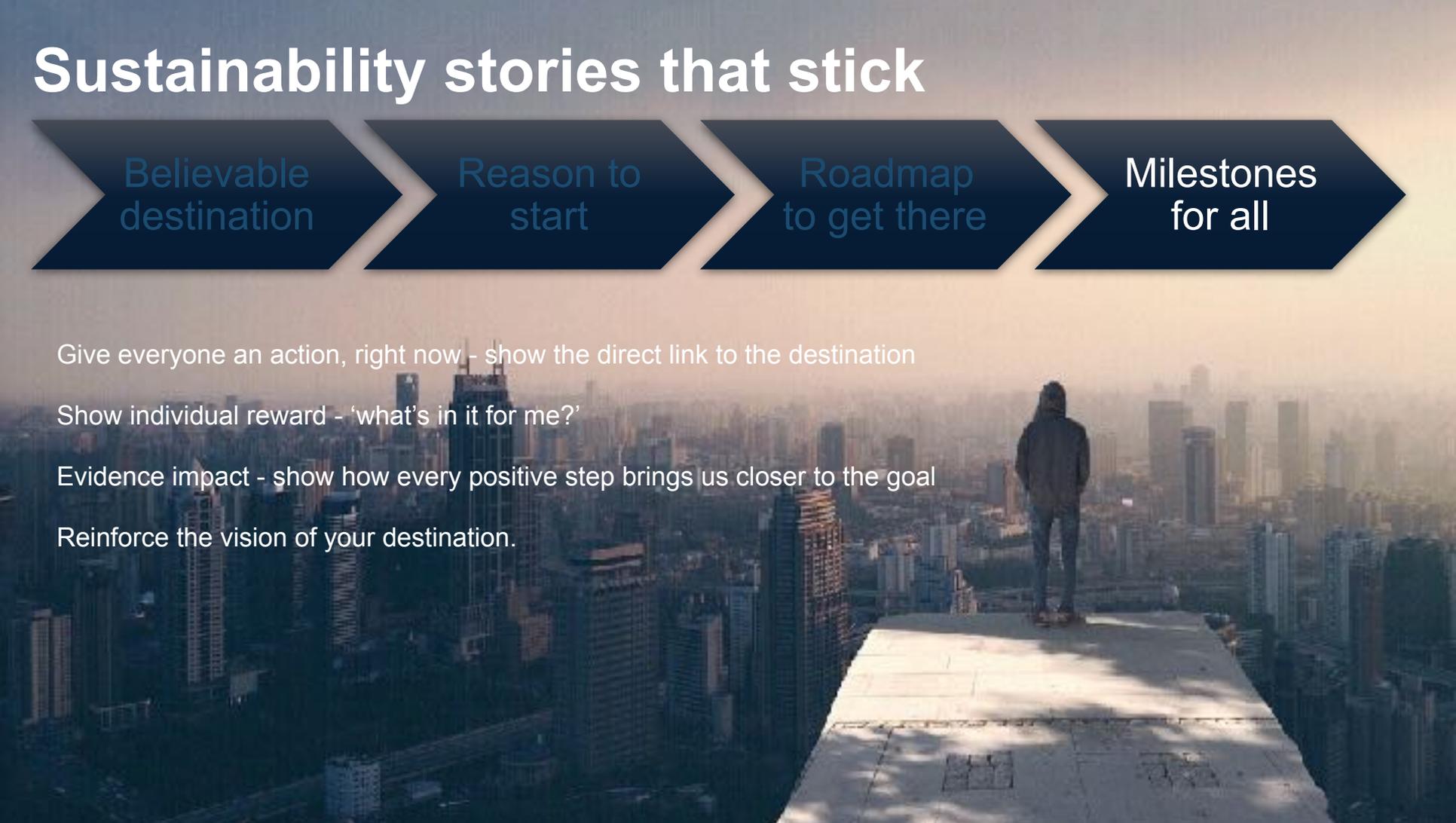
Milestones
for all

Give everyone an action, right now - show the direct link to the destination

Show individual reward - 'what's in it for me?'

Evidence impact - show how every positive step brings us closer to the goal

Reinforce the vision of your destination.





**Meet the entrepreneurs
doing it**