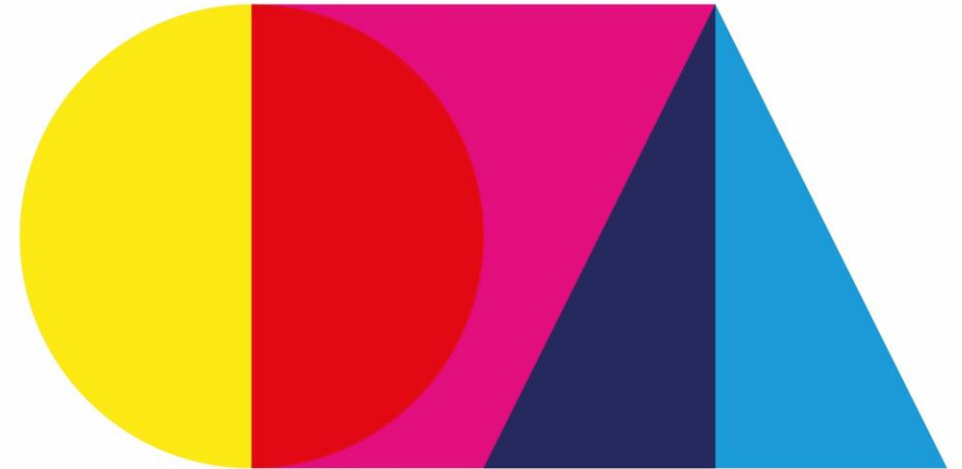


# Marketing sustainability

Meeting consumer  
expectations &  
creating effective  
comms



**BLA**



Liza








Alex

YOUR M&S

# Plan A

## Because there is no Plan B

Climate change · Waste · Raw materials · Fair partner · Health

There's no doubt that consumer & business attitudes are changing, but "making it easy to be sustainable" is king



Don't  
cares

"It's  
nothing  
to do with  
me"

Cash poor / time poor

"Make it affordable /  
easy for me to do my  
bit"

Good intentions /  
Socially conscious

"Show me how to do my  
bit and make it easy for  
me"

Deep  
greens

"I'll do  
whatever  
is  
needed"



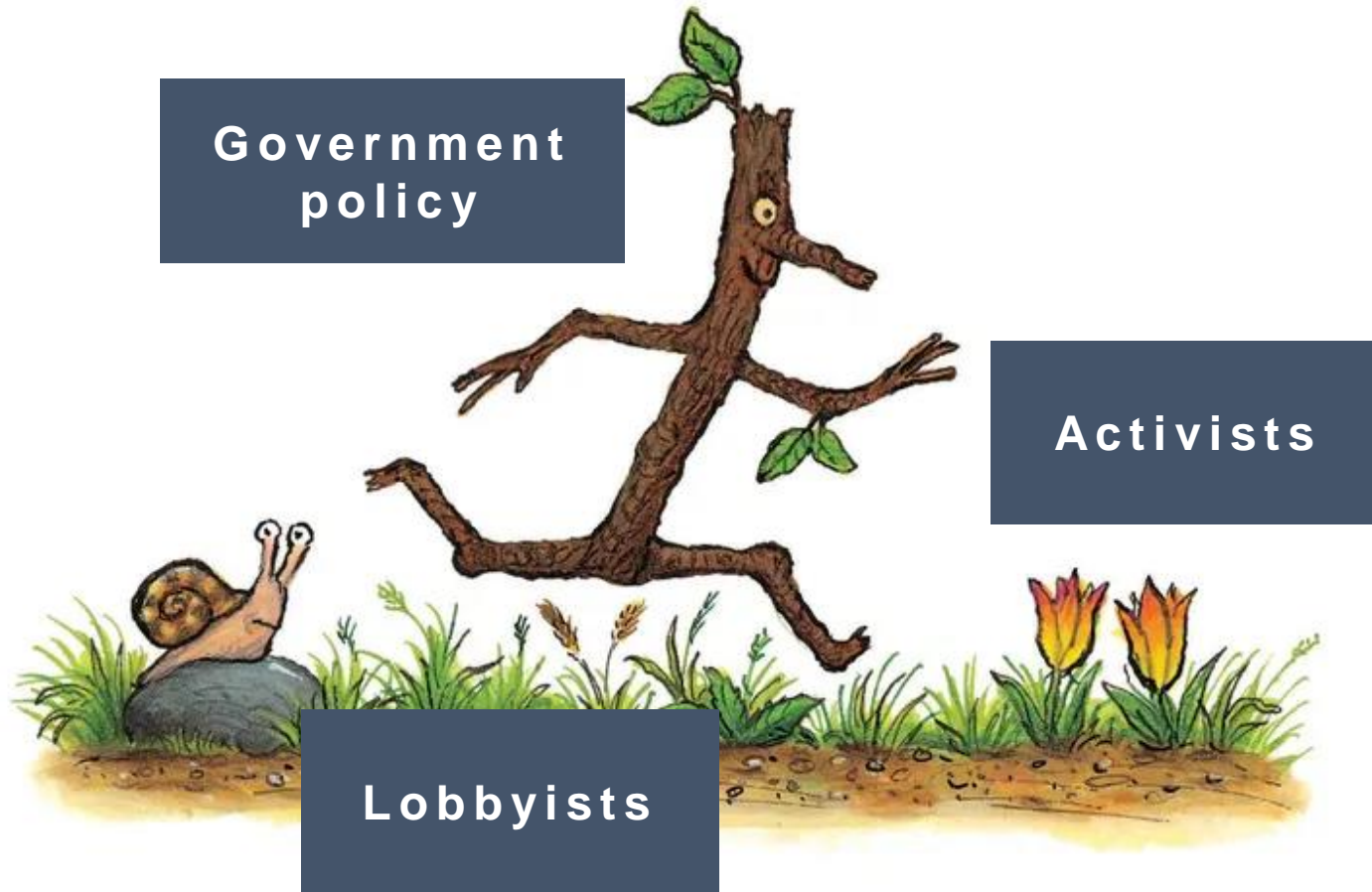
# What makes you most sustainable won't always make you most attractive



→ Consumer purchase drivers will always be led by other factors



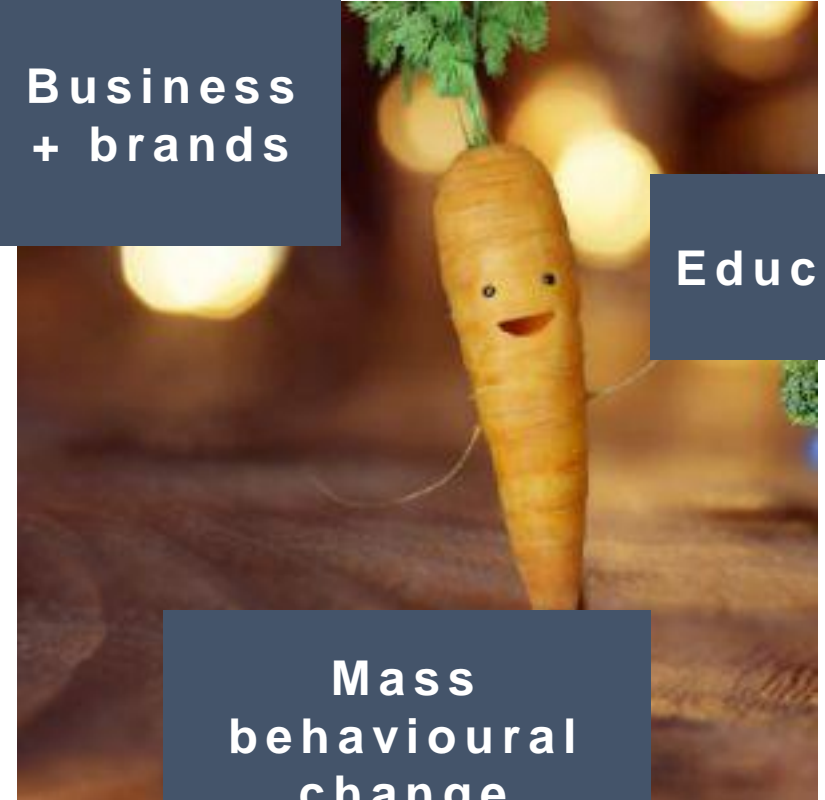
# The system needs a combination of sticks and carrots to create change



**Business  
+ brands**

**Education**

**Mass  
behavioural  
change**



# The power of marketing your brand in this space: opportunities for a successful sustainable business



Be a leader

## Formula 1 launches a plan to become carbon neutral by 2030



By Andrew Benson  
Chief F1 writer

12 November 2019 | Formula 1 | 230

Share



The 2020 Formula 1 season will feature 20 drivers from 10 teams competing at 22 races

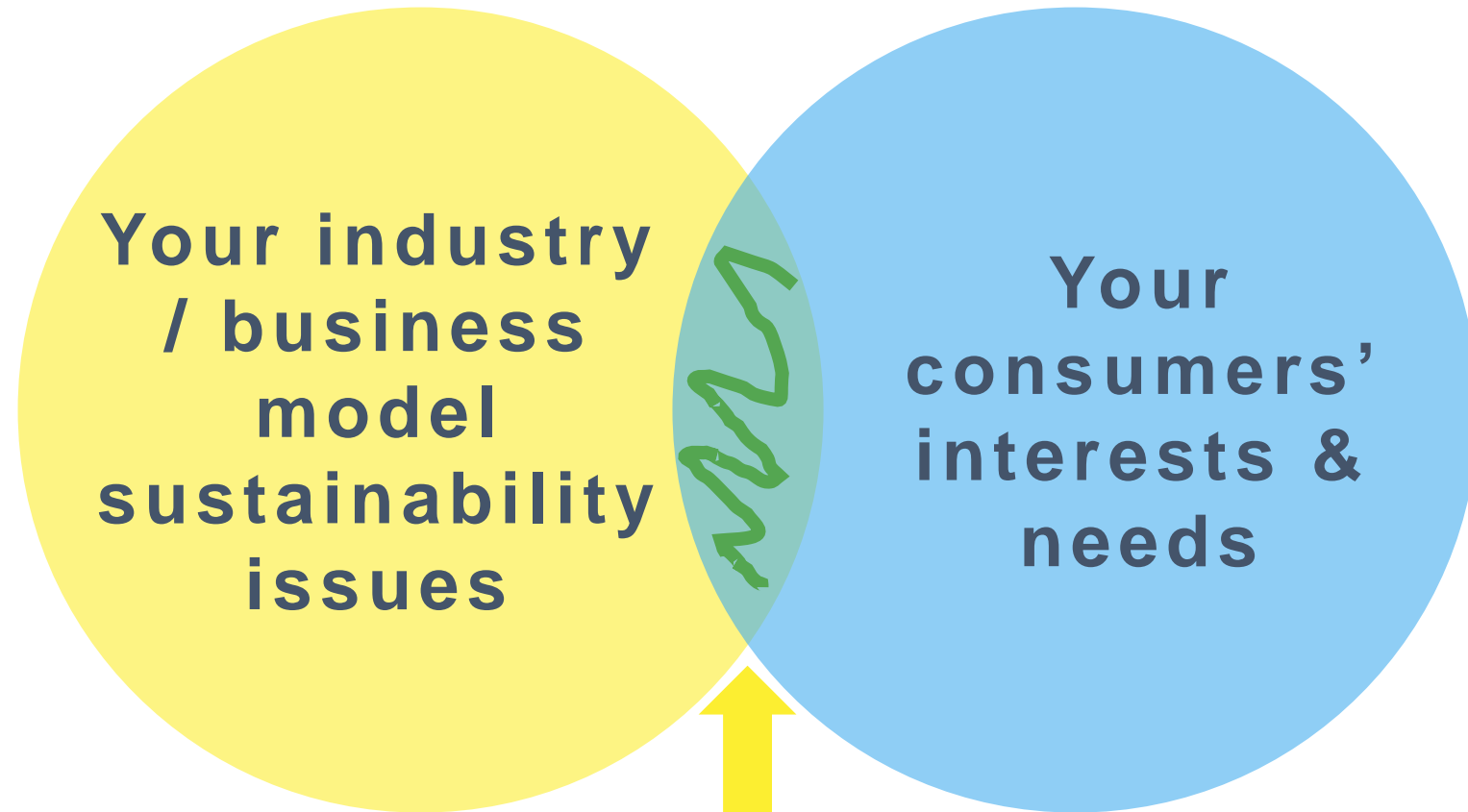
Engage your employees



Drive behaviour change



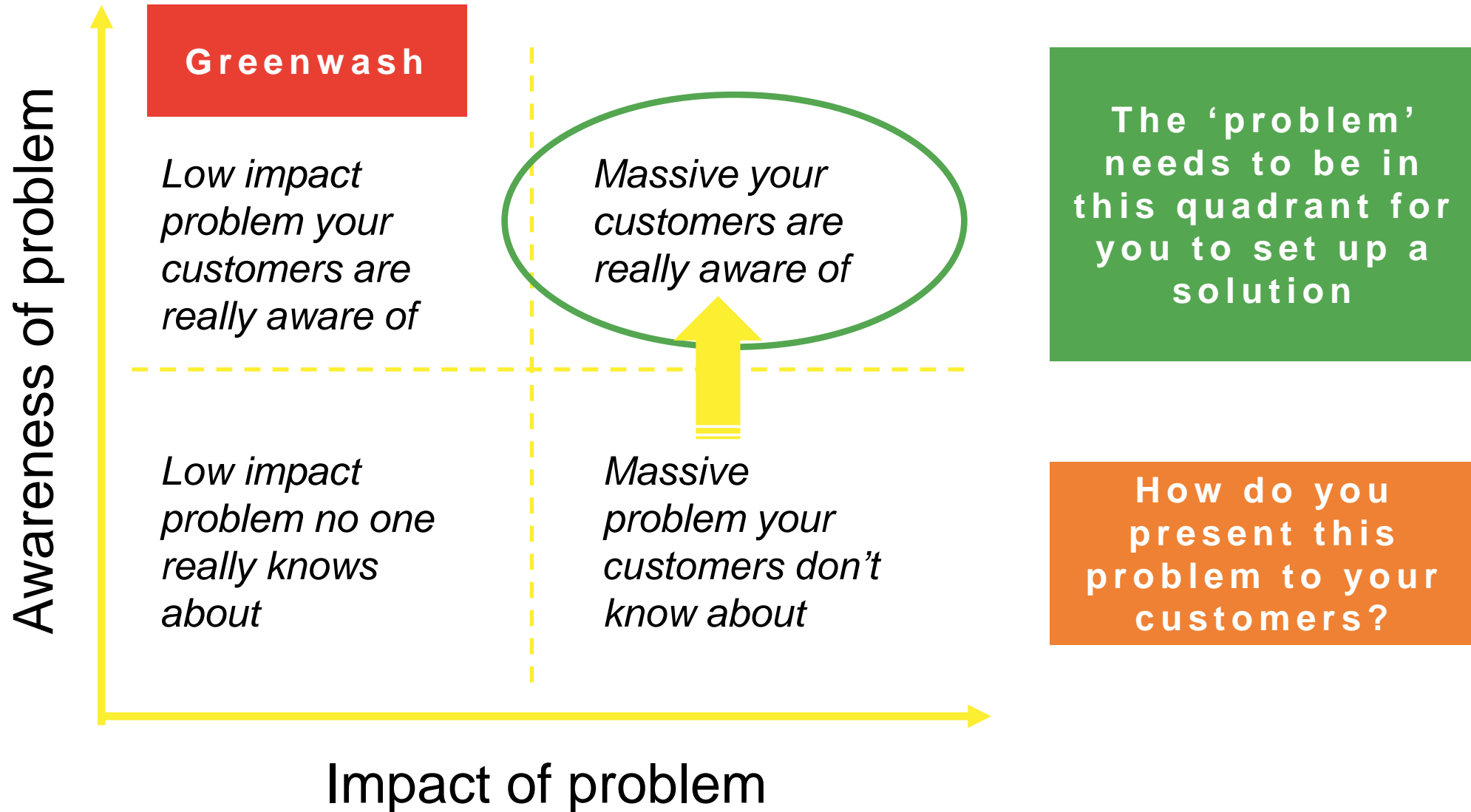
# Find the sweet spot



*Great due diligence but no competitive advantage*

*Green washing or off strategy*

# You need a problem to have a solution





# Who's doing it well?



Show don't tell - Waitrose



Make it visible, attractive & local – Shrewsbury Cup



SHREWSBURY  
CUP



CHOOSE TO REUSE  
SHREWSBURY CUP



Choose it



Use it



Return it

[shrewsburycup.co.uk](http://shrewsburycup.co.uk)

# Who's doing it well?



Do one thing really well:  
Greggs



Who's in your corner?:  
Red-Inc

## BREAKING NEWS...

WWF(UK) sign 3 year stationery contract with Red-Inc!

WWF(UK); "We are very excited to join them in their mission....."

**Red-Inc**

POSITIVELY DIFFERENT



Good in every sense



# Come and have a chat

We love joining the dots between a CSR strategy & brand customer journey



## Sustainability trends

- Exclusive reports looking at best practise & issues across the industry



## Customer Journey evaluation

- End to end customer journey audit
  - *Review of CSR comms*
  - *Recommendations for optimisation*
- Delivery test & learn

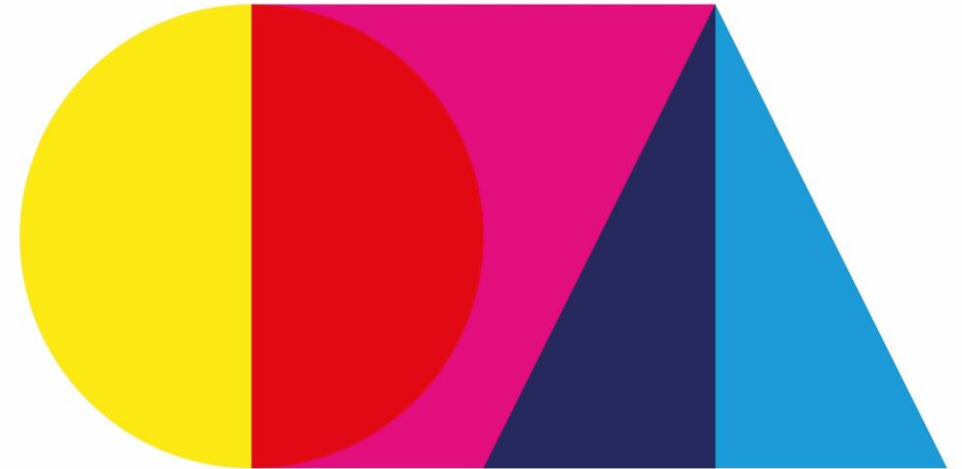


## Future business model visioning

- Reimagining the future of your category
- Finding your brand's role
- Creating the stepping stones for change
  - *Lobbying | Education | Commercial*



**Thank you**



**BLA**