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Conversations That Matter:

**Navigating the Shift from
Purpose to Impact in Sustainability**

Ogilvy

Welcome



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**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?

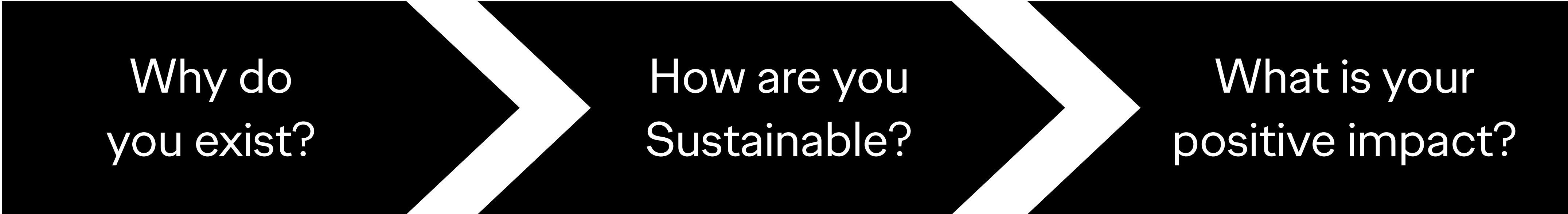
The screenshot shows a Zoom meeting interface. At the top, there are three icons: a headset for 'Join Audio' (with 'Computer Audio Connected' below it), a screen for 'Share Screen', and a person with a plus sign for 'Invite Others'. At the bottom, there are two icons: a speech bubble for 'Q&A' and a hand for 'Raise Hand'. A red box highlights the 'Q&A' icon, and a red arrow points from it to a chat window on the right. The chat window contains the text: 'To: All panelists' and 'Hello! London nice and'.

Do you
want this
deck?

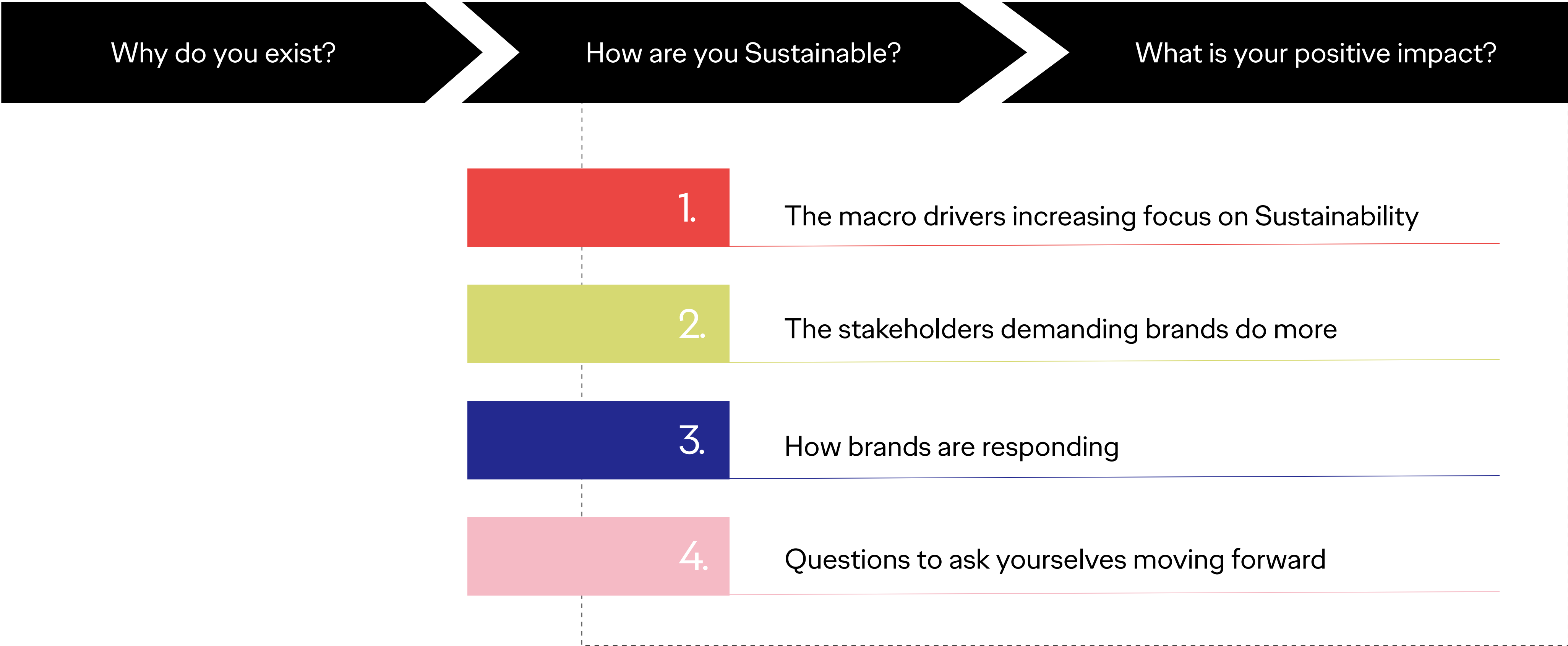
Global Ogilvy Website
<https://www.ogilvy.com/ideas>



From Purpose to Impact in Sustainability



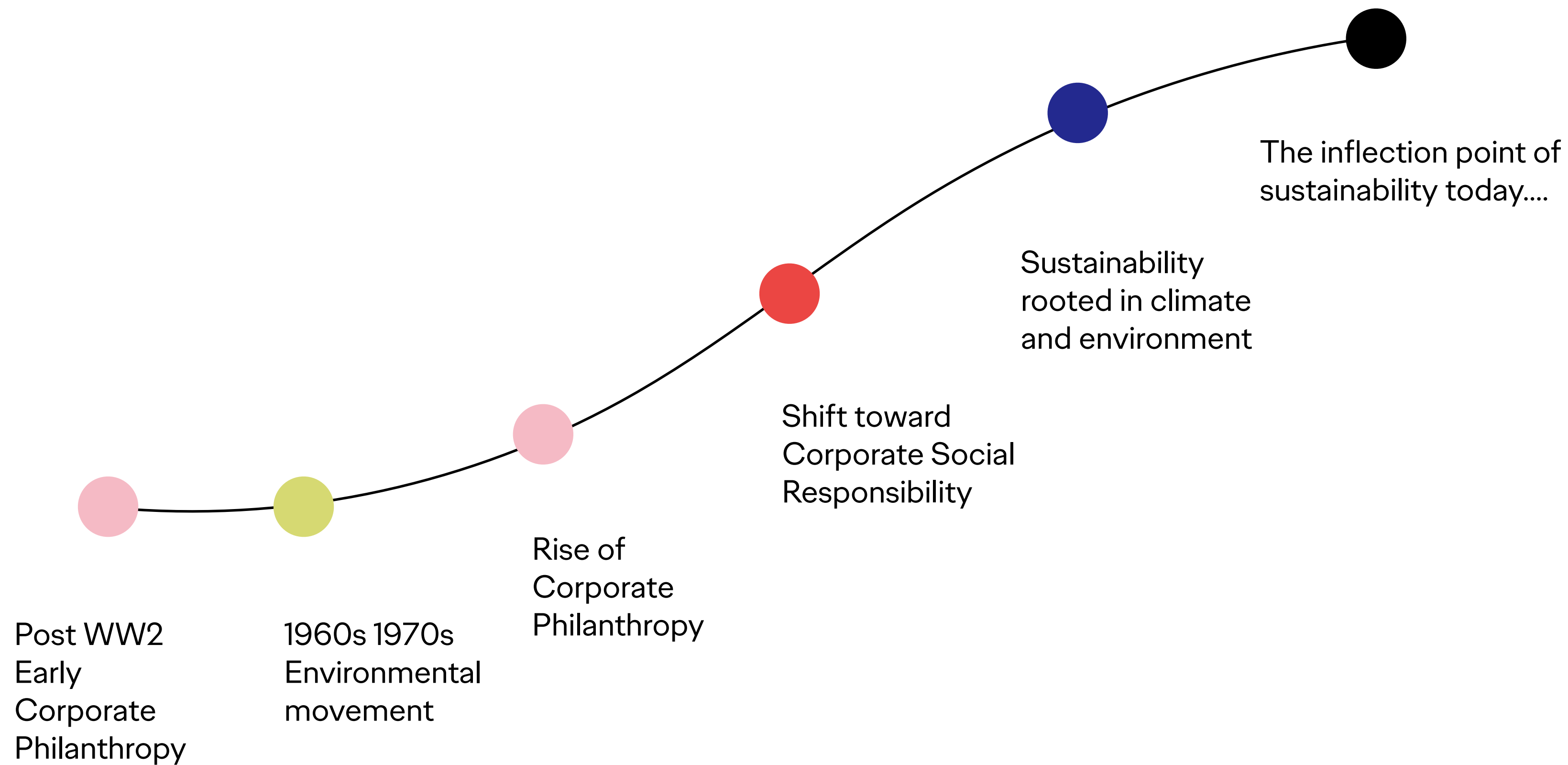
Today we will explore 4 topics



1.

THE MACRO DRIVERS INCREASING FOCUS ON SUSTAINABILITY

EVOLUTION OF “SUSTAINABILITY” OVER TIME



2020 BROUGHT BOTH CLIMATE AND INEQUALITY INTO SHARP FOCUS

CLIMATE



GENDER



RACIAL



INEQUALITY

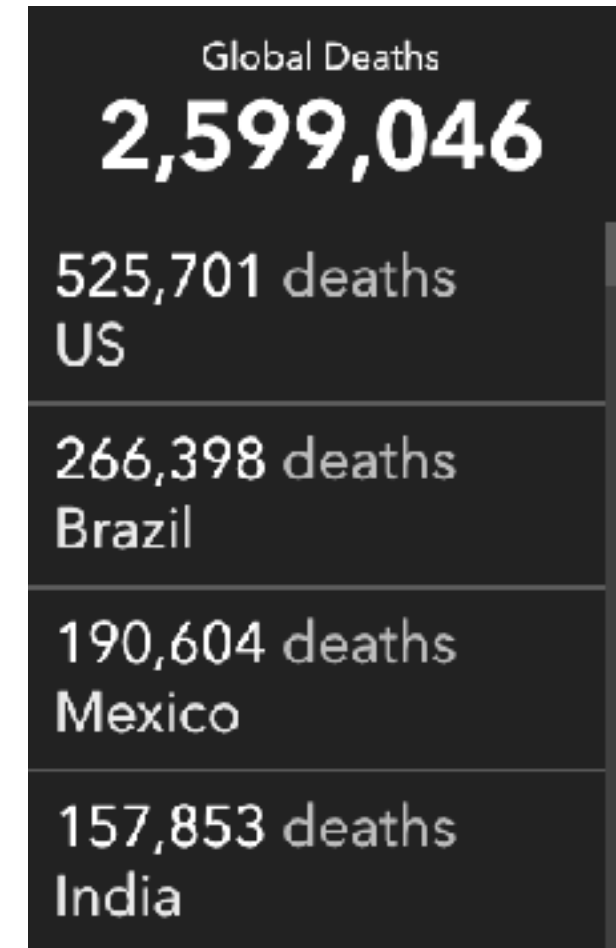


SOCIO-ECONOMIC



HEALTH

HEALTH INEQUALITY



Data from Johns Hopkins University of
Medicine
Coronavirus research Center as of 3.8.21

The New York Times

Millions Have Lost Health Insurance in Pandemic-Driven Recession

What is 'vaccine nationalism' and why is it so harmful?

*Countries scrambling to be the first to inoculate their populations will
achieve little if others go unvaccinated as a result.*

Update: October 2020



The Impact of the Coronavirus on Food Insecurity in 2020

“The number of people who are food
insecure in 2020 could rise to more than
50 million, including 17 million children.”

Feeding American 2020

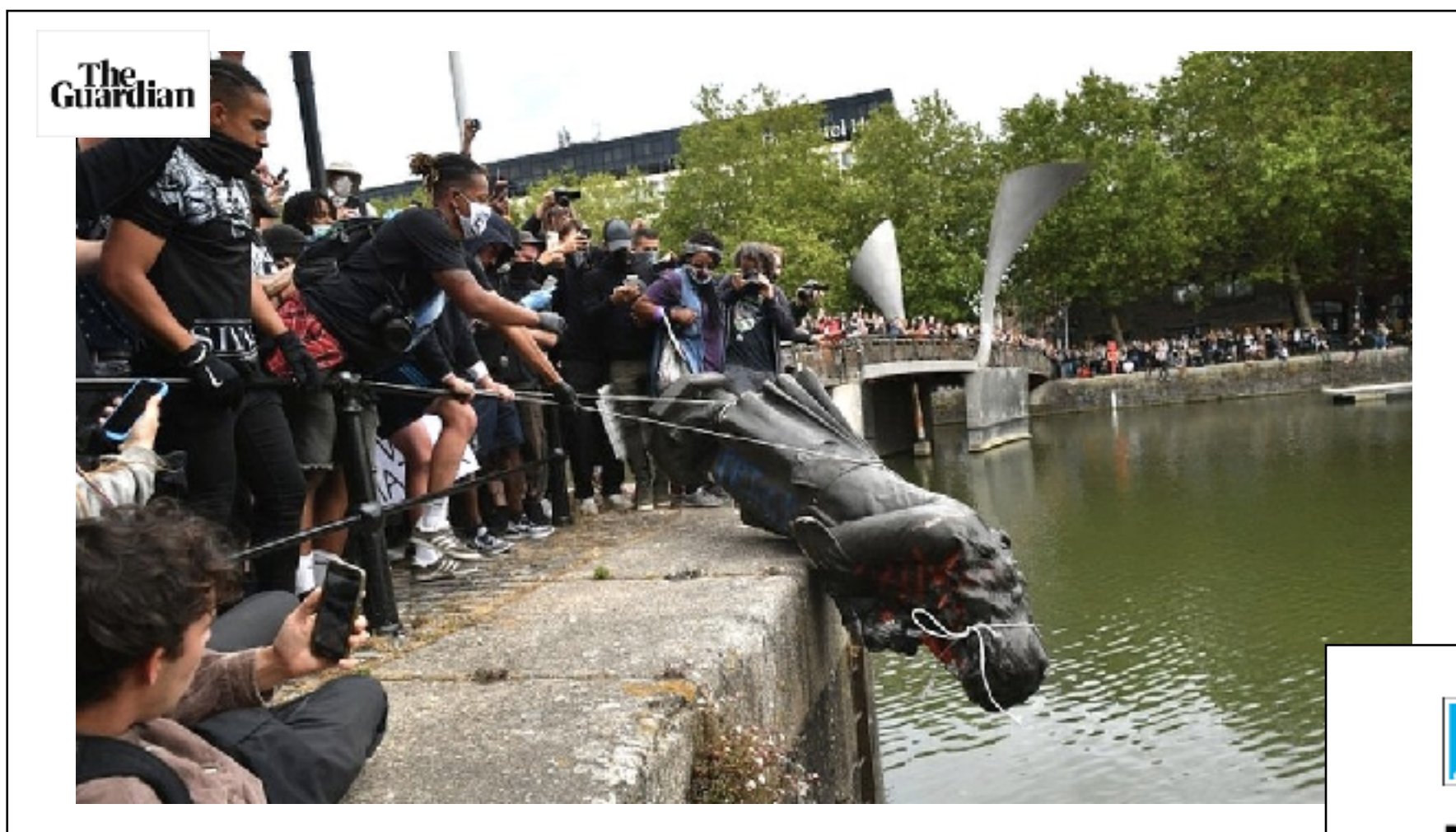
THE WALL STREET JOURNAL.



RACIAL INEQUALITY



2020: The year America confronted racism



GENDER INEQUALITY

POLITICO



**GLOBAL
CITIZEN**

NEWS GIRLS & WOMEN

Half of UK Women Say Progress on Gender Equality Is in Reverse Because of COVID-19

A survey reveals that women are more likely to have lost jobs and are doing majority of housework.

The New York Times

Transgender People Face New Legal Fight After Supreme Court Victory

Though the Supreme Court embraced a broad definition of sex in June, the Department of Health and Human Services pressed ahead with changes that narrowed the definition of sex in the Affordable Care Act.

**ANOTHER 47 MILLION WOMEN
BELOW THE POVERTY LINE?
LET'S RISE ABOVE
LET'S RISE ABOVE**

#ACTFOREQUAL



**The
Guardian**

'Calamitous': domestic violence set to soar by 20% during global lockdown

Data from the UN population fund, outlining increases in abuse, FGM and child marriage, predicts a grim decade for many women

SOCIO- ECONOMIC INEQUALITY

The Washington Post

Opinion: A \$15 minimum wage would cost employers. Inequality costs all of us.



Evening Standard

Covid, women and the 'shecession': how the pandemic has created a new battle for equality

Forbes

Mar 4, 2021, 07:00pm EST | 541 views

Billionaires Profit During Pandemic While Masses Suffer

yahoo!news

India farmer protests: How rural incomes have struggled to keep up



Search

Bloomberg Equality + Businessweek

Remarks


The Legacy of the Lost Year Will Be Devastating Inequality

Covid amplified every structural bias that exists.

THE WORLD BANK
IBRD - IDA

COVID-19 to Add as Many as 150 Million Extreme Poor by 2021

NEWS
Extinction threatens third of freshwater fish species, report finds
Migratory populations have fallen by more than three-quarters since the 1970s, while larger species have declined by a "catastrophic" 94 percent.



*"Today's interim report from the UNFCCC is a **red alert for our planet**. It shows **governments are nowhere close to the level of ambition needed to limit climate change to 1.5 degrees and meet the goals of the Paris Agreement**."*

Secretary-General António Guterres

The Guardian
More than 100 Australian plant species entirely burnt in Black Summer bushfires, study finds



Forbes
Report: World Needs Equivalent Of Pandemic Lockdown Every Two Years To Meet Paris Carbon Emission Goals

EcoWatch
Environmental News for a Healthier Planet and Life

Microplastics Found in Antarctica's Food Chain for First Time

By Deutsche Welle | Jun. 24, 2020 07:42AM EST

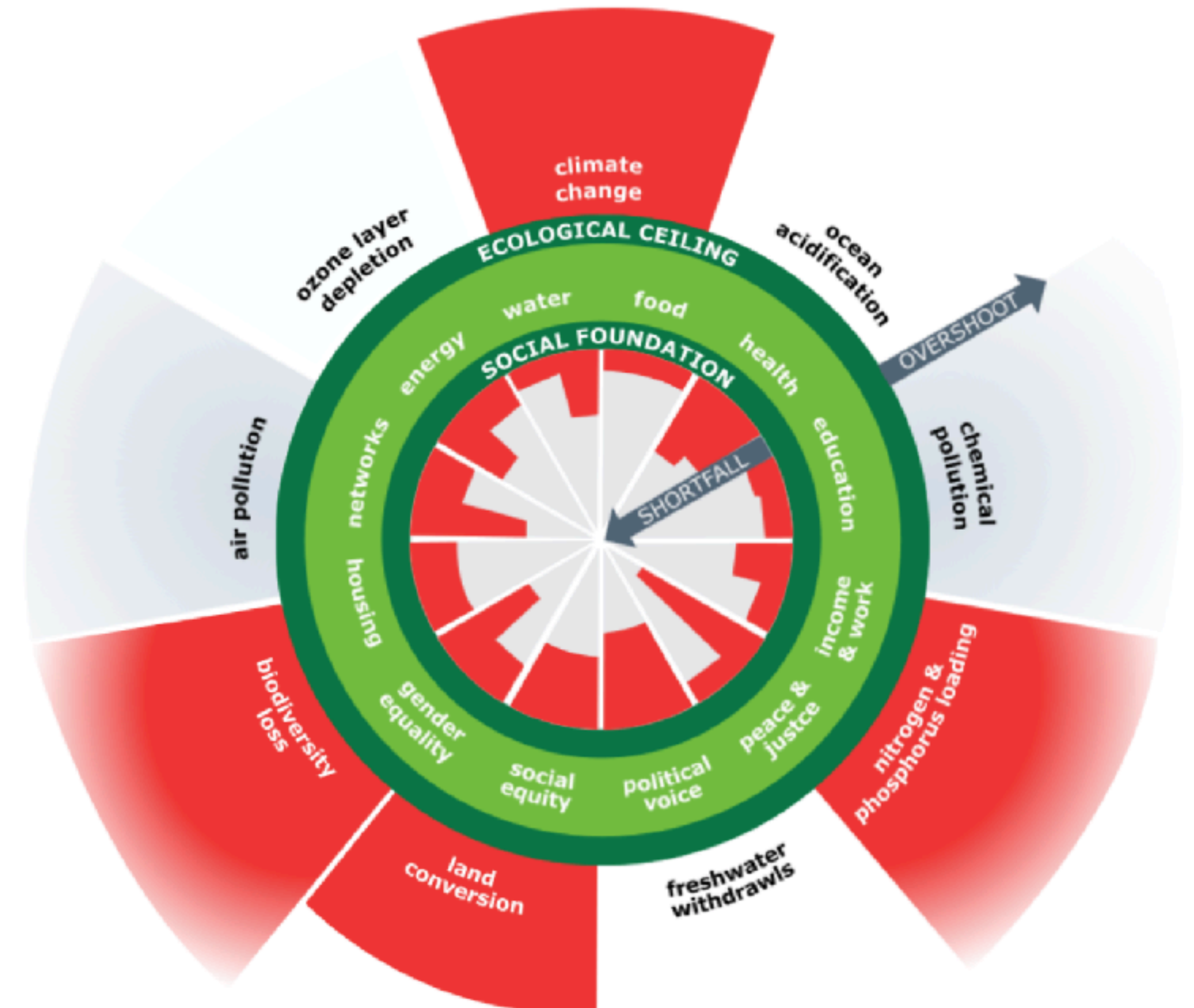
SCIENCE

THE NATIONAL LAW REVIEW

Biden Administration Rapidly Advances Climate Change Agenda

Wednesday, February 17, 2021

The Doughnut of social and planetary boundaries (2017)



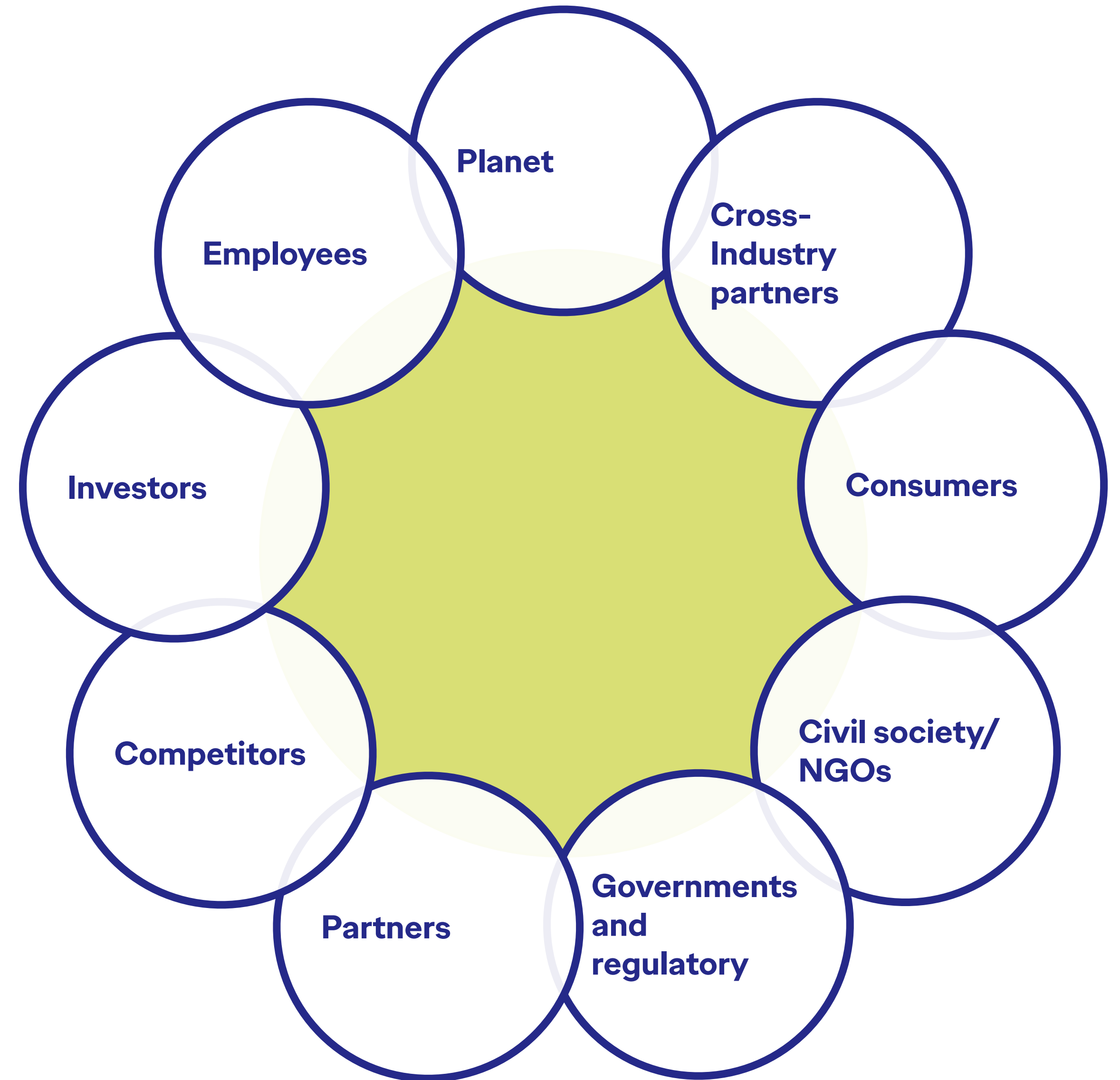
“Humanity’s 21st century challenge is to meet the needs of all within the means of the planet.”

- Kate Raworth

2.

STAKEHOLDERS ARE DEMANDING BRANDS DO MORE

Brands face
a myriad of
increasingly
engaged
stakeholders





“Every time you spend money, you’re casting a vote for the kind of world you want.”

Anna Lappé

From consumer to **active citizen**

63%

of people believe that brands have a responsibility to give back to society

76%

of GenZ are concerned about humanity's impact on the world

77%

of GenZ feel business should make 'doing good' a central part of their business

77%

of GenZ rank working for a company that helps the world as important as salary

Investors demand it

Blackrock CEO tells companies to contribute to society.

“To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

Larry Fink

In unprecedented times **citizens** and **consumers** want to know how business and brands will **help them** build back better



Covid has accelerated expectations even further

68%

Communicate their brand values

76%

talk about how they could be helpful in the new everyday life

73%

Inform about their efforts to face the situation

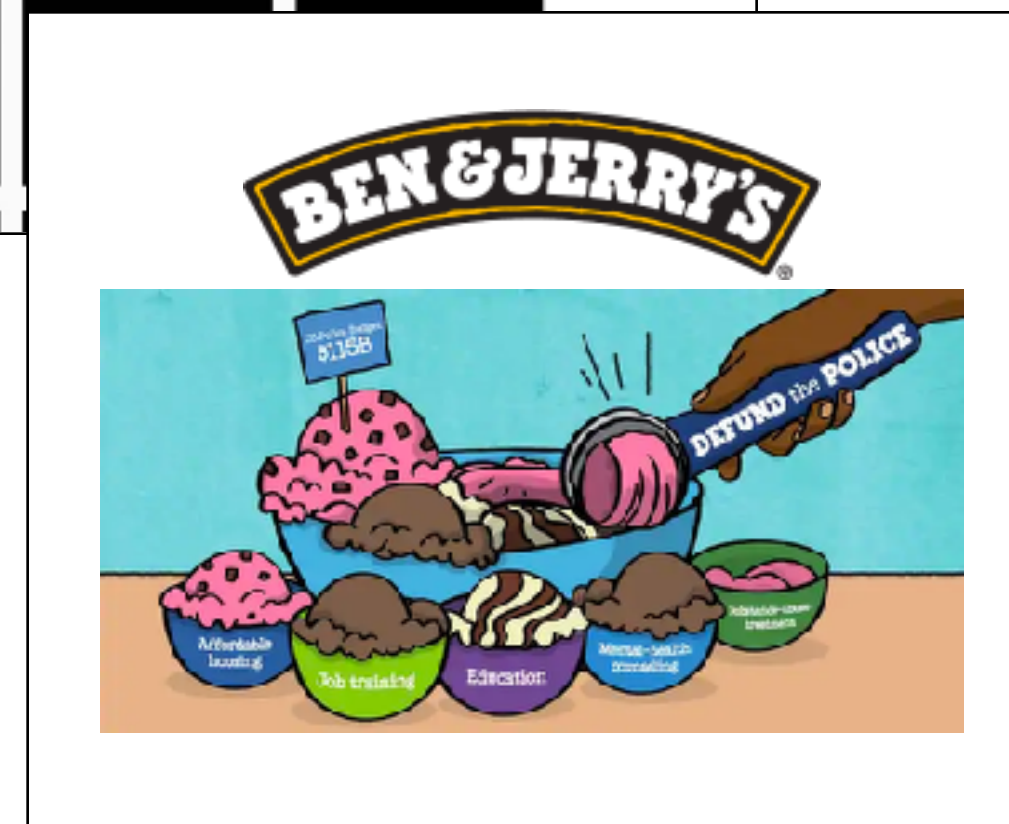
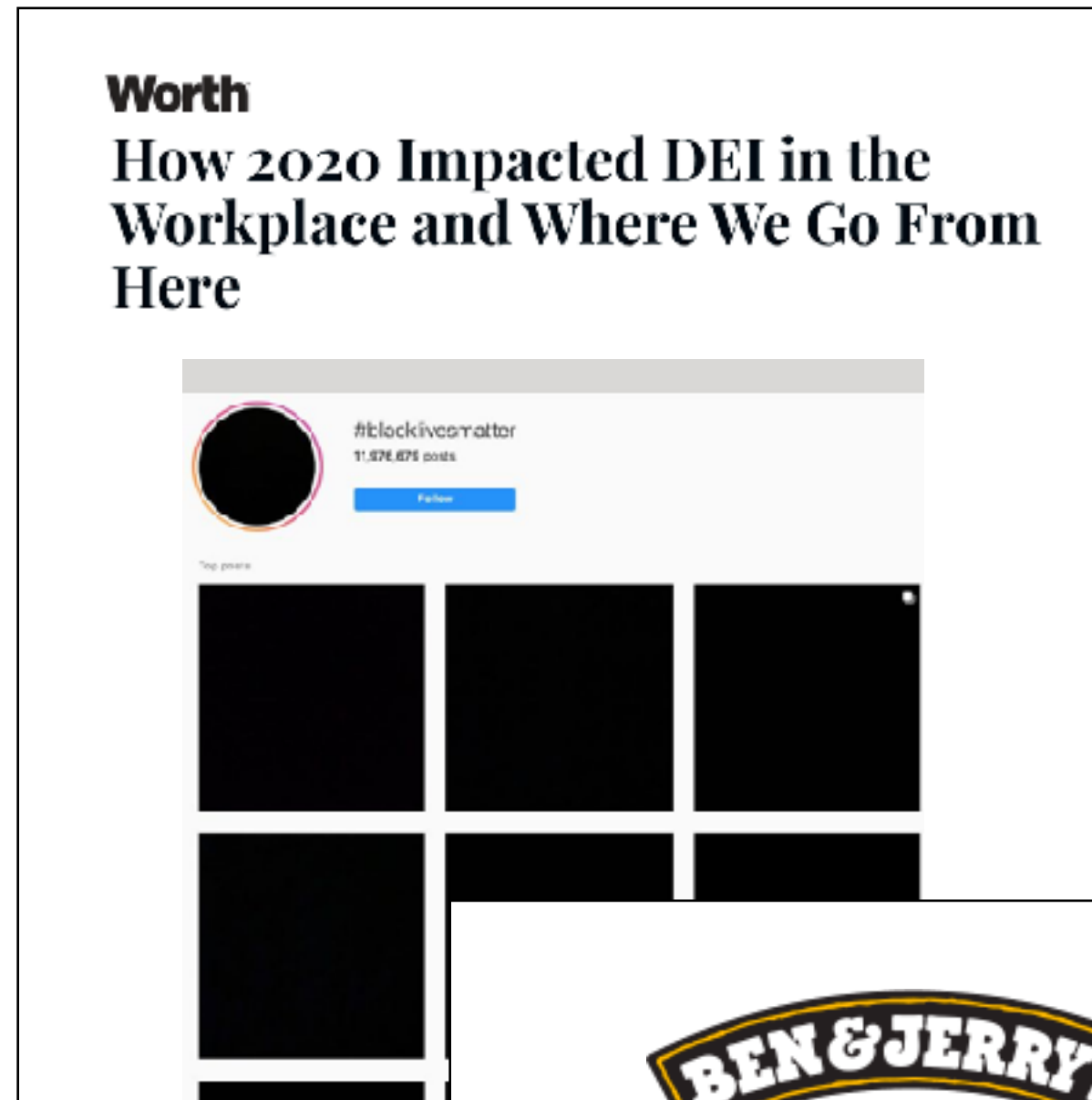
3.

HOW BRANDS ARE RESPONDING

RACIAL INEQUALITY

2020 was the year many brands put racial justice on their agenda.

Creating lasting change, that's not performative, will require long-term, intentional action.



Quaker Oats will rebrand its Aunt Jemima products due to its racial stereotyping



Hindustan Unilever renamed its flagship skin care brand Fair & Lovely as **Glow & Lovely**



The Washington Redskins American football team has confirmed it will retire its name



Uncle Ben's is to scrap the image of a black farmer and could change its name

GENDER INEQUALITY

Brands have focused on different aspects of gender inequality.

Ensuring external communication is supported by internal actions is crucial.



ADWEEK **Burger King Apologizes and Deletes Tweet That Said 'Women Belong in the Kitchen'**

Meant to flip the sexist phrase and promote a scholarship, the tweet was skewered

It's time to end the silence on domestic violence

We're making our Global Domestic Violence and Abuse Policy available to other employers to help those that don't have one put measures in place

them.

Oreo and Potato Head Said "Trans Rights." LGBTQ+ Advocates Said "Huh?"

Yesterday, two brands decided to pander to LGBTQ+ consumers. The response was less than appreciative.


NETFLIX

Investing in the Next Generation of Women Storytellers

SOCIO- ECONOMIC INEQUALITY


Brands are directly improving the lives of employees through higher wages and living incomes across their supply chain.

 **Unilever to insist all suppliers pay living wage by 2030**
Consumer giant promises to tackle low pay around the world

 **Costco To Raise Minimum Wage To \$16 An Hour: 'This Isn't Altruism'**
February 25, 2021 · 1:02 PM ET

The New York Times | **Walmart will raise wages for 425,000 workers.**
The wage increases mean that about half of the company's 1.5 million U.S. workers would earn at least \$15 an hour.

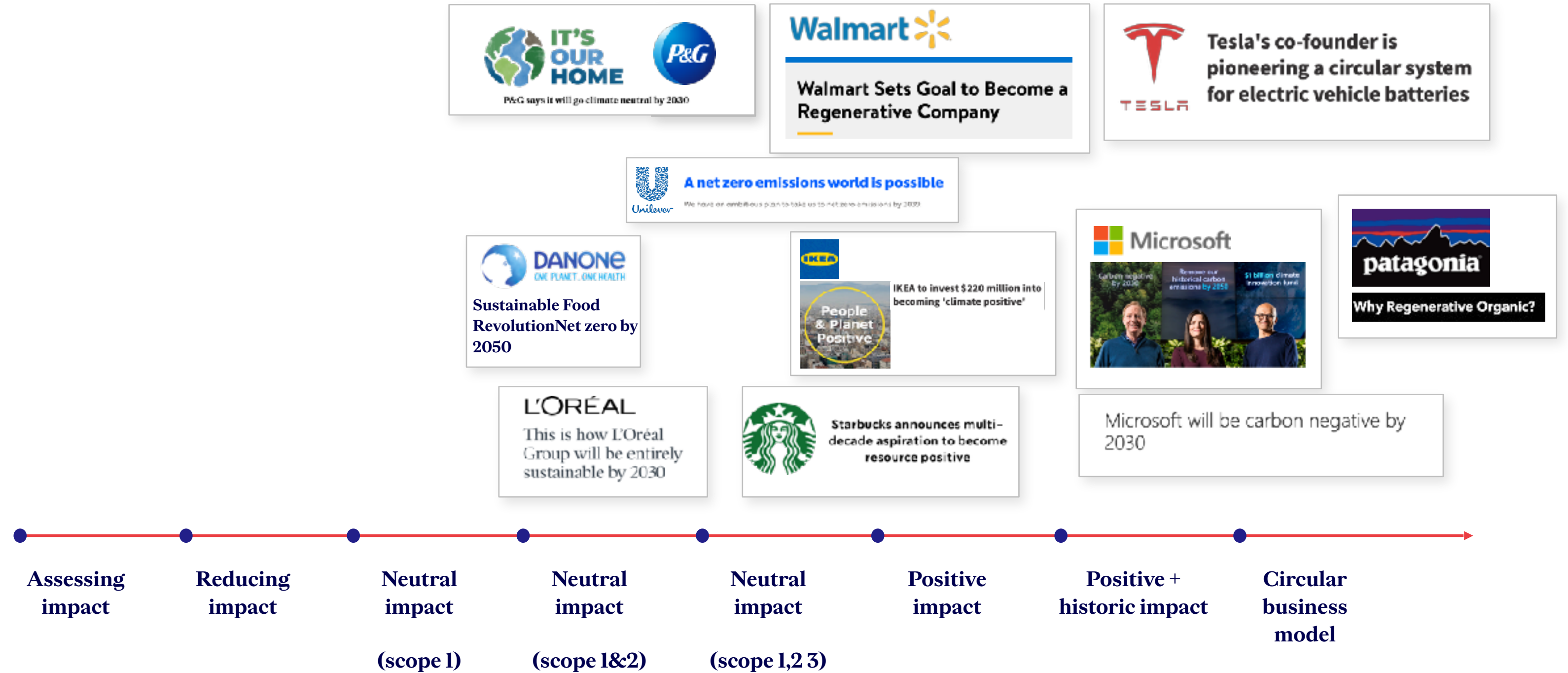
VOGUE
This Hashtag Unlocked \$15 Billion of Lost Wages Due to Cancelled Orders From Gap, Levi's, and Other Brands



CLIMATE

Brands are realizing carbon neutrality and compliance with the Paris Agreement is the baseline.

To stand out and make an impact ambitions need to go higher.



HEALTH INEQUALITY

Brands responded to COVID with a variety of tactical initiatives.

The spotlight is now on big pharma and vaccine distribution.

INSIDER

Apple, Ford, and GM are stepping up to address global shortages of ventilators, hand sanitizer, face masks, and gowns. Here's a running list of companies helping out.

THE CUT

CORONAVIRUS | APR. 8, 2020

Louis Vuitton Is Now Making Face Masks and Gowns

INSIDER

Starbucks is giving employees and their family members 20 free counseling sessions a year.



CISION

Unilever Canada Extends Maple Virtual Care Program for Employees

The Washington Post

Merck will help make Johnson & Johnson coronavirus vaccine as rivals team up to help Biden accelerate shots

CNBC

HEALTH AND SCIENCE

J&J Covid vaccine distribution in poor, Black communities raises race questions

PUBLISHED WED, MAR 10 2021-8:20 AM EST | UPDATED WED, MAR 10 2021-1:13 PM EST

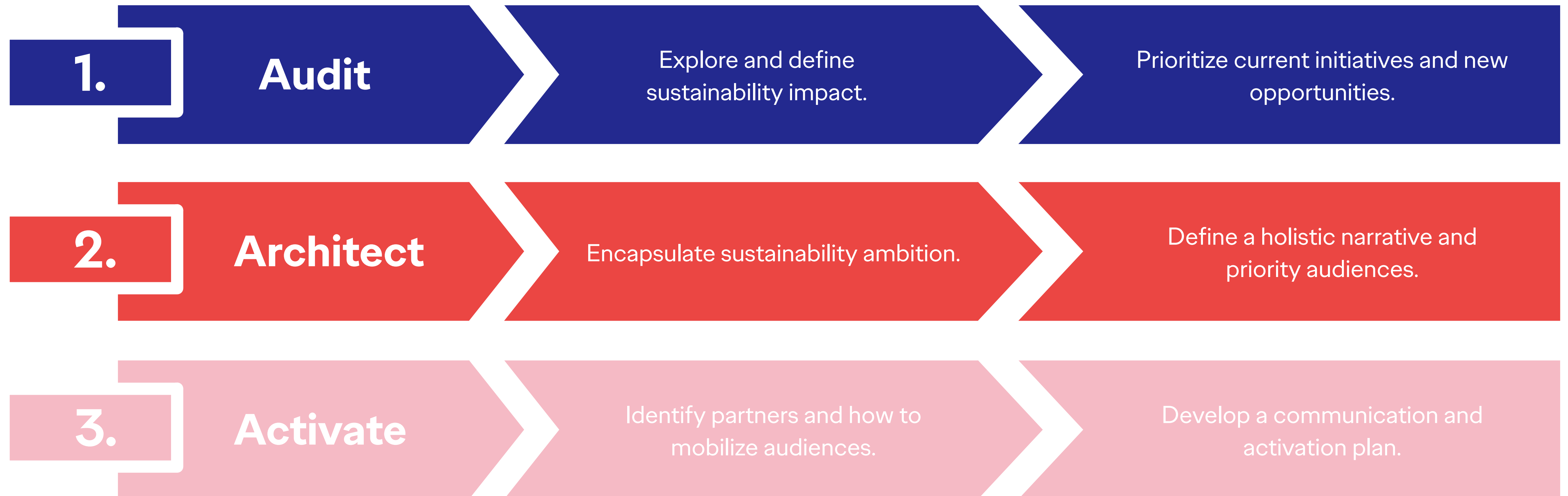
*“Don’t jump on bandwagons & virtue signaling.
You must get serious about **DOing** vs **SAYing** –
walk ahead of the talk, because real impact is critical
to build licence, legitimacy, authority over years.”*

– Alan Jope, Unilever CEO

4.

QUESTIONS TO ASK YOURSELVES MOVING FORWARDS

WHERE ARE YOU IN YOUR APPROACH TO SUSTAINABILITY AND POSITIVE IMPACT?



WHAT'S YOUR STANDOUT SUSTAINABILITY STRATEGY?

STANDOUT

Amazon's 'climate pledge' commits to net zero carbon emissions by 2040 and 100% renewables by 2030

Jonathan Shieber @jshieber / 12:30 PM EDT • September 19, 2019

 Comment



VS.

STATUS QUO

Amazon Pledges \$2 Billion Climate Fund, As Its Carbon Emissions Grow

HOW DOES YOUR NARRATIVE REFLECT YOUR JOURNEY?

PROGRESS

The Washington Post

Ben & Jerry's pointed call to 'dismantle white supremacy' stands out among tepid corporate America statements

Colgate launches vegan toothpaste in fully-recyclable packaging

VS.

PERFECTION

Zara clothes to be made from 100% sustainable fabrics by 2025

Owner says its brands including Massimo Dutti and Pull&Bear will all follow suit



Waste management & recycling + Add to myFT

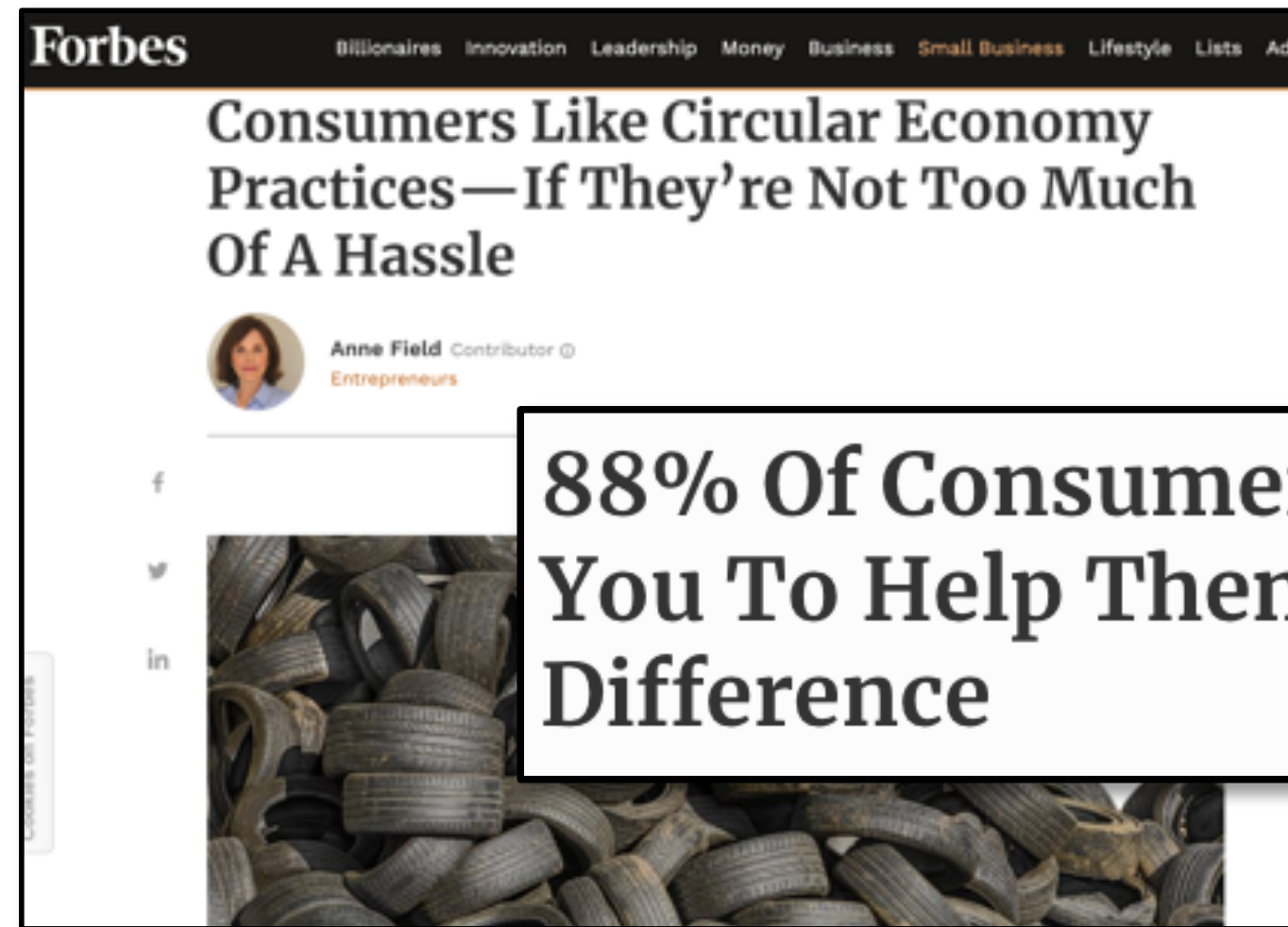
Unilever vows to reduce use of plastic packaging

First time big consumer goods group commits to numerical target in cutting absolute plastic packaging use



WHO WILL DELIVER THE IMPACT?

CORPORATE RESPONSIBILITY



VS.

CONSUMER RESPONSIBILITY



H&M will turn your ratty old T-shirt into a brand new sweater

DO YOU HAVE A PLAN FOR COP 26?

PARTNERSHIPS



LATEST

Four new members join the Foundation's Circular Economy 100 Network

OCTOBER 08, 2018



COMMITMENTS



The new normal: 1,000 companies are now setting science-based climate targets

Nearly five years after the Paris Agreement, and amidst the major disruptions and urgent challenges of COVID-19, we've welcomed the 1,000th company to the Science Based Targets initiative (SBTi).

Walmart Sets Goal to Become a Regenerative Company

ACTIVATIONS



Questions?

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Thank you.

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