

FUTERRA

IMAGINE BETTER

●
To change the world,
first imagine a better one.

Value Gap

The business value
of changing consumer
behaviors

WORKING GROUP MEMBERS



TODAY



REGULATION



RISK



REPUTATION

IN 5 YEARS



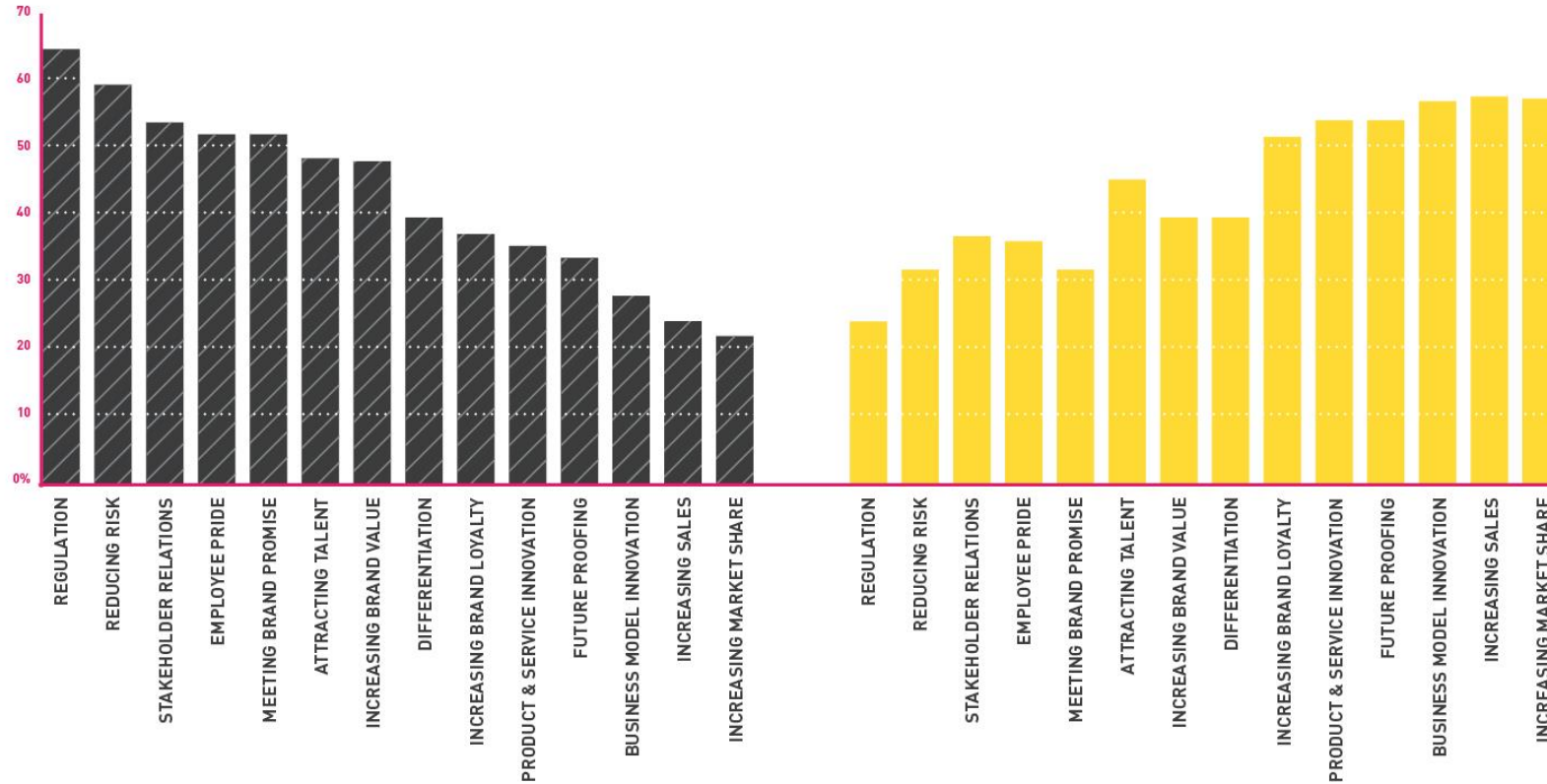
MARKET SHARE

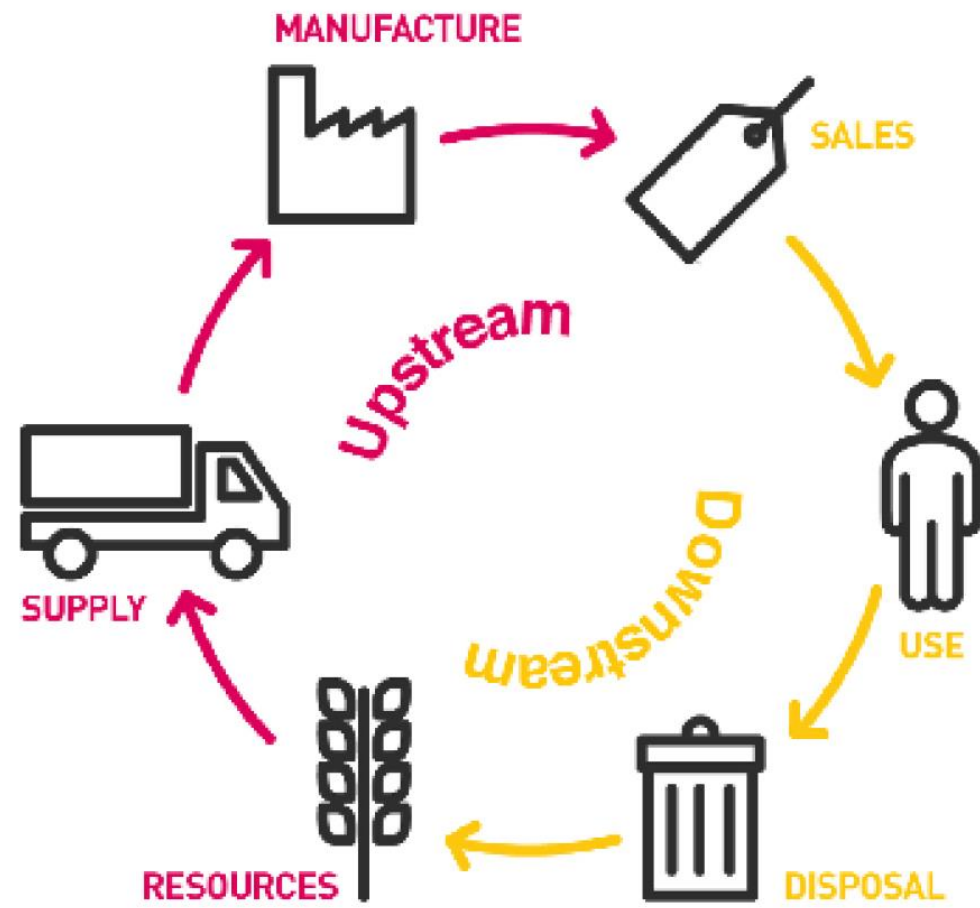


SALES



INNOVATION





GREEN GIANTS\$





TESLA



(PRODUCTS
FOR A MORE
SUSTAINABLE
LIFE AT HOME)



**\$1
miljard**

EAST CAPITAL

ESG dashboard

Diversity and independence

67% 32% 44% 84% 46%

of the portfolio has at least one woman on the board

of the portfolio have two or more women on the board

of the total number of directors are INEDs

of the portfolio has a board where INEDs comprise $\geq 33\%$

of the portfolio has a board where INEDs comprise $\geq 50\%$

Reporting and transparency

11% 33% 64% 89% 7%

are active participants of UN Global Compact

report emissions data to CDP

produce sustainability report based on GRI or IIRC

of the portfolio is engaged in offering certain goods or services that has potential to contribute to 1 or more SDGs

of the portfolio invested in renewable energy and clean-tech

Shareholders and management

82% 48%

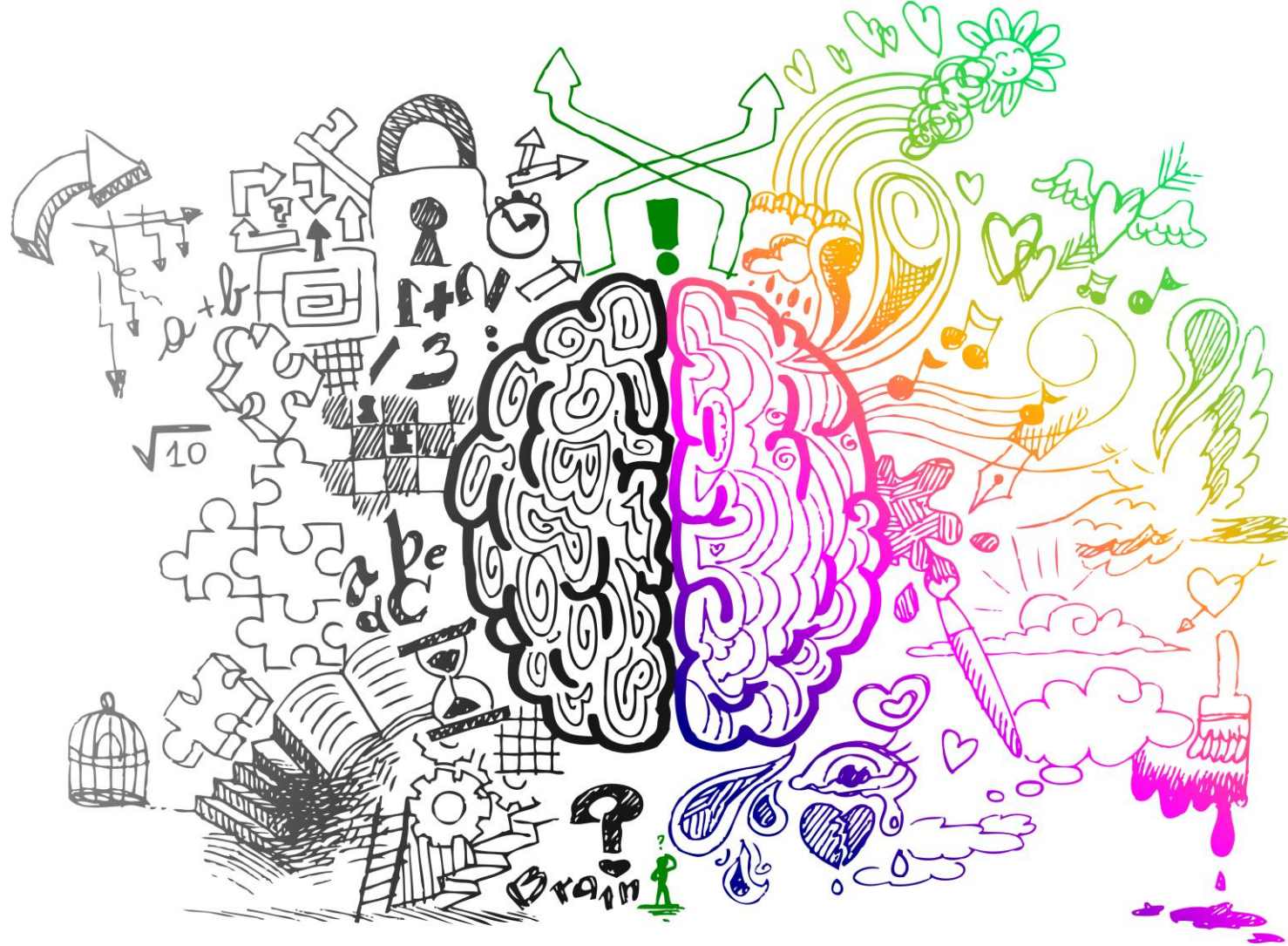
of the portfolio has main shareholders whose aims are aligned with minority shareholders on bribery and corruption, supported by a whistleblowing function

of the portfolio has a best in class incentive program which should encourage management to maximise value for all shareholders









VISION

Know where you're going

SYMBOLS

Create brands that matter



MAPS

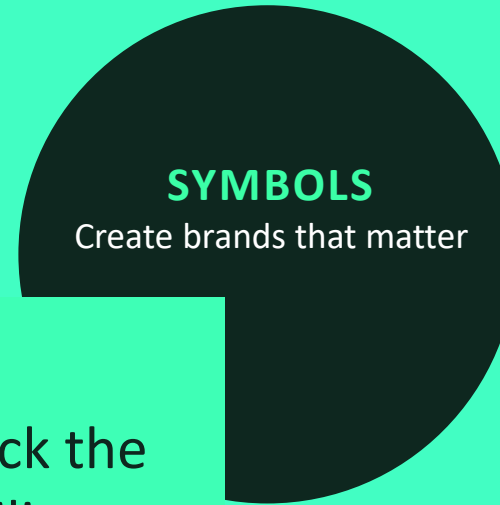
Build strong action plans

STORIES

Take people with you

Väsentlighet
Bidrag
Affär
Riktning

**THE
LOGIC**



How to unlock the
sustainability
opportunity to help
brands and
businesses grow.



**THE
MAGIC**

Trovärdighet
Syfte
Erbjudande
Engagemang

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SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

CLIMATE POSITIVE VALUE CHAIN BY 2040

Climate change remains one of the greatest challenges of our time. Its consequences will affect our entire planet and everyone living on it – making it a key challenge to all industries, including fashion. We have decided to make a bold commitment and show that fashion can be climate positive, by setting the goal of becoming climate positive across our entire value chain by 2040 – at the latest.



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THE WONDERFUL EVERYDAY

Instore | Online | Mobile

Purposeful business drives financial performance, for stakeholders and brand

90%

concluded that companies with good ESG* standards **prove to be better investment opportunities**

88%

showed that good ESG practices result in **better operational performance** (e.g. energy, water and waste savings)

80%

show that **stock price performance** is positively correlated with good sustainability practices

*Environmental, social and governance factors



Consumers are willing to pay more for purposeful brands

Consumers are starting to put their money where their mouth is when it comes to responsible consumption, says Michelle Keaney, partnership director at The Marketing Academy and founder of Three Point Zero.

think with 

When the Path to Purchase
Becomes the Path to Purpose

Target 
The Secret to Marketing Success

The Purpose-Driven Brand

Super Bowl ads trolling Trump: 'The world is more beautiful the more you accept'

Forbes

Millennials Driving Brands To Practice Socially Responsible Marketing



Consumers today don't just buy brand, but look for a higher purpose - a conversation at Cannes

campaign

Exclusive: Brands' lack of purpose endangers consumer relationships, Edelman reports

Global survey says customers expect a lot more than a simple transaction: They want meaningful action



Del av kampanj



Del av varumärket



Del av affären



1

**Partneringf
or Purpose**

Ett meningsfullt sätt att engagera sina kunder, utan att ha syftet i hjärtat av organisationen.



2

**Brand
Purpose**

Ett sätt att skapa ett äkta och meningsfullt engagemang kring en viktig fråga och skapa positivt inflytande genom kommunikation och partnerskap – utan att ha själva syftet i affärsmodellen.



3

**Business
Purpose**

Skapa riktigt och heltäckande förändring genom att bädda in syftet i affärsmodellen och varumärket – inifrån och ut.





1

**Partneringf
or Purpose**

2

**Brand
Purpose**

3

**Business
Purpose**

**Lesser & shorter term benefit
Lower cost
Easier to implement**

**Greater & longer-term benefit
Higher cost
Harder to implement**



“To maximize long-term stockholder value, while adhering to the laws of the jurisdictions in which we operate and at all times observing the highest ethical standards.”

DEAN FOODS CORPORATION

“To create a better everyday
life for the many people.”

IKEA

“To bring inspiration and innovation to every athlete in the world... If you have a body you are an athlete.”

NIKE

“To make people feel good about themselves, about others and about the natural environment and the whole of which we a part.”

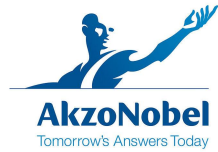
NATURA

**CLIMATE
TAKE
BACK**



AkzoNobel

Tomorrow's Answers Today



Planet Possible

Creating infinite possibilities
in a finite world

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Take people with you







**”Vi måste tänka på kommande generationer.
Hållbarhetsfrågan är viktig för oss. Vi ska göra det
vi kan för att värna om miljön. Vi vill ta ansvar.”**


**NIKE
BETTER
WORLD**





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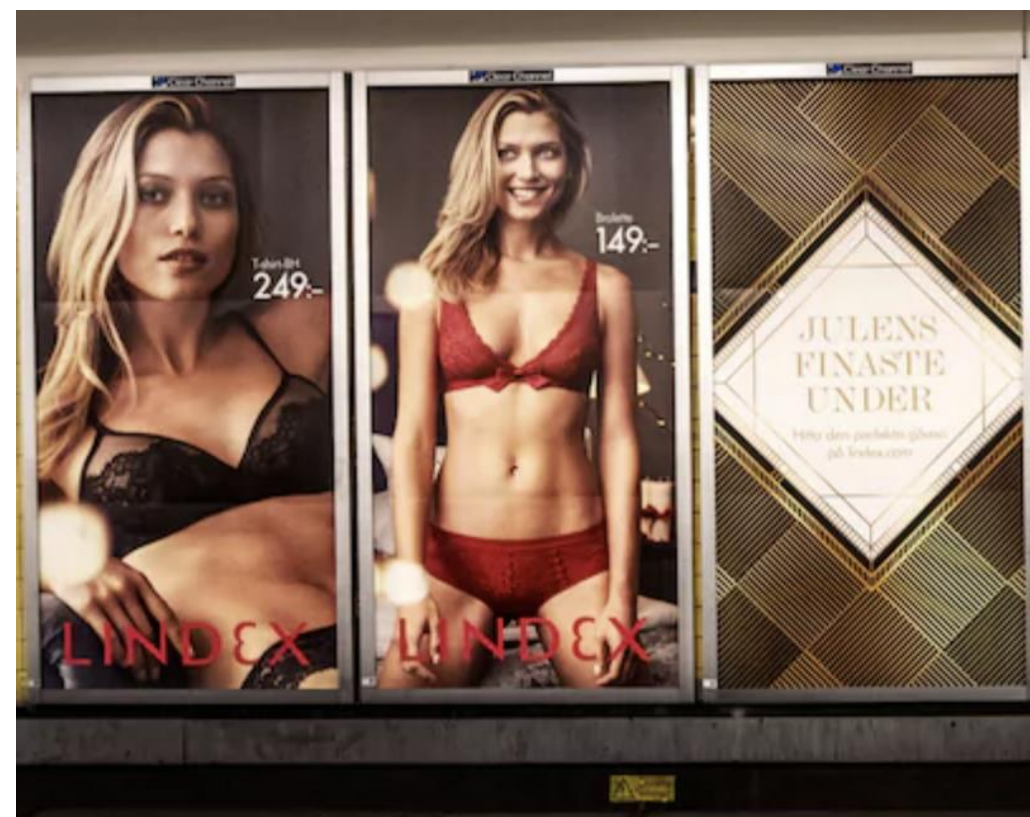
Build strong action plans

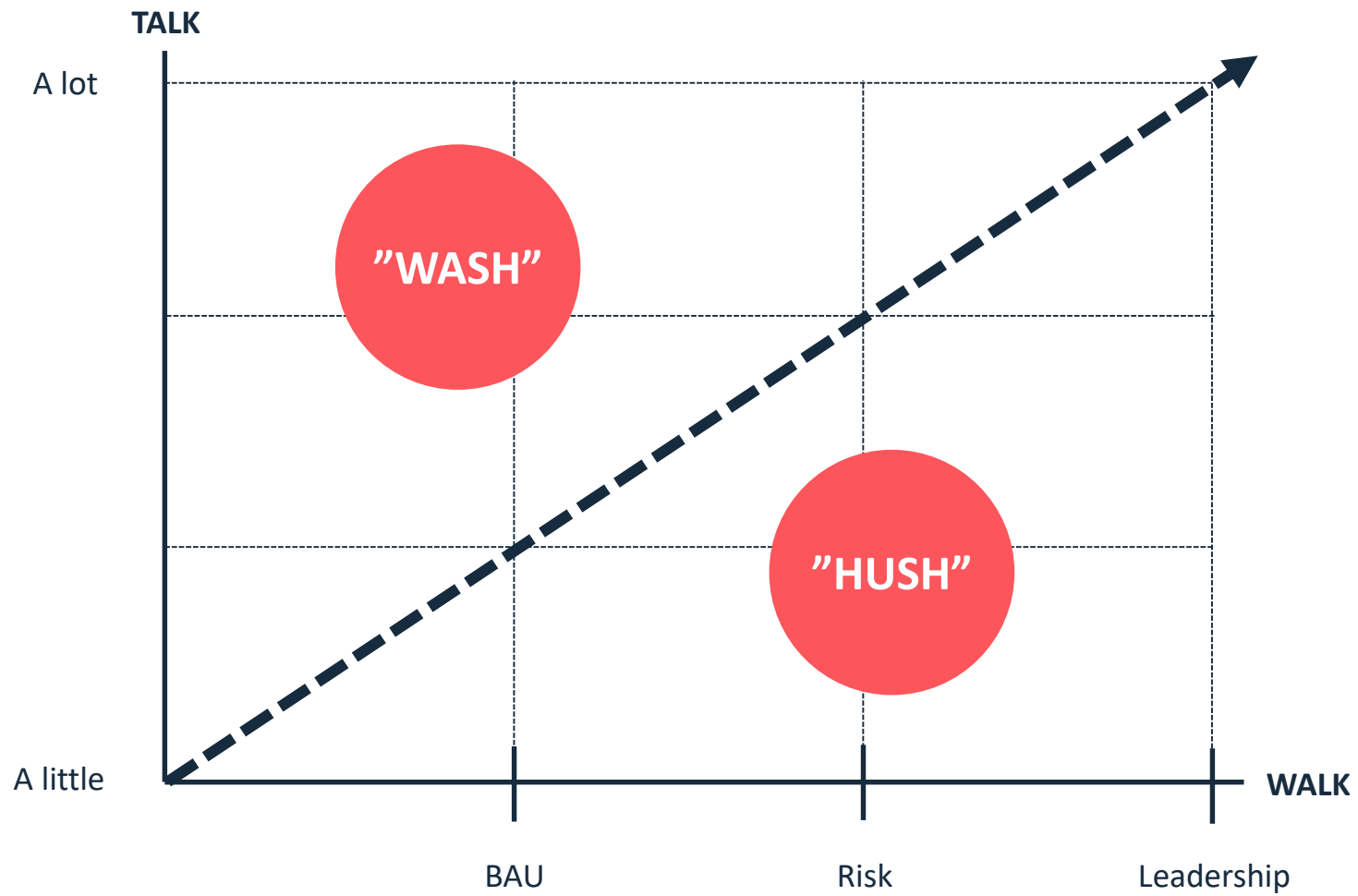
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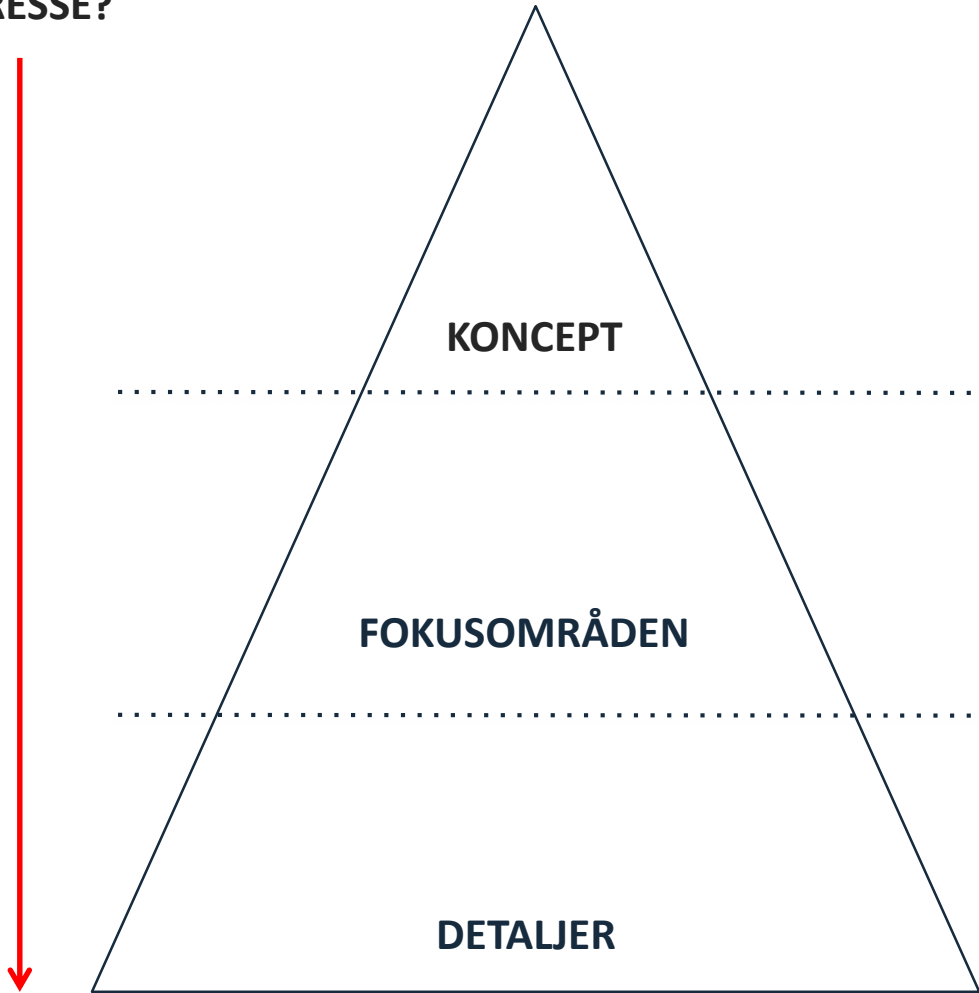






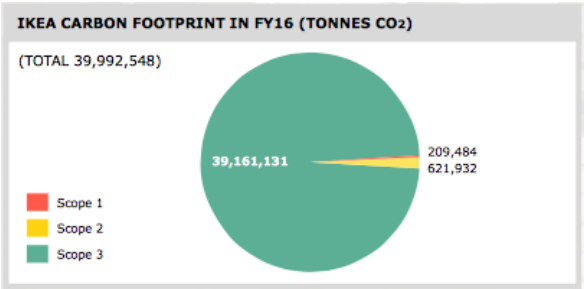


INTRESSE?

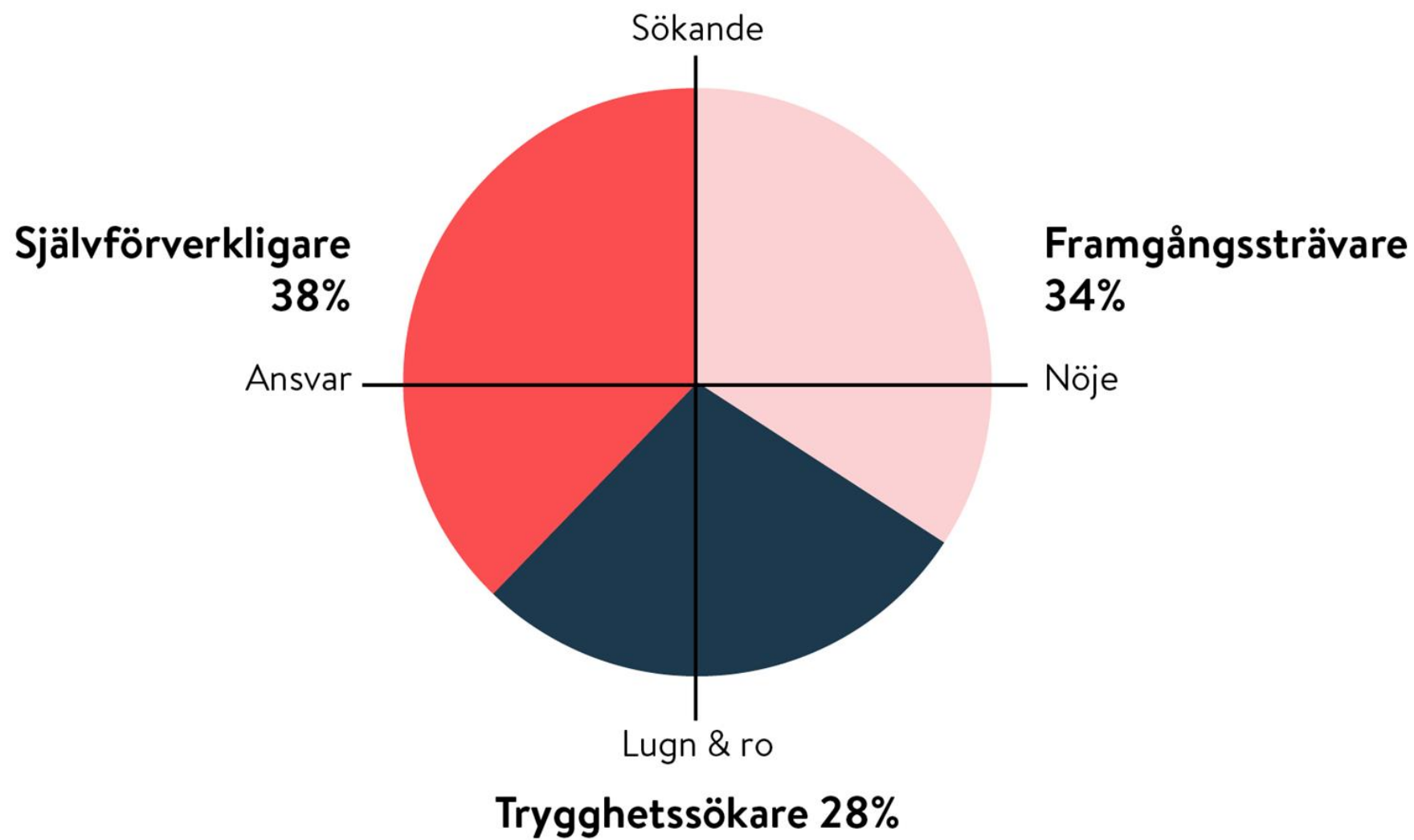


A better everyday

Sustainable life at home
Resource and energy independence
Better life for people and communities



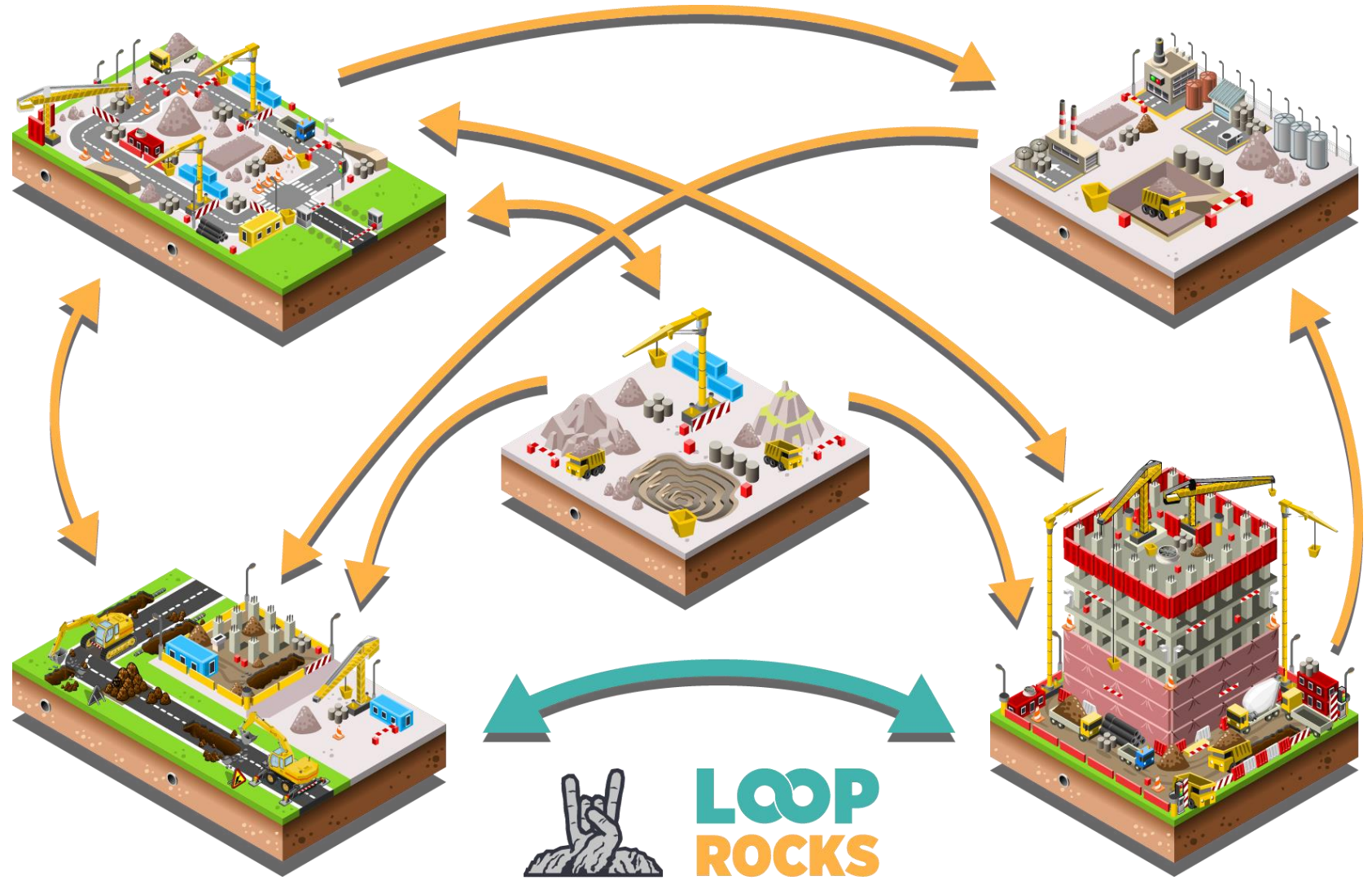
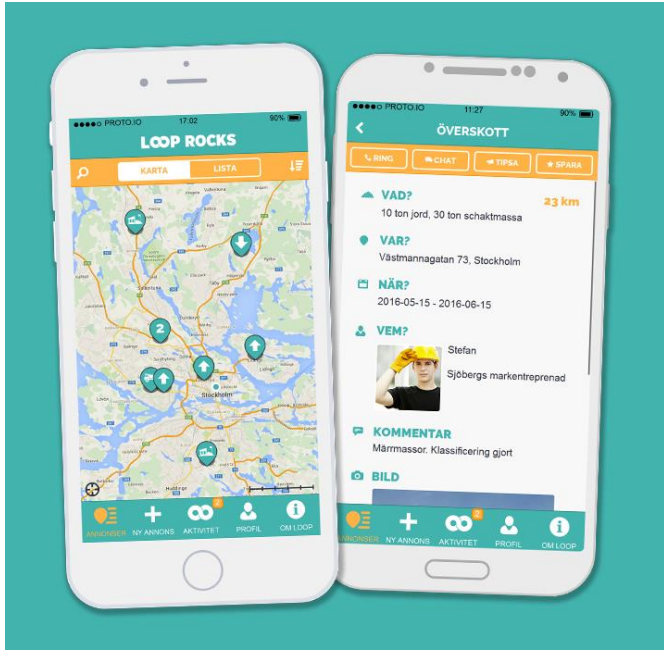






Fokusera!





Fokusera!

Attrahera!



MJÖLKLOBBYN VS OATLY

the final countdown

Idag drabbar lobbyorganisationen Svensk Mjölk samman med Oatly i Marknadsdomstolen. En på ytan ganska lättan tillställning, som ska avgöra om vi får fortsätta säga saker som

**IT'S LIKE MILK
BUT MADE
FOR HUMANS**

och

**NO MILK.
NO SOY.
NO BADNESS.**

Men bakom stämningen ligger en betydligt mörkare verklighet. En historia om hur en pressad storindustri till varje pris vill förhindra en öppen diskussion om hälsa, hållbarhet och miljö.

För sanningen är att vi kunde löst det här över en kopp kaffe (utan mjölk) redan för ett år sedan. Det skulle sparat både oss och de redan

allmänheten. Otsamma gäller hårda fakta om miljön och klimatet. Men än så länge får vi ju lov att säga vad vi vill, så håll i dig:

Idag står kött- och mjölkindustrin för 14,5% av världens totala utsläpp av växthusgaser. Det är lika mycket som alla transportmedel tillsammans - bilar, flygplan, tåg och båtar. Om vi bara gjorde en så enkel sak som att byta ut mjölken i kaffet mot havredryck under ett år, skulle Sveriges växtgasutsläpp minska med 185 449 ton. Det motsvarar 328 286 flygresor till Thailand. Tänk vad kul vi kunde ha!



Inte bara utsläppen av växthusgaser skulle minskas om vi bytte mjölk mot havredryck. Otsamma gäller hälsa, miljö och klimatet...

bättre än havredryck. Ett inte helt oväntat utfall, eftersom de jämfört berikad mjölk med oberikad havredryck. Vad de inte talar lika högt om är att deras modell också visar att svenskt kranvatten är något av det mest miljövidriga du kan dricka.



All vår hälsa kommer från svenska gårdar. Så tro inte att vi har något emot svenska bönder, eller korar för den delen.

och kolhydrater ska se ut: Som en havredryck. Med tillägget att den innehåller naturliga fibrer som kallas betaglukaner och som bevisligen är bra för hjärtat.

Strunt samma egentligen. För medan vi klibblar rinner tiden iväg. Och varken klimatet, vår hälsa eller våra svenska mjölkbönder kan vänta särskilt mycket längre. Vi behöver slå våra kloka huvuden ihop och fundera över hur vi på allvar kan anpassa oss till en ny verklighet.

Hur utvecklar vi ett livskraftigt svenskt jordbruk utan att tumma på djurrablerna? Hur håller vi våra landskap öppna och garanterar den biologiska mångfalden? Men framförallt: Hur ser vi till att ha en sund planet att lämna över



Fokusera!

Attrahera!

Engagera!



Sport Club Recife



immortal fans

MARIO ANDRÉ

Sport Club Recife Immortal Fan

MARLEIDE DOS SANTOS

Waiting for heart transplant

THE FIRST ORGAN DONOR CARD FOR A FOOTBALL TEAM.
NOW YOUR LUNGS, EYES AND HEART CAN KEEP ON CHEERING
FOR SPORT CLUB RECIFE EVEN AFTER DEATH.

DOADOR
SPORT

Sport Club Recife
Organ Donor Card



We launched the campaign during an important
game Sport Club Recife vs. Santos FC



Fans could get their Organ Donor Cards
at the Sport Club Recife Stadium



Fans unfurled a giant flag with the message
"Everything for Sport Club Recife, even after death"



TVC featuring real patients on transplant waiting
lists inviting fans to become Immortal Fans



Printed posters in hospitals featuring
real patients on transplant waiting lists



A Facebook and website page allowed fans to
track and personalize their Organ Donor Cards

Tack!