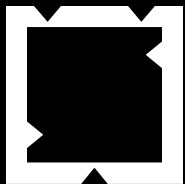


FROM ESG REPORTING TO PURPOSE ENGAGEMENT



**WEBER
SHANDWICK**
engaging always.

2 JULY 2018

NEW GLOBAL FRAMEWORK

SHARED GOALS FOR PLANET PROGRESS

**THE SDGs ARE THE NEW REFERENCE POINT FOR COMPANIES
ON SUSTAINABLE DEVELOPMENT AND PROVIDE A COMMON
FRAMEWORK TO DISCUSS ESG IMPACT**

THE RISE OF PURPOSE



WHILE THERE IS UNCERTAINTY ABOUT THE FUTURE, THERE IS NO QUESTION ABOUT THE TREND OF PRIVATE SECTOR ENGAGEMENT ON URGENT ISSUES. THERE ARE MANY REASONS FOR THIS.

PURPOSE STRATEGIES DRIVE BUSINESS SUCCESS.

IN THIS NEW ERA, PURPOSE CREATES DIFFERENTIATION



PRODUCTS ARE HARD TO DIFFERENTIATE

DESIGN AND PRICE ARE EASY TO COPY

SUPPORTING SERVICES HAVE SOME DIFFERENTIATING POTENTIAL

MISSION, CORPORATE IMAGE AND COMMUNITY INVOLVEMENT
HAVE BIG DIFFERENTIAL EFFECTS

THE VALUES PROPOSITION

True disruption is no longer in the value proposition,

it is in the **VALUES** proposition.



In the increasingly global market place, **SOCIAL INVOLVEMENT** becomes a critical point of difference.



In the war for talent, the **CORPORATE MISSION** becomes the key asset in recruitment.



In the age of transparency, **TAKING A STAND** becomes the way to build loyalty with the new generation of informed consumers.

THE NEW PLAYBOOK

a brand:

- What
- Point of Difference
- Market-Driven
- Competitive
- Employees
- Consumers
- Contract with Customer
- Ads
- Next Quarter
- Social Responsibility
- Loyalty

a stand:

- Why
- Point of View
- Ethically-Driven
- Distinctive
- Missionaries
- Citizens
- Covenant with Customer
- Actions
- Next Quarter Century
- Purpose
- Love



COMPANIES ARE TAKING A STAND

**Because their role in society has evolved.
Because stakeholders expect them to act.
Because it's the right thing to do for the
sustainability of their business.**

#TOOCOOLFORPLASTICS

ICELAND SUPERMARKET

Daily Mail GOOD HEALTH
SUPERMARKET BANS PLASTIC
Exclusive: Iceland first store in the world to remove plastic packaging from ALL its own-label products



Iceland is a Weber Shandwick client

**TAKING A STAND IS OFTEN A FIRST STEP
IN A DIALOGUE WITH STAKEHOLDERS
ABOUT AN ISSUE – AND IT IS THE ROLE
OF BUSINESS TO ADDRESS IT.**

MORE AND MORE, CONSUMERS SUPPORT

**PURPOSE-DRIVEN
COMPANIES**



GAMECHANGERS: PATAGONIA WINS WITH PURPOSE



An act of voluntarily refraining from using, buying or dealing with a product, brand or company as an expression of protest

The opposite of a boycott; an act of showing support for a company's actions by intentionally buying its brands, products or services

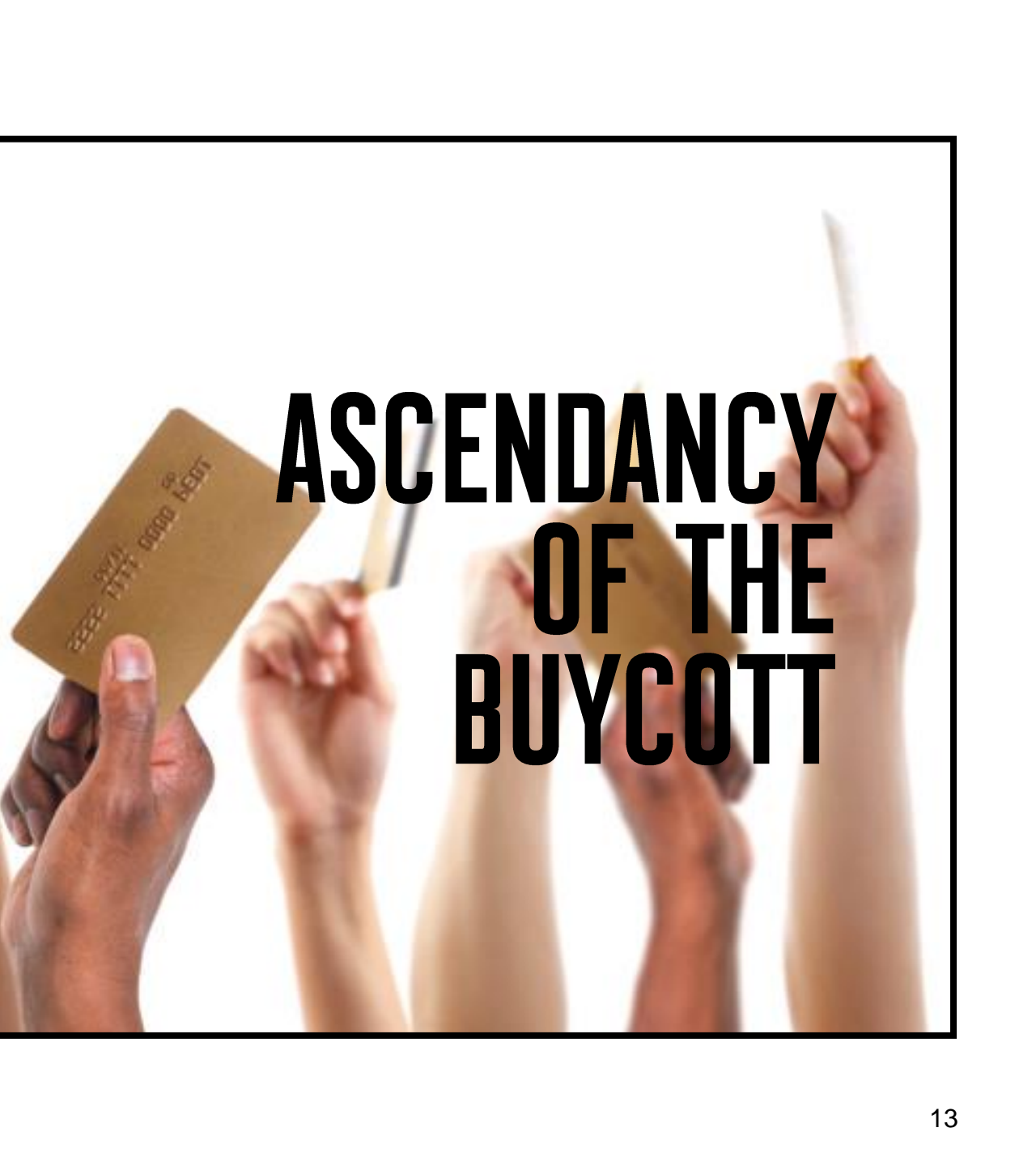


VS.





DIMINISHING CONFIDENCE IN BOYCOTTS



ASCENDANCY OF THE BOYCOTT

SUPPORT TRUMPS PROTEST

CONSUMER ACTIVIST ATTITUDES

(Strongly/Somewhat Agree with each statement)

It is more important now than ever to show support for companies that “do the right thing” by buying from them

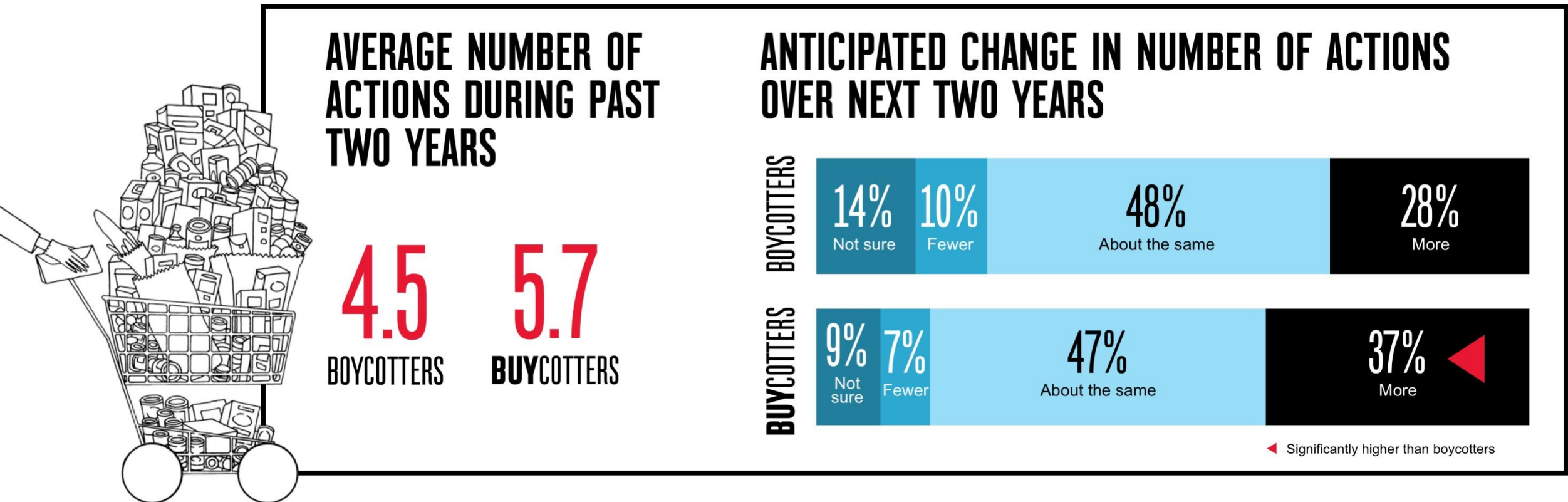
83%

It is more important now than ever to participate in boycotts

59%



BOYCOTTERS ARE MORE ACTIVE IN THEIR CONSUMER ACTIVISM

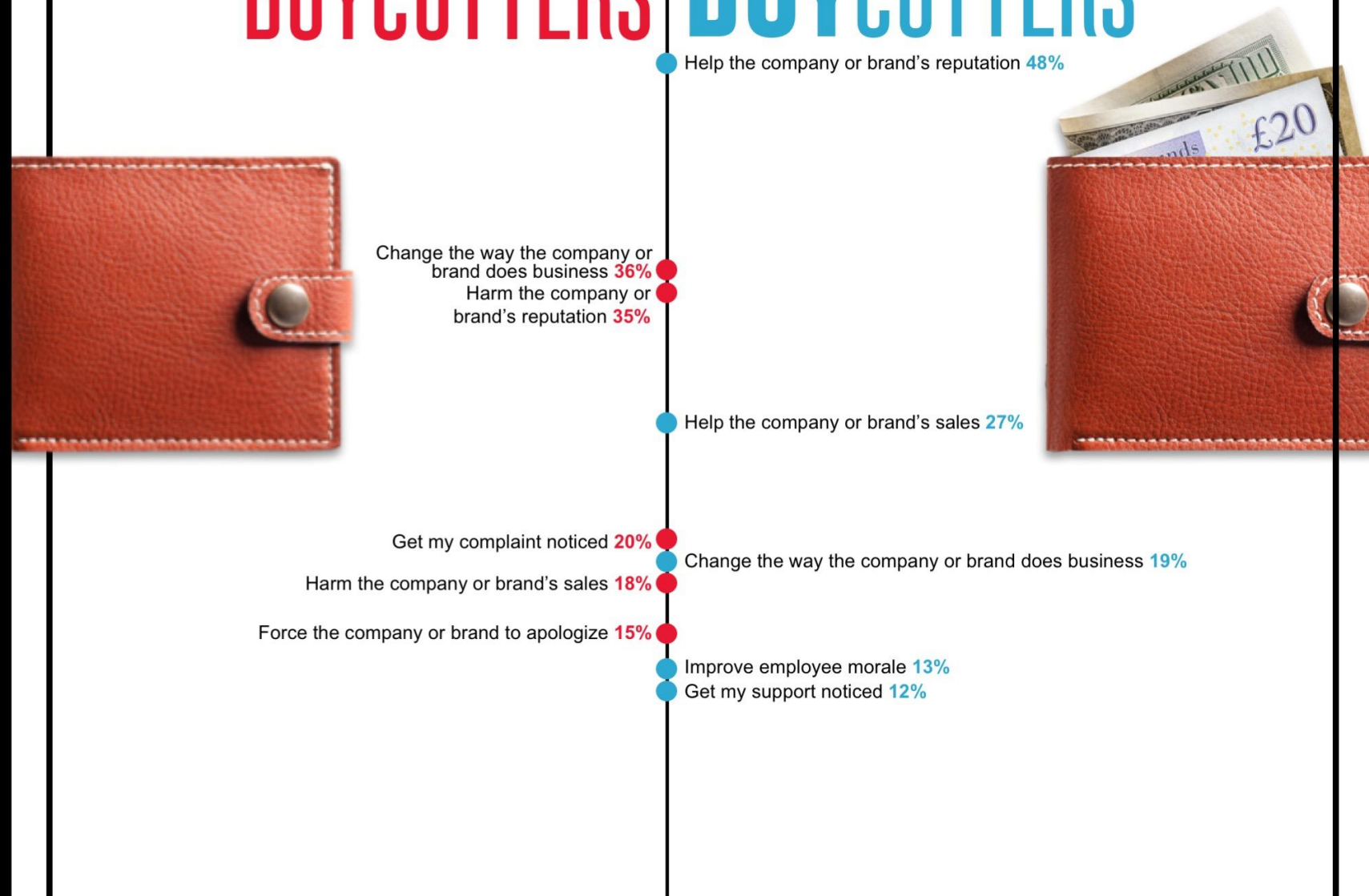


IMPACTING REPUTATION

TOPS LIST OF MOTIVATORS FOR BUYCOTTERS AND BOYCOTTERS ALIKE

Source: *Battle of the Wallets: The Changing Landscape of Consumer Activism*, Weber Shandwick & KRC Research, 2018

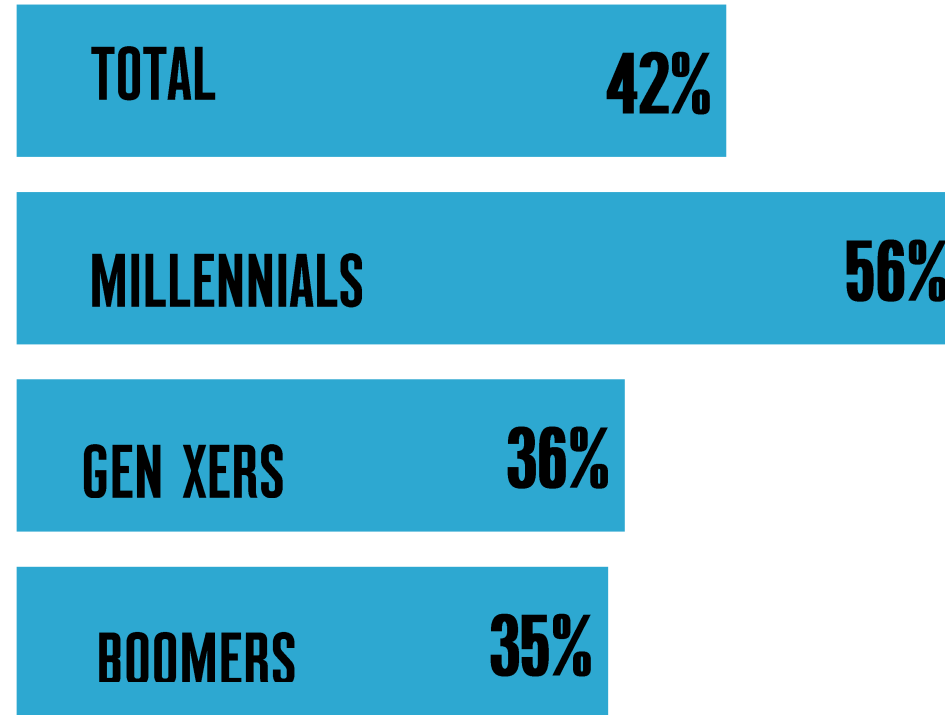
OUTCOMES HOPED TO BE ACCOMPLISHED BY BOYCOTTERS BUYCOTTERS



PURPOSE STARTS AT THE TOP: A NEW DEMAND ON CEOs

Leading companies and forward-looking CEOs of all political stripes are investing in purpose and are focused on delivering “shared value” — producing strong business results while also contributing to social and economic progress.

Source: CEO Activism in 2017: High Noon in the C-Suite, Weber Shandwick & KRC Research, 2017

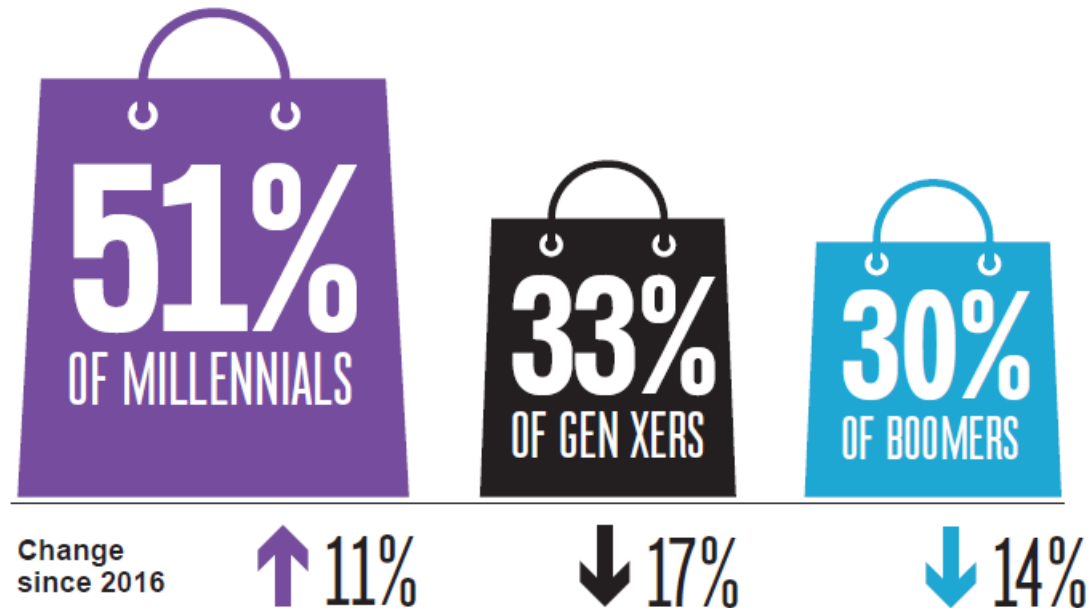


CEOs and other business leaders have greater responsibility today for speaking out on hotly debated current issues than they used to (% agree)

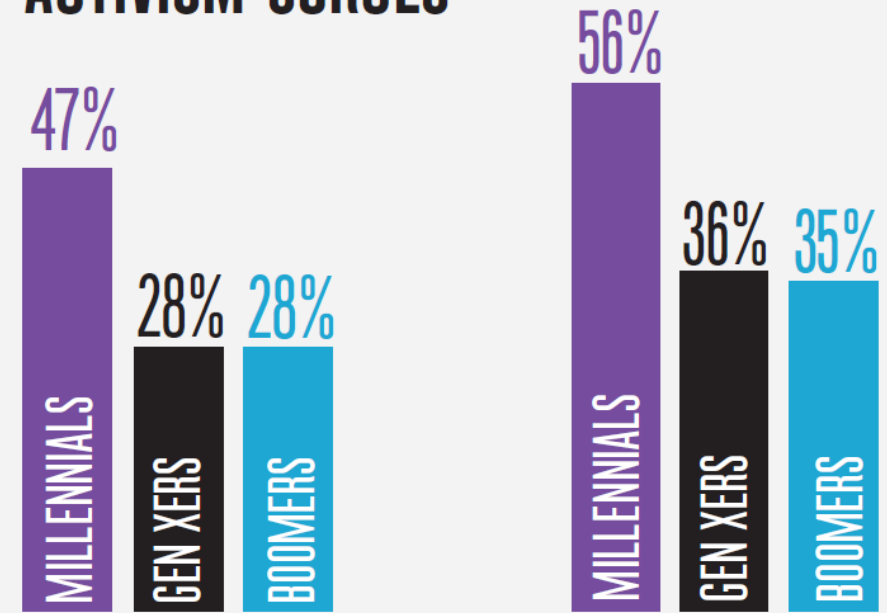
YOUR FUTURE MARKET

MILLENNIAL BUYING DECISIONS INCREASINGLY INFLUENCED BY CEO ACTIVISM

% who say they would be more likely to buy from a company whose CEO speaks out on an issue they agree with



MILLENNIAL DEMAND FOR CEO ACTIVISM SURGES



% who believe that CEOs have a responsibility to speak up about issues that are important to society

% who say business leaders have a greater responsibility to speak out now than in years past



SUSTAINABLE IN A GENERATION PLAN

MARS CEO TAKES A STAND

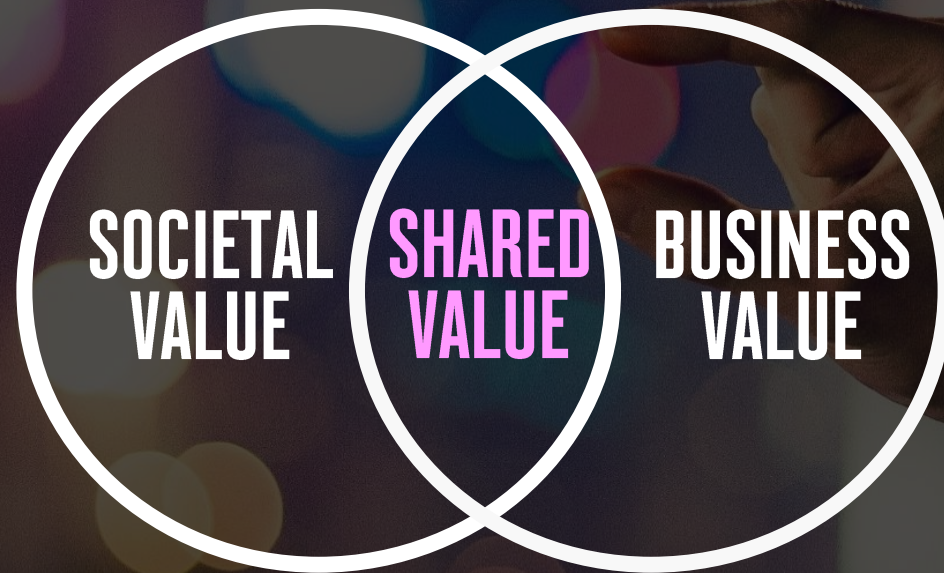
Mars CEO: transformational business change needed, including radical rethink on supply chains





IT'S TIME TO START LEADING WITH YOUR PURPOSE

IDEAS MUST EARN ATTENTION



A person with long dark hair tied back, wearing a red hooded sweatshirt and black leggings, is running away from the camera on a dirt path. The background features a range of dark, rugged mountains under a blue sky with wispy white clouds. The overall mood is one of determination and forward movement.

**THE ROLE OF COMMUNICATION IS TO SUPPORT THE ESG
JOURNEY TRANSLATING SUSTAINABILITY GOALS INTO
CORPORATE STORYTELLING OPPORTUNITIES.**

CORPORATE STORYTELLING & UNIVERSAL VALUES

ENTERPRISE BRANDING / CORPORATE POSITIONING

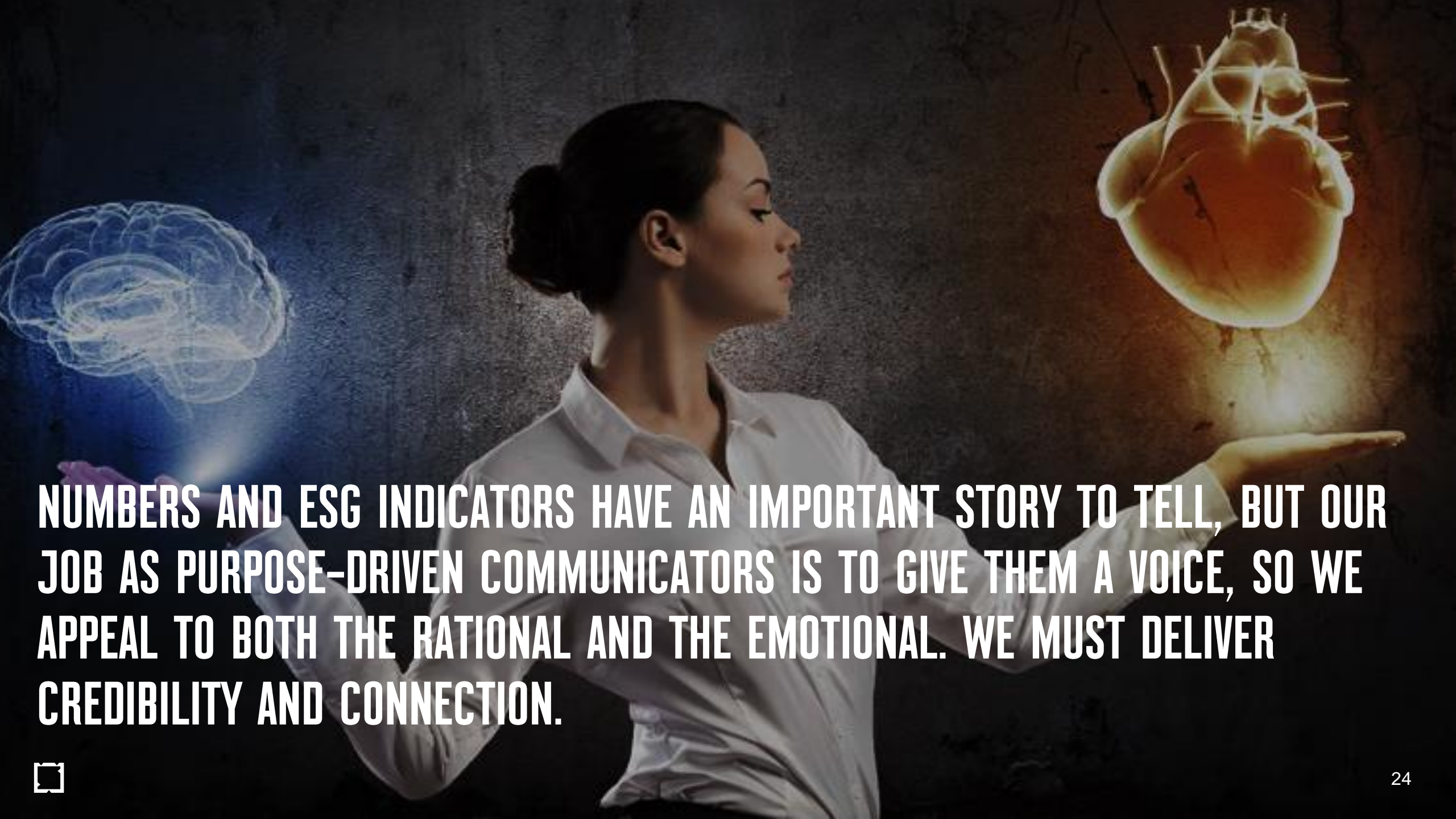
CHANGE MANAGEMENT AND EMPLOYEE ENGAGEMENT

PRODUCT AND SERVICES MARKETING

ISSUES MANAGEMENT AND CRISIS RESPONSE

STAKEHOLDER ENGAGEMENT AND SUSTAINABILITY REPORTING





NUMBERS AND ESG INDICATORS HAVE AN IMPORTANT STORY TO TELL, BUT OUR JOB AS PURPOSE-DRIVEN COMMUNICATORS IS TO GIVE THEM A VOICE, SO WE APPEAL TO BOTH THE RATIONAL AND THE EMOTIONAL. WE MUST DELIVER CREDIBILITY AND CONNECTION.

ESG STORYTELLING

AB INBEV 100+ GLOBAL SUSTAINABILITY GOALS



THANK YOU



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