

Oct. 17, 2017

# FROM 'LESS BAD' TO 'MORE GOOD': THE POSITIVE IMPACT OF COMPANIES SERVING COMMON GOOD

 WORLD FORUM FOR A  
RESPONSIBLE ECONOMY

11<sup>th</sup> EDITION

Elisabeth LAVILLE, Chief entrepreneur,  
[laville@utopies.com](mailto:laville@utopies.com)

## RESPONSIBLE REVOLUTION

SHARING  
TODAY'S SOLUTIONS  
TO TOMORROW'S PROBLEMS

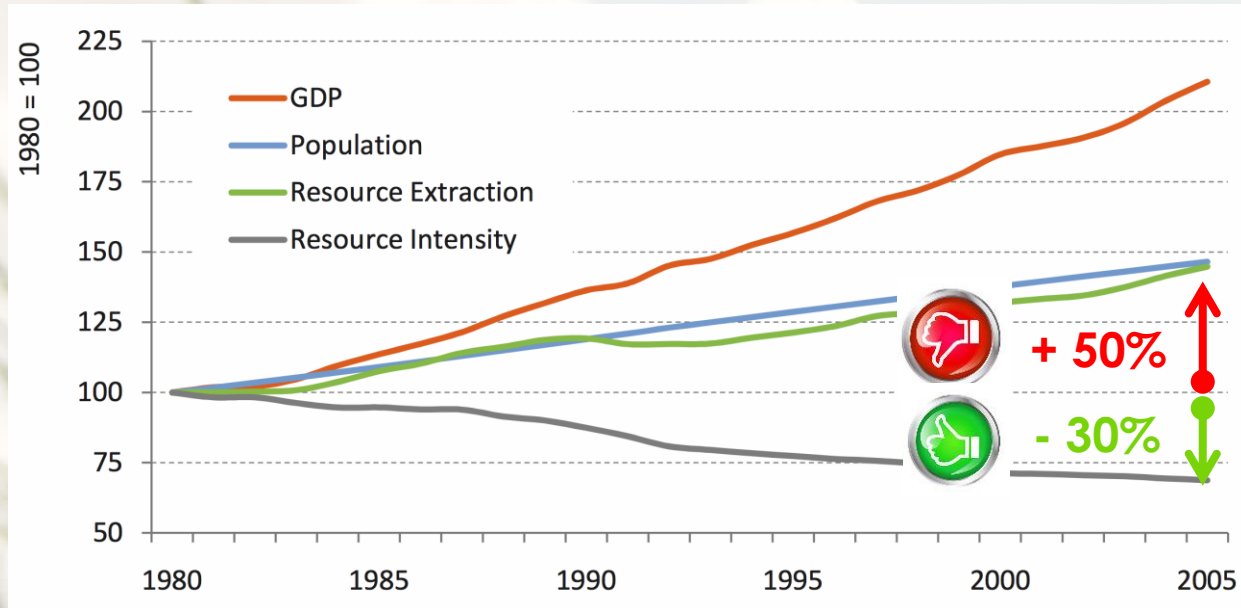


# SUSTAINABILITY/CSR HAS BECOME BORING...

- Reduction of negative impacts
- The new business as usual
- Extra processes but no new offers
- Issues managed on edge of business
- Compliance-based
- Not attractive to marketers/consumers



# ... AND IT IS NOT (ENOUGH) CHANGING THE WORLD



# FROM « LESS BAD » TO « MORE GOOD » THE POSITIVE PSYCHOLOGY OF SUSTAINABILITY

## + 2// BRAND DIFFERENTIATION

- Maximize positive impacts
- Extended producer responsibility and exponential change in the BM
- Proactive change
- Lead

**CHOICE EDITING : sustainable lines**  
instead of # in addition to unsustainable ones

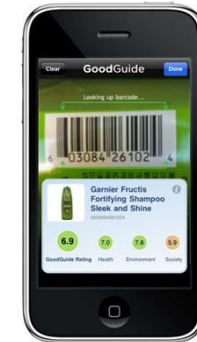
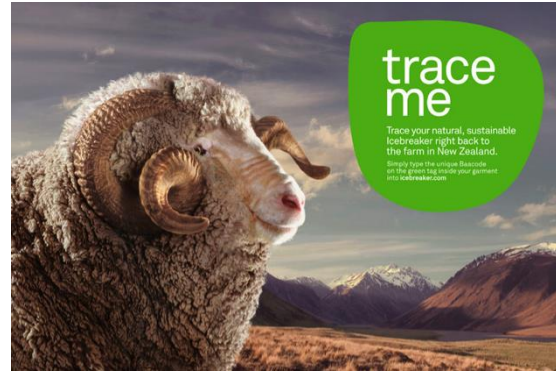
## 1// RISK PREVENTION

- Minimize negative impacts – « Clean label » or « no nasties » approach
- Incremental change in the products
- Reactive/defensive strategy
- Comply/compete





# "LESS BAD" IS NEEDED BECAUSE TRANSPARENCY IS HERE TO STAY...



YOUR M&S

# Plan A

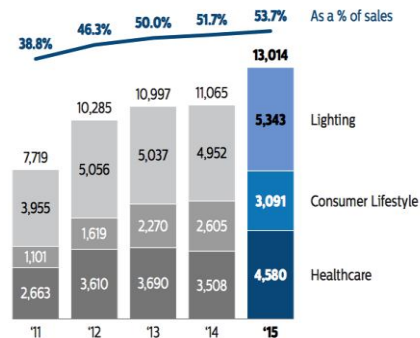
## Because there is no Plan B

1 Aim for all our M&S products to have at least one Plan A quality by 2020 (50% by 2015) and help our customers identify and buy these products

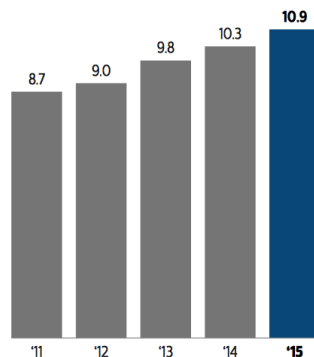


# ... AS WELL AS IN NON-FOOD SECTORS

Philips Group  
Green Product sales per sector in millions of EUR  
2011 - 2015



Philips Group  
Brand value<sup>1)</sup> in billions of USD  
2011 - 2015



<sup>1)</sup> As measured by Interbrand

Becoming  
carbon neutral  
by 2020



## PHILIPS

Ecological footprint

Meaningful  
innovation

A healthier  
and more  
sustainable  
world

Meaningful  
innovation

Healthy people

↑ Our innovations enable more people to be healthy, live well and enjoy life, while supporting a more sustainable lifestyle.

"At Philips, we fully embrace sustainability because of the benefits for societies, and because we believe that it is a driver for economic growth. That's why we have sustainability incorporated in our company strategy."

Frans van Houten, CEO.





# "MORE GOOD" IS ABOUT BRAND PURPOSE AND PRODUCT INNOVATION



  
**KEEP CALM**  
AND  
**EMBED PURPOSE INTO BRANDS**

B Corps use the power of business to solve social and environmental problems.

Watch Our Video



A Better way to do Business





# ... BUT ALSO ABOUT PERFORMANCE !



UNILEVER SUSTAINABLE LIVING PLAN: SUMMARY OF PROGRESS 2015



## Dedicated to safety – the story of Volvo

Protecting people and making lives better has and always will be part of Volvo Cars' DNA. The next step in our journey is Vision 2020.



## Aiming for zero

Vision 2020 is about reducing the number of people that die or are seriously injured in road traffic accidents to zero. Protecting and caring for people is at the heart of Volvo Cars' philosophy and this is our commitment to saving lives.



Volvo Cars  
@volvocarsglobal

Follow

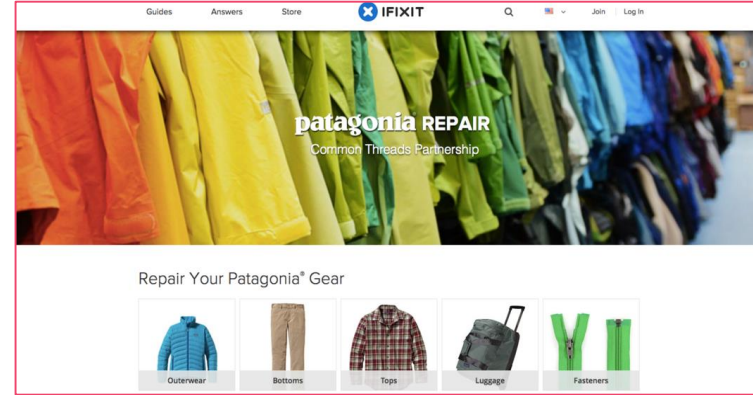
We are committed to electrification, so from 2019 all new Volvo car models will include an electric motor. #VolvoCarsEVs

12:17 AM - 5 Jul 2017

1,545 2,354



# ... AND IT IS ABOUT TAKING STRONG PUBLIC STANCE





# THE KEYS TO HARNESSING BUSINESS FOR THE COMMON GOOD

- **AN AMBITIOUS BRAND PURPOSE** with CSR embedded
- **A CHOICE EDITING** approach with disruptive innovation in the products & business model
- **PROACTIVE STANCE** vs reactive on specific issues
- **CONSUMER INVOLVEMENT** beyond information
- **STRONG ACCOUNTABILITY** and transparency



AS A CONCLUSION...



« An **OPTIMIST** is someone who sees **the opportunity** in each **difficulty**.

A **PESSIMIST** does the opposite. »

Winston Churchill

**UTOPIES**®

[www.utopies.com](http://www.utopies.com)



« Better take change  
**BY THE HAND**  
before it takes you  
**BY THE THROAT.** »

Winston Churchill

**UTOPIES<sup>©</sup>**

[www.utopies.com](http://www.utopies.com)





THANKS FOR YOUR ATTENTION!

[laville@utopies.com](mailto:laville@utopies.com)

# RESPONSIBLE REVOLUTION

**SHARING  
TODAY'S SOLUTIONS  
TO TOMORROW'S PROBLEMS**



**HENRIK  
HOLM**

Propriétaire

**WEHLERS** DANEMARK



**CHRIS  
VAN  
ASSCHE**

Co-fondateur et  
Directeur-Général

**AFRICAN DRIVE  
SA** BELGIQUE



**MARIAH  
MANSVELT  
BECK**

Co-fondatrice

**YONI** PAYS-BAS



**SONIA  
ZIVERI**

**DAVINES  
GROUP** ITALIE

