FROM ‘LESS BAD’ TO ‘MORE GOOD’: THE POSITIVE IMPACT OF COMPANIES SERVING COMMON GOOD

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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

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

CHOIX PAR DÉFAUT
CHOISIR SANS DÉFAUT
Vers des appels 100 % RESPONSABLES
Bref Pratique #1 - Décembre 2016
"LESS BAD" IS NEEDED BECAUSE TRANSPARENCY IS HERE TO STAY...
BUT WE NEED TO MOVE TO "MORE GOOD" & BRANDS ARE PAVING THE WAY IN FOOD…

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.
“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

EVERY COMPANY HAS THE POTENTIAL TO CHANGE THE WORLD, AND WILL NOT SURVIVE IF IT DOESN'T.

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

DON’T BUY THIS JACKET

patagonia

EXPEDITION SEWING KIT

patagonia

REPAIR IS A RADICAL ACT
THE KEYS TO HARMNESSING 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

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« Better take change by the hand before it takes you by the throat. »

Winston Churchill
THANKS FOR YOUR ATTENTION!

RESPONSIBLE REVOLUTION

SHARING TODAY'S SOLUTIONS TO TOMORROW'S PROBLEMS
HENRIK HOLM
Propriétaire
WEHLERS DANEMARK

MARIAH MANSVELT BECK
Co-fondatrice
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CHRIS VAN ASSCHE
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