

JEREMY SCHWARTZ



KANTAR

SUSTAINABILITY PRACTICE



SAVING TOMORROWS

PLANET PODCAST



MAXIUS ADVISORY

PURPOSE TO PROFIT™



Coca-Cola



L'ORÉAL



PANDORA



Where are you? Where can you be?



MAYBE

"filling in reports."

PERHAPS

"bosses don't care."

POSSIBLY

"its all too painful."

IMAGINE

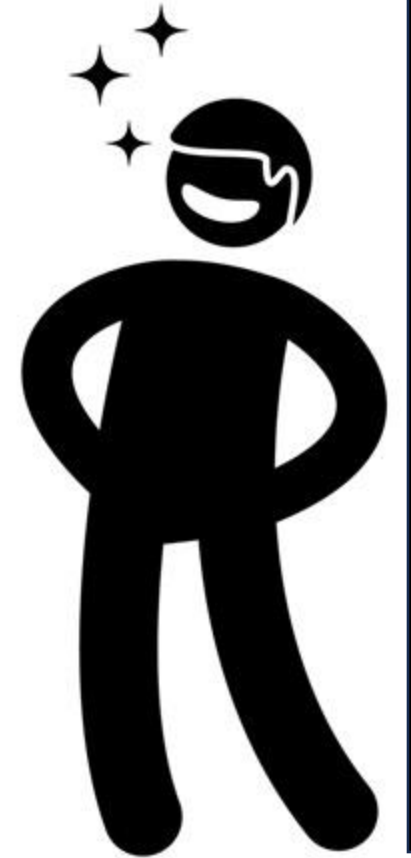
"exciting innovations."

PICTURE

"valuation shot up."

ENVISAGE

"create a better future."



**COMPETITIVE
ADVANTAGE
FROM
SUSTAINABILITY**



LEADERSHIP

POINT OF VIEW

REINVENT

RESILIANC





PROFIT MIGRATION FROM TODAY'S P&L TO TOMORROW'S P&L

***TIMING IS
IMPORTANT***

LOTS OF MOVING PARTS

**COMPETITIVE
ADVANTAGE**

**REGULATION
STAKEHOLDERS**

NATURE

NEW TECH

CHINA USA ME

I. C.R.A.V.E. PURPOSE to PROFIT SYSTEM

"Explore opportunities across business areas."

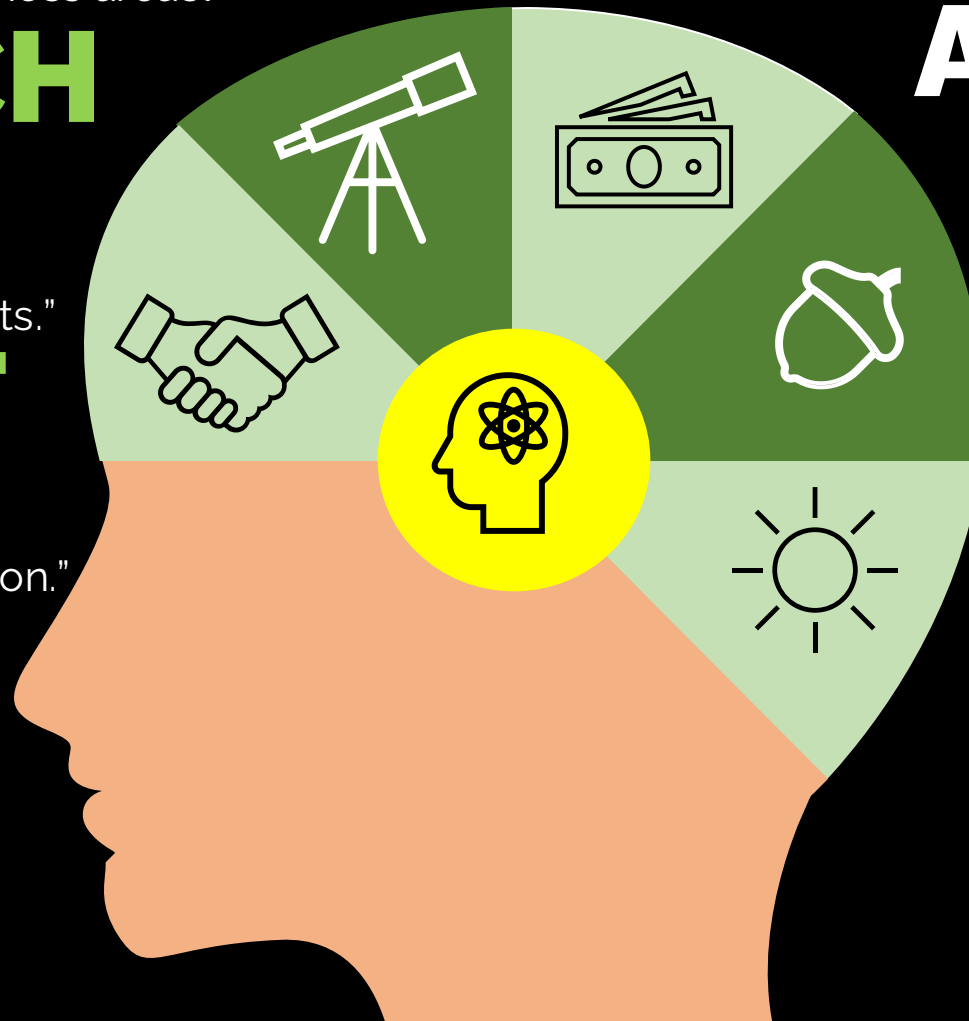
RESEARCH

"Create hypothesis & engage experts."

CONSULT

"Picture a better-future-innovation."

IMAGINE



"Build a business case to engage leaders."

ASSESS

"Set up prototypes and build scale."

VENTURE

"Launch, grow & capture value."

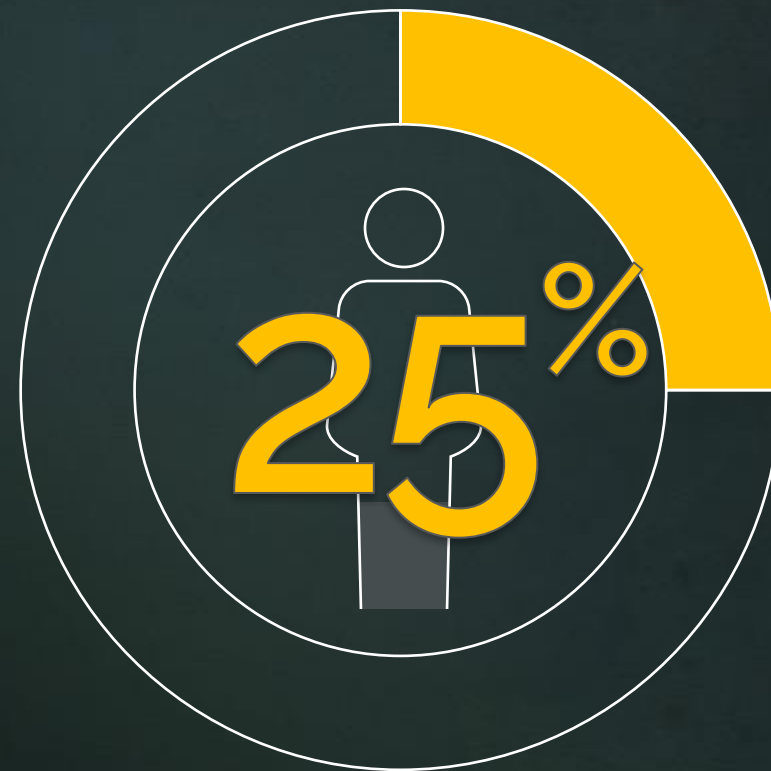
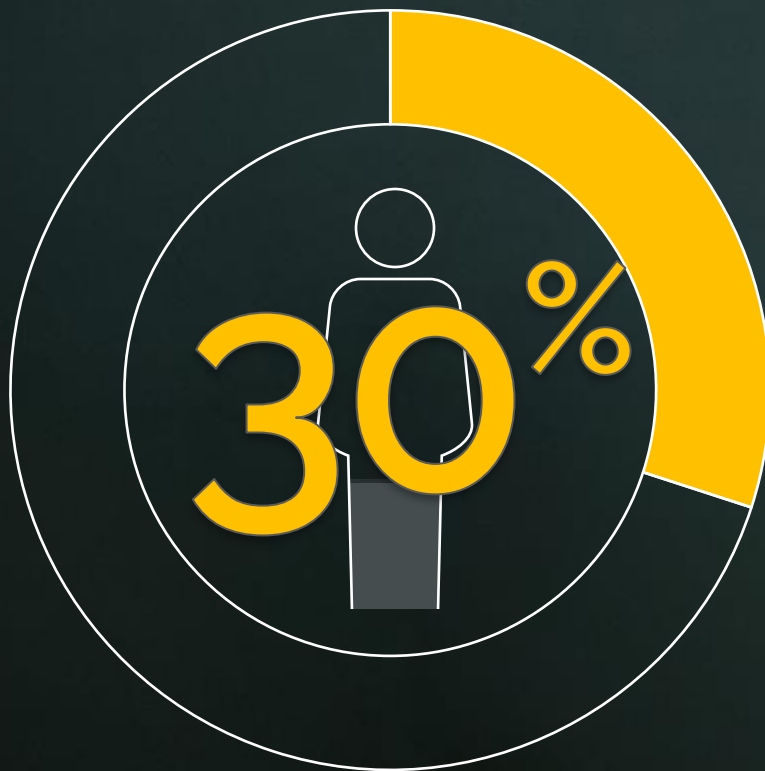
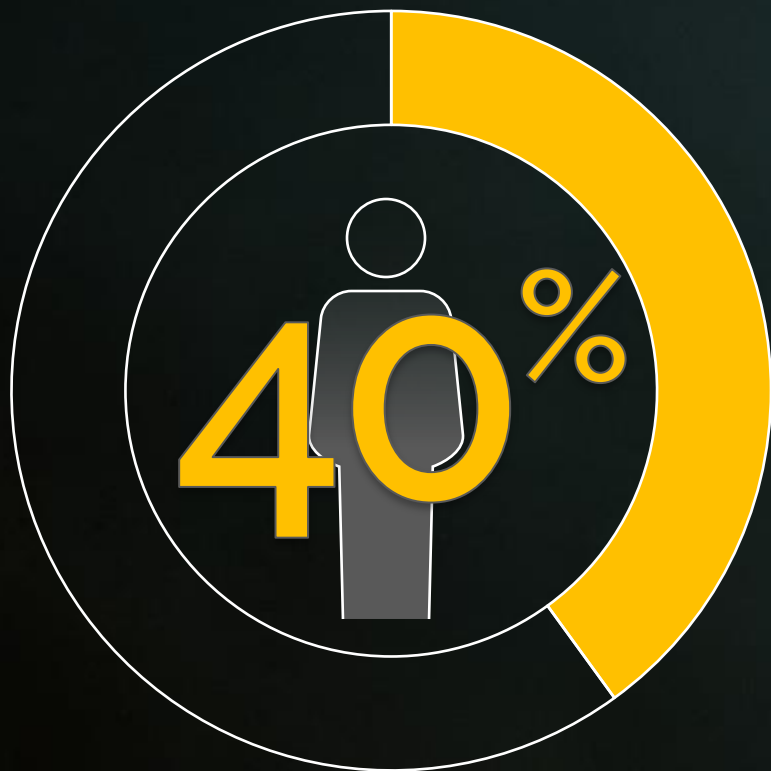
EXPAND

CONSUMER BELIEFS

It's **too expensive**

There is **not enough information**

There are **not more sustainable choices**



RESEARCH

PRICE MATCHED PRICE

Know **WRIGHTS COSTING LAW**

-20%

with 2x volume

Use **PRICE ELASTICITY**

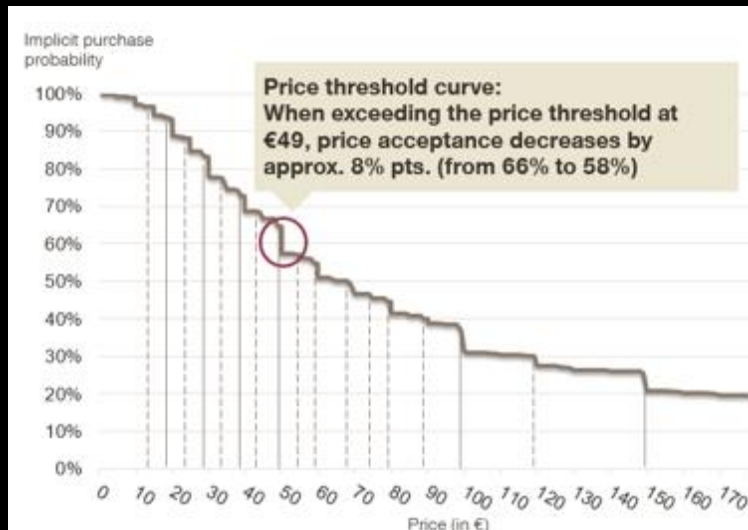
-20%

with non match price

Pioneer **DYNAMIC PRICING**

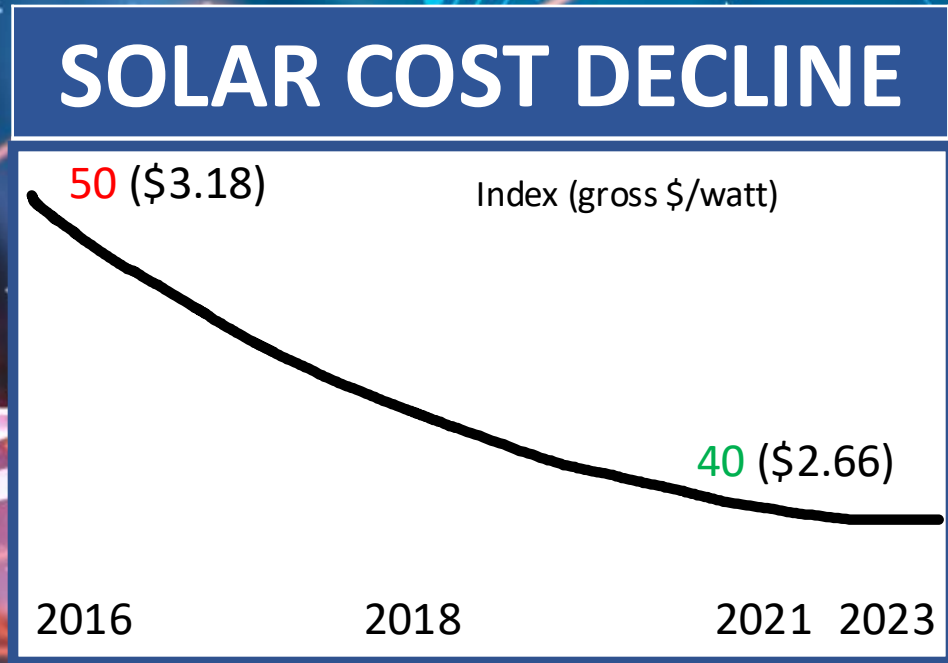
20%+

with low prices



MIGRATING THE P&L

per unit	WAS	NEW
REVENUE	100	100
COSTS	40	50
PROFIT	60	40
Profit %	60	40



NOW
100
40
60
60

QUESTIONS TO ASK

1. HOW SHOULD WE INNOVATE?

2. HOW TO AVOID GREEN WASHING?

3. WHAT IS MY GREATEST FEAR?

Q&A
