



SB'S GUIDEBOOK TO

Accelerating Sustainable Business Transformation

Navigate your path toward enhanced brand sustainability with key insights, actionable steps, and a holistic framework that defines a roadmap for good growth

CONTENTS

1 Sustainable Business Transformation

Get started with a new strategy

2 Customer Demand and Behavior

People are influenced by sustainable attributes

3 SB's Transformative Framework

The guiding structure to brand transformation

4 Overcoming Obstacles to Good Growth

Possible solutions to potential problems

5 A Roadmap to Brand Sustainability

A self-assessment tool for maximum acceleration

6 The Path Forward

Five actionable steps to success

7 Glossary

What we mean at SB





REGENERATING
 RETHINKING
 REIMAGINING
 REBUILDING
LOCAL



SB | 2023 | **SAN DIEGO**

OCT. 16 -19 | TOWN & COUNTRY RESORT

The Global Event for Regenerative
 Brands & Leaders

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Sustainable Business Transformation

A monarch butterfly is shown in the process of emerging from its chrysalis. The butterfly's wings are a vibrant orange with black veins and white spots along the edges. The chrysalis is a pale, translucent color and is still attached to the butterfly's body. The background is a soft, out-of-focus green, suggesting a natural environment with leaves.

Get on the Road to Brand Transformation

Plot your
sustainability
journey across
five key areas:

- > Purpose
- > Governance
- > Operations & Supply Chain
- > Products & Services
- > Brand Influence

Engage your brand's key stakeholders while finding the right collaborators, and reach new levels of environmental and social innovation with the SB Brand Transformation Roadmap®.

[LEARN MORE](#)



Sustainable transformation to remain relevant and competitive

Businesses are facing a wide range of complex challenges, including pressures with new and upcoming *sustainability disclosure* requirements, a variety of disruptions to operations and supply chains, an evolving workforce expecting inclusivity, belonging and flexibility, as well as increasing customer demand for transparency, *circularity* and positive impacts across the *value chain* – to name just a few. The multitude of crises we are experiencing globally are deep, interconnected and converging more and more as we go, resulting in the need for serious, holistic solutions instead of surface-level-only treatment.

As the market shifts to reward *purpose-driven businesses* responding to these challenges, brands must evolve and transform to stay relevant and competitive. Companies with strong brand recognition are well-positioned to successfully drive a collective transition toward a more sustainable and/or regenerative global economy.

Sustainable businesses address the many *interconnected relationships* that brands and their customers have with the world – socially and environmentally – to reduce harm to people and the planet, while striving for *net-positive* outcomes and impacts. *Sustainable business transformation* can provide companies with advantages that include strong brand reputation, increased employee and customer loyalty, improved resource productivity, better risk mitigation, and a boost in medium-term and long-term ROI, among many others.

This guidebook offers **actionable steps** and **valuable insights** to help business leaders gain a deeper understanding of sustainable innovation and internal brand transformation strategies, enabling them to prioritize respective initiatives more effectively.

By aligning business practices and operational processes with sustainability-centric stakeholder expectations, brands can gain competitive advantage and propel themselves to market-leading positions for decades to come.

Designing a more sustainable future through the power of AND

WHAT IS A SUSTAINABLE BUSINESS?

SB believes that a sustainable business is one which:

1. Has a clearly defined, articulated, embedded, and fully activated social and/or environmental purpose beyond producing profit;

– AND –

2. Demonstrates integrity, fairness, transparency and genuine leadership for sustainability, as well as the absence of any conflicts or misalignment between governance and sustainability priorities;

– AND –

3. Operates in ways that support the health, resilience and flourishing of society and the environment, does no harm in any way to either society or the environment throughout the whole value chain, and acts to create conditions essential to overall systemic health, resilience and flourishing;

– AND –

4. Delivers products and/or services with net-positive environmental, social and economic outcomes across the whole life cycle, including end-of-life;

– AND –

5. Consistently leverages the power of brand influence to encourage its stakeholders to make changes necessary for a collective transition toward a more sustainable global economy.

Customer Demand and Behavior



Unlock Consumer Insights for Your Brand

Understand the changing drivers and behaviors of consumers around the intersection of brands and sustainable living the annual SB Socio-Cultural Trends Research™.

[LEARN MORE](#)



Sustainability influences customer behavior and brand trust

According to the [SB Socio-Cultural Trends Research™](#), 96% of US citizens try to behave in ways that protect the planet, its people, and its resources. This number has remained consistent over the past three years, suggesting that brands don't need to focus on changing consumer values, or convincing them on why they need to live more sustainably. Rather, consumers need help on taking increased action and improving their understanding on which actions have the greatest impact. People are looking to brands for leadership; 70% believe that companies provide products or services that help them live in a more sustainable way, and 78% say they support companies that act sustainably by purchasing their products or services¹. This sentiment is supported by the annual research conducted by the NYU Stern Center for Sustainable Business, which analyzes the purchasing data of products marketed with *sustainability* attributes. Its 2022 [Sustainable Market Share Index™](#) reports that, across the 36 consumer packaged goods (CPGs) categories assessed from 2013-2022, products advertised as sustainable were accountable for almost a third of the growth in CPGs; and this trend is continuing year over year.

Sustainable Brands® (SB) research asked consumers to rate the top three most important areas companies should focus on to limit their impact on the planet, its people and its resources. While the primary focus was on increased product durability, sustainable packaging, and the use of reusable energy, almost a quarter of people would like to see retailers and stores prioritize sourcing locally – which has increased by 8% since last year's 2022 study. When it comes to brand trust, SB research shows that taking concrete steps towards increased brand sustainability through internal initiatives and actions is the primary driver.

70%

of people **believe** that companies **provide services** that **help them** live in a more sustainable way¹

78%

of people say they **support** companies that **act sustainably** by **purchasing** their products and services¹

Authentic brand transformation starts from the inside and moves across all touchpoints of the business

The ultimate path to *good growth* is to approach sustainable business transformation through a holistic framework that implements a brand purpose beyond profit, aligns culture with transparent and proactive governance, delivers net-positive products and services, supports a *regenerative* supply chain, and leverages its brand influence to drive a systemic shift toward a more sustainable world.

Exploring the journey to becoming a sustainable business

5 KEY QUESTIONS TO ASK YOURSELF:

1. How can I make sense of the complex landscape of solutions out there?
2. How can I make the business case for sustainability across departments?
3. How can I help orient company leadership around a desired “destination” for our efforts?
4. Which resources and partners will help me meet my goals?
5. How does my organization compare against industry peers?

SB's Transformative Framework

Lead & Inspire Others Through SB Webinars

Position your brand
at the forefront of
driving sustainable
innovation.

Engage directly
with SB's unique,
highly-qualified
audience by leading
a webinar & Q&A
session with
other sustainable
business leaders to
share your insights,
generate new
connections, and
capture new leads
to broaden your
network.

[LEARN MORE](#)













A holistic framework provides the guiding structure to sustainable transformation

Companies navigating the road to sustainable business transformation may find the process overwhelming and confusing, with little to no idea where to begin. SB, and a core working group of the SB global community – including Iron Mountain, Procter & Gamble, Danone, Campbell Soup Company and more – combined a selection of shared needs, perspectives, and experiences to develop the holistic framework within the **SB Brand Transformation Roadmap®** (SB Roadmap).

This framework includes the SB Five Pillars of Brand Sustainability™, designed to embed sustainability across all vital functions of a typical company and ensure long-term business resilience, harmonious harm-free coexistence with all stakeholders (including nature), and financial success. Ultimately, sustainable transformation is not just an ethical imperative, but also a strategic business decision – enabling companies to stay competitive, drive innovation, and contribute to a more sustainable and equitable world. The SB Roadmap framework also includes the SB Five Levels of Transformation™, allowing business leaders to pinpoint their brand’s cross-functional progress within each pillar. With the help of this 5x5 matrix, businesses can identify and prioritize specific areas that require action steps to be included in their brand transformation strategy. The future belongs to those who can drive sustainable innovation effectively across all aspects of their business.

THE SB FIVE LEVELS OF TRANSFORMATION™

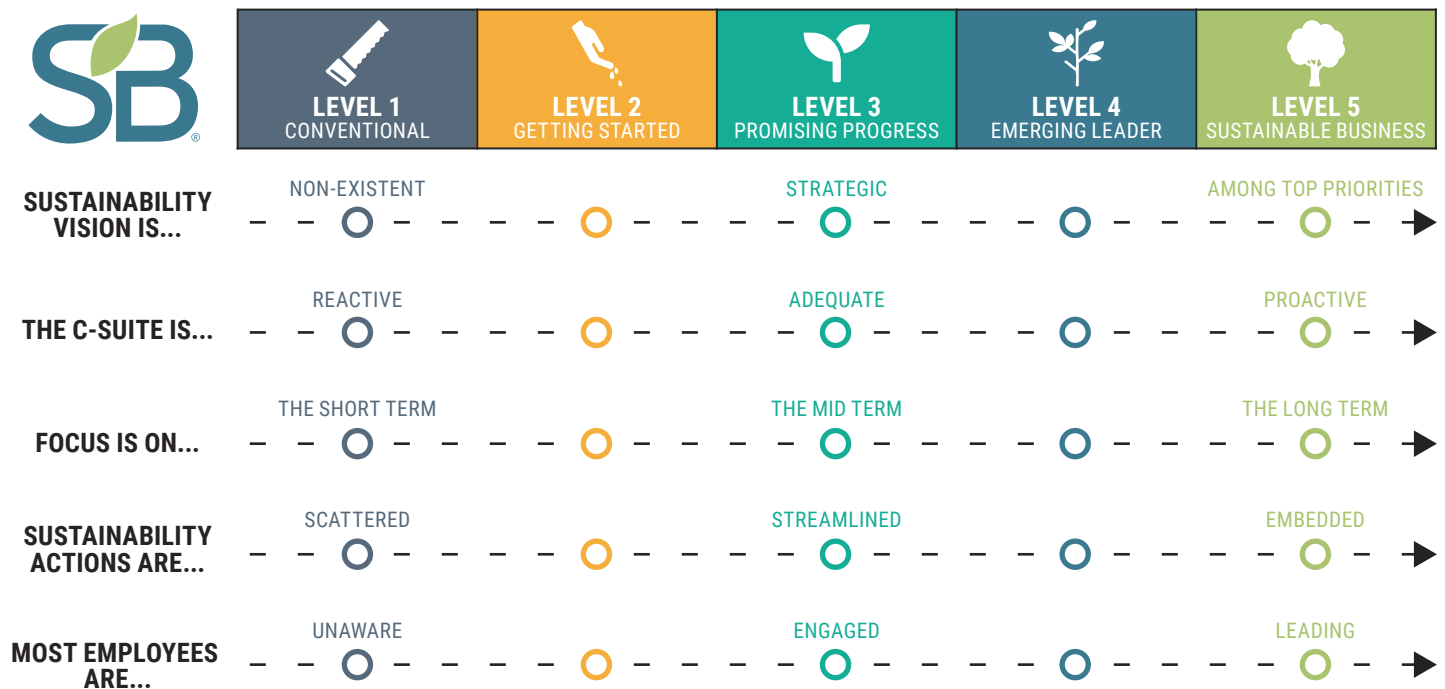
SB BRAND TRANSFORMATION ROADMAP® FRAMEWORK						
		LEVEL 1 CONVENTIONAL	LEVEL 2 GETTING STARTED	LEVEL 3 PROMISING PROGRESS	LEVEL 4 EMERGING LEADER	LEVEL 5 SUSTAINABLE BUSINESS
THE SB FIVE PILLARS OF BRAND SUSTAINABILITY™	 PURPOSE					
	 GOVERNANCE					
	 OPERATIONS & SUPPLY CHAIN					
	 PRODUCTS & SERVICES					
	 BRAND INFLUENCE					

The SB Five Pillars of Brand Sustainability™ goes beyond addressing environmental, social and governance (ESG) criteria, by also considering factors around purpose and brand influence.

1. Positive Social or Environmental **Purpose**
2. Transparent & Proactive **Governance**
3. Regenerative **Operations & Supply Chain**
4. Net-Positive **Products & Services**
5. System-wide **Brand Influence**

The SB Five Levels of Transformation™ recognizes companies at all stages of their journey while moving them through the levels towards sustainable transformation.

1. **Conventional** approach to business management
2. **Getting Started** on exploring sustainable practices
3. **Promising Progress** on prioritizing sustainability across the organization
4. **Emerging Leader** in embedding and activating sustainable strategy
5. Catalyzing collective action in the marketplace as a **Sustainable Business**



Overcoming Obstacles to Good Growth

Improve Your Brand's Sustainability Messaging

Shift culture towards sustainable living by creating a pull, rather than a push.

Explore ways to develop and refine your brand's sustainability messaging strategy by enhancing the core equities of your brand through the lens of consumer needs and values, alongside the social and environmental issues that influence brand preference and purchase intent with the SB Pull Factor Workshop.

[LEARN MORE](#)





Driving sustainable progress: setting goals, overcoming obstacles, and charting the path forward

While the transition toward sustainability can be challenging, brands must push forward and continue to make the changes necessary to achieve a sustainable future. By setting specific goals designed to uplevel their business across each of the SB Five Pillars of Brand Sustainability™, companies can better achieve the sustainable business transformation they are seeking. To achieve genuine and impactful change, the most effective approach for accelerating brand transformation is to focus on improving across all five pillars, rather than just a select few. By consistently progressing through all five levels in an upward trajectory, brands can bring about authentic and lasting transformation.

The [SB Brand Transformation Roadmap](#)® orientation and navigation tool offers a full list of goals for brands to strive for in order to move through the levels. The following selection contains commonly seen brand goals, followed by potential obstacles, along with guidance on some possible solutions.



GOAL



**POTENTIAL
OBSTACLES**



**POSSIBLE
SOLUTIONS**



GOAL:

Brand purpose is creating a positive change in people and planet and a company-wide leading driver of both product and marketing strategy.

POTENTIAL OBSTACLES:

- The company has not been able to **define and articulate a brand purpose** that is designed to benefit environmental and/or social purpose beyond producing profit.
- The brand purpose exists but is not embedded within the day-to-day elements of the business.
- There is an inability to measure the reach and effectiveness of a brand's purpose.

While 8 in 10 brands surveyed have a purpose, **almost half** say they **struggle to activate their purpose** holistically throughout the brand from internal to external engagement.¹

POSSIBLE SOLUTIONS:

- Develop a brand purpose that creates meaningful change in people's lives with the following questions in mind: *"How can my brand help enrich the lives of our community?"*, *"What solutions can my brand bring to the world that help build a more regenerative future?"*, *"What is unique about my brand position/offering that can help drive a positive outcome for people and our planet?"*
- Establish processes that guarantee the company's brand purpose is integrated into daily decision-making; start from the simplest processes to generate ongoing habits.
- Implement specific metrics on:
 - **employee and stakeholder engagement** and initiatives related to the brand purpose, along with specific KPIs based on different levels of the organization
 - the growth of the brand with a defined purpose vs. brand growth without one
 - brand love/trust and purchase intention from customers
 - long-term impact from purpose-driven innovation.

“ Brands and businesses need to ask themselves how to manifest their purpose declaration: How can they be socially useful and help to build a resilient environment? Where can they make the difference and generate a higher positive impact? ”



– Sally Uren, CEO, Forum for the Future



GOAL:

Publish – and continuously progress on – public commitments around diversity, inclusion, equity, belonging, and transparency.

POTENTIAL OBSTACLES:

- Lengthy documents are only created for codes of ethics and equality policies without a true effort or intention to bring about real change.
- Reporting is used only as an external risk-mitigation tool to comply with required standards, rather than as an internal-evaluation and constant-improvement tool.
- There is a lack of knowledge and general understanding of what “diversity” means.

From 2021–2023, **71% of SB Members** said their organization has either added sustainability professionals or restructured to **provide more resources and attention to ESG objectives**¹.

POSSIBLE SOLUTIONS:

- Transformation must be present at all levels (top/down and bottom/up):
 - Establish a firm and clear commitment throughout management levels.
 - Create standardized procedures for monitoring actions and compliance at the structural level.
 - Foster an **organizational culture that supports diversity** through individual actions at the employee level.
- Consider reporting as a powerful internal-evaluation and constant-improvement tool, not just as an evaluation needed externally to comply with legislation. Report on material aspects related to the purpose of the audit (make sure the team is engaged in the process). Do not spend time on issues that are not key to the company or do not add value.
- Take significant steps to understand the meaning of diversity, equity, inclusion, and belonging:
 - Initiate a deep company “self-reflection” to understand current status and identify gaps.
 - Engage in internal discussions, trainings, and workshops for all employees.
 - Take time to explain concepts such as “diversity” and how it differs from “gender equality,” as well as how these can act as a point of value for companies.



Companies should be much more proactive and establish a ‘signal monitoring function’ within the organization to anticipate rather than react to requests from NGOs, investors...external stakeholders.



APOLLO – Dave Stangis, CSO, Apollo Global Management



GOAL:

A transparent supply chain where each step of the value chain is monitored and designed to improve the human and environmental impacts generated.

POTENTIAL OBSTACLES:

- Lack of a global vision and deep understanding of the interconnectedness, dependencies, and potential impacts of their entire value chain activities.
- Brand leaders experience fear or discomfort when disclosing information, leading them to hide behind convenient excuses such as confidentiality clauses.

31% of brands surveyed have made serious progress in transforming their operations to become **regenerative or net positive**¹.

POSSIBLE SOLUTIONS:

- Find the balance between micro and macro perspectives:
 - Look for weaknesses in the system as a whole by applying a critical eye to uncover any potential risks, right at the source, and understand their determining factors.
 - Proactively gain a full understanding of ALL natural and human resources used at each step/ activity of the value chain. Consider *direct and indirect (consequential) impacts*.
 - Aim and layout a long-term action plan to achieve maximum traceability.
 - Adopt a “let’s do it” attitude to change the rules of the context in which the company operates; and when needed, set new standards to reach the desired level of transparency – e.g., revise confidentiality clauses.

“Regeneration is a powerful solution to the challenges we can face along the value chain... To me, regeneration is inevitable because an impact-reduction strategy is no longer sufficient. Supply chain leading companies have a responsibility to start the journey towards regeneration and inspire others to do the same.”

Brambles | CHEP

– Juan José Freijo, Global Head of Sustainability and EMEA Government Affairs at Brambles



GOAL:

All new products have an end-of-life strategy or a closed-loop material flow.

POTENTIAL OBSTACLES:

- Designing circular products are assigned and limited only to technical/materials experts.
- Products and services are designed with incremental innovation – instead of *business model innovation* – in mind.
- Cross-functional teams are not aligned on how some of the materials, either upstream and/or downstream, impact the environment - or what they should be looking for when sourcing new materials.

Only **24% of brands** surveyed claim that their full portfolio will be **net-positive in 10 years**¹.

POSSIBLE SOLUTIONS:

- End-of-life or circular product conversations must shift from tactical, short-term, technical approaches to **major, strategic implications** requiring decisions from senior management.
- Circular thinking must involve all teams, at all levels, using all fundamental resources.
- Define a set of specific sustainability requirements for suppliers and vendors, above and beyond basic supplier and vendor codes of conduct, to help meet product/service impact improvement goals.
- Establish “**radical collaborations**” with partners and organizations that are already circular and/or willing to join in the brand’s transformative journey.

“ 80% of the impact that a product will later create is defined already at the design stage. ”

 **recircular** – Patricia Astrain, Founder at recircular



GOAL:

Brand sustainability values are among the top several priorities in marketing and communications where they make use of their power and position to advocate for solutions inside and outside the company itself.

POTENTIAL OBSTACLES:

- There is a **disconnect between the sustainability and the marketing departments**.
- Brands have sustainability initiatives established, but they aren't ready to engage customers in their journey.
- Brands are afraid to speak out on matters of popular culture or **politicized topics** for fear of backlash.

Only **38% of brands** surveyed say that sustainability values are among their **top 3 priorities** for marketing and communications¹.

POSSIBLE SOLUTIONS:

- Organize regular meetings in which sustainability and marketing leaders connect on setting and achieving overarching brand goals. As both parties collaborate on their supporting plans they must also create space to share challenges and award best practices.
- Approach your brand sustainability from a co-creative lens by engaging your customers early in the process. Rely on your brand purpose as a guide and imagine how your customers can enhance your overall brand goals through collective efforts. Take on the important responsibility / role of **educating and inspiring consumers** by showing them the path towards sustainability.
- It's OK if people disagree with your brand's position, as long as you act in accordance with the brand's fundamental values. By listening to your customer community, you can genuinely align social and environmental needs to your brand values and purpose. Find your brand's unique and relevant way of meeting the moment and driving it further.

“ We want to help our fans take action and become a part of these movements. I think perhaps that is a sort of key insight around how we do what we do – which is not about creating a Ben & Jerry's movement. This is about Ben & Jerry's being a part of these larger movements. ”



– Christopher Miller, Head of Global Activism, Ben & Jerry's

A Roadmap to Brand Sustainability

Activate Your Sustainable Strategies with the SB Roadmap Workshop

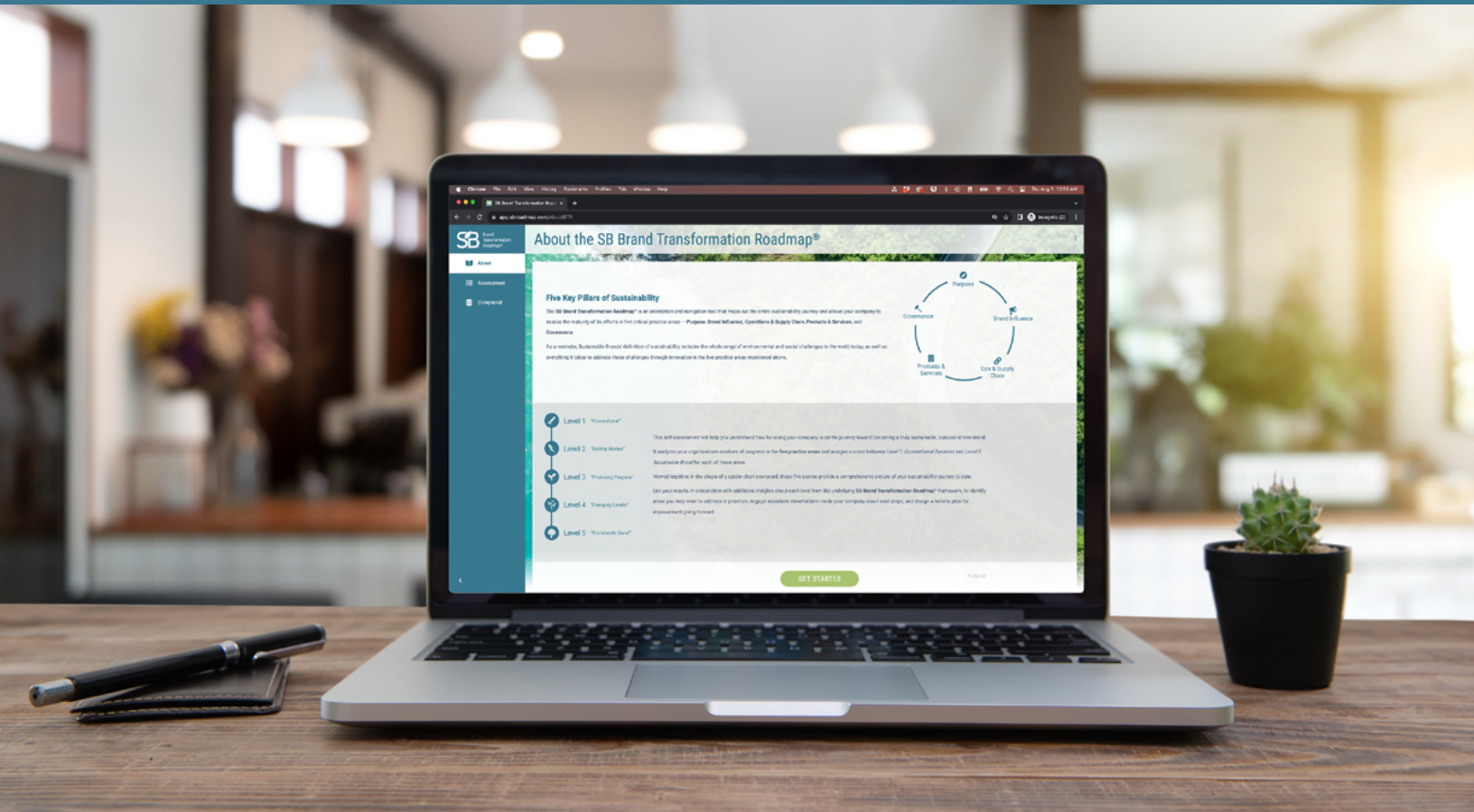
Engage your teams
in discovering how
the SB Roadmap
helps pinpoint your
journey toward
greater sustainability.

- > Assess your sustainability performance
- > Visualize your unique journey ahead
- > Engage cross-functional stakeholders
- > Set goals and spark innovation
- > Collaborate through unparalleled alignment

[LEARN MORE](#)



SB Brand Transformation Roadmap®



Assess, benchmark, and accelerate brand sustainability

Companies can now measure their progress across the SB Five Pillars of Brand Sustainability™ by establishing their current baseline and plotting their journey through the SB Five Levels of Transformation™. The **SB Brand Transformation Roadmap®** (SB Roadmap) self-assessment tool was developed for business leaders and sustainability practitioners to map the maturity of key functions across the entire business. Assessing where their organization stands in their sustainability journey allows brands to move forward to become both a force for positive growth and an inspiration for influential good. In doing so, brands will capture a range of subjective perspectives from colleagues throughout the organization. This helps surface and bridge internal confusion and miscommunications, break down organizational silos, and align the business around a shared vision. This orientation and navigation tool lays out a pathway for brands to go from conducting business as usual to becoming a brand that is truly sustainable.

SB Roadmap Case Study

UNLOCKING HIGHER BRAND PERFORMANCE

Clorox aligns its portfolio of brands to drive a more inclusive and sustainable world through the SB Brand Transformation Roadmap®



BACKGROUND:

The Clorox Company has embraced its role as a health and wellness organization which recognizes that its diverse portfolio of brands has the potential to touch people's daily lives. Through its Sustainability Center, the company launched a forward-looking 2030 strategy with the ambition to enable every Clorox brand to drive a more inclusive and sustainable world. To achieve these goals, Clorox needed to find a way to align its brand teams across the enterprise and engage consumers in storytelling strategies that would unlock higher brand performance and value.

To establish its baseline and create a common language, Clorox implemented the SB Roadmap at the brand level across the enterprise. The self-assessment revealed best practices and gaps across the SB Five Pillars of Brand Sustainability™ while also offering tangible targets to prioritize on the journey to becoming a more sustainable enterprise. This tool allowed each of Clorox's brands to benchmark its current operational progress and then determine the actions each brand needed to take to advance its individual aspirations. Giving the technical teams the ability to own their individual *Life Cycle Analyses (LCA)* process was a huge win for garnering buy-in across the teams. The process revealed that the Governance pillar was something that needed to be centrally managed, where subject-matter experts have the ability to standardize their overarching enterprise goals and business practices. The SB Roadmap process motivated Clorox to identify specific emotional, functional, and societal values to prioritize in its product development and marketing communications to take its brand influence with consumers and other stakeholders to the next level and beyond — including representation in public policy positions and driving systemic industry change.

“What we love about the SB Brand Transformation Roadmap® is it's a self-assessment tool that helps a leadership team in our business units understand where the brand is on the journey and break down the steps to get from here to where they aspire to be.”

– Eric Schwartz, Chief Marketing Officer, The Clorox Company

SB Roadmap Case Study

RESULTS:

- Created cross-functional alignment on individual brand baselines and aspirations
- Streamlined process on how to benchmark and achieve sustainability goals
- Elevated the role and priority of sustainability messaging through both responsible ingredient sourcing and sustainable packaging choices
- Increased earned media coverage for individual brands

Clorox's central team has hosted 13 internal workshops to introduce the tool into their business process and to embed it into their annual strategic sustainability planning for every business unit across the portfolio. Through this transformative process, Clorox has fostered a culture of sustainability across the enterprise, allowing the teams to take a "whole systems" approach to product design and innovation with an understanding of how they each contribute to the larger mission of the company.

“ As we launched our 2030 strategy, we knew we needed to move every single brand within our portfolio toward becoming more sustainable; and the SB Brand Transformation Roadmap® is the tool that helped us define some of the very specific actions that we needed to take in order to move our organization through the sustainability journey. ”

– Paula Alexander, Sr. Director, Sustainability, The Clorox Company

KEY TAKEAWAYS:

Implementing the SB Roadmap across the enterprise enabled The Clorox Company to:

- Benchmark and assess its current operational progress
- Identify tangible next steps for each brand to advance its sustainability goals
- Embed a cross-functional framework into its annual strategic planning
- Identify specific emotional, functional, and societal values to prioritize in product development and marketing communications
- Foster a culture of sustainability across the entire organization

The Path Forward

Join a Collaborative and Insight-Rich Community

Unlock actionable insights and meaningful engagements to drive good growth and accelerate impact.

JOIN THE SB MEMBER NETWORK





Five actionable steps to support sustainable business transformation

Achieving sustainable business transformation is a vital goal for brands in today's world. However, the path to successful transformation can be complex and multifaceted. By approaching brand transformation through the lens of the holistic framework found within the [SB Brand Transformation Roadmap®](#), brands can streamline their sustainability efforts and increase the likelihood of successful transformation as they innovate towards a more sustainable future. In addition to the SB Roadmap, implementing the following five actionable steps will help brands accelerate their path to greater brand sustainability.

Five actionable steps for success:



1. ESTABLISH A BASELINE

Conduct a thorough assessment of the brand's current sustainability practices, identifying areas of strength and areas that require improvement. This evaluation serves as a baseline for developing a sustainable transformation strategy.



2. MEASURE WHAT MATTERS

Establish measurable, time-bound sustainability goals and track progress using key performance indicators (KPIs) to monitor and evaluate progress on the brand's societal, environmental, and economic impact.



3. ENSURE ALIGNMENT

Embed sustainability into the brand's identity and strategy by aligning the organization's mission, goals, communications, and training with its guiding principles of sustainability.



4. INCENTIVIZE INNOVATION

Foster a culture of innovation by incentivizing employees, partners, and stakeholders to contribute new ideas and solutions that result in continuous product improvement and services that deliver a positive impact.



5. COMMUNICATE & EDUCATE

Communicate the brand's sustainability initiatives and progress to all stakeholders, raising awareness and educating both internal and external audiences about the brand's commitment to positive change.



Join leading organizations in the collective movement to build our regenerative future

The future belongs to those brands that can successfully make the shift toward embedding innovative environmental and social purpose into the core of their business DNA. Today, more than ever, brands are determined by what they are, what they do, and how they're building a better tomorrow.

Along with a robust community of like-minded change-makers, Sustainable Brands® has a selection of events, tools, resources, and services available to help brands drive transformative change including:

- [SB'23 San Diego Annual Conference](#)
- [SB Brand Transformation Roadmap®](#)
- [SB Membership & Member Insights](#)
- [SB Discussion Groups, Working Groups & Cohorts](#)
- [SB Brand Led Culture Change Conference \(May 2024\)](#)

Please contact us at engage@sustainablebrands.com to learn more about how you can seamlessly embed sustainability throughout your business, give your brand a competitive advantage, and influence responsible consumption and mainstream behavior change for good.

JOIN US FOR THE ANNUAL SB BRAND-LED CULTURE CHANGE CONFERENCE

Build the brand of tomorrow - today

SB Brand-Led Culture Change reveals how to drive good growth by shifting consumer demand and encouraging sustainable lifestyles. Gather the insights, relationships and tools you need to align your brand's success with changing culture, lives and society.

[**LEARN MORE**](#)



Glossary

Brand-Led Culture Change: a proactive approach taken by a company to leverage its brand influence to shift customer demand and behavior in ways that support a more just and sustainable future.

[Find out more here.](#)

Business Model Innovation: the process of creating new models for delivering value to the market profitably. This involves rethinking and redesigning key components of the business, such as its revenue streams, cost structures, target customer segments, distribution channels, and value propositions, with the aim of disrupting the status quo, gaining a competitive advantage, and achieving sustainable growth without compromise to our collective current and future well-being.

Circularity: a concept and approach that aims to create a closed-loop system, where resources, materials, and products are continuously reused, refurbished, remanufactured, and/or recycled. The goal of circularity is to minimize or eliminate waste, reduce the consumption of finite resources, and promote sustainable practices that contribute to a more environmentally friendly and economically efficient model.

Direct Impacts: the immediate and tangible effects or consequences that result directly from a specific action, event, or decision. These impacts are easily identifiable and can be directly attributed to the cause.

Good Growth: growth that a company or an economy could achieve without doing harm to either society or the environment, while also acting to create and support conditions essential to a just, healthy, resilient and flourishing future for all stakeholders. Good growth is commonly also referred to as “sustainable growth” or “responsible growth.”

Indirect Impacts: the secondary or follow-on effects that occur as a result of direct impacts. These consequences may not be as immediately apparent and may require a more comprehensive analysis to understand their link to the initial action. In many cases these impacts reflect a set of unintended consequences that might have been (or might be) eliminated through a more robust design process that takes the possibility of unintended consequences into consideration and designs them out from the beginning.

Interconnected Relationships: the complex and interdependent connections between a company and various stakeholders, including investors, employees, customers, suppliers, communities, and the environment. These relationships recognize that business decisions and actions have broader impacts beyond the company itself, and they emphasize the importance of considering the interests and well-being of the planet and society in a holistic and balanced manner.

Life Cycle Analysis (LCA): also referred to as Life Cycle Assessment, is a systematic and comprehensive evaluation methodology used to assess the environmental, social, and economic impacts of a product, process, or service throughout its entire life cycle, from raw material extraction to disposal or end-of-life.

Glossary

Net-Positive: an approach or goal in which a company, organization, or project, aims to have positive impacts that exceed any negative effects on the environment, society, or economy. It involves actively seeking to create more benefits or value than it consumes or takes away, resulting in a net positive contribution to the overall well-being of the planet and its inhabitants.

Purpose-Driven Business: an organization that prioritizes and integrates a meaningful and authentic higher purpose beyond profit maximization into its core mission, value proposition, manufacturing, delivery and end-of-life strategies and decision-making.

Regeneration: the process of restoring, renewing and/or healing natural, social and human systems we all depend on, while also improving the ability of said systems to restore, renew and/or heal themselves more effectively.

Sustainability: the practice of making choices and taking actions that meet the needs of the present without compromising the ability of future generations to meet their own needs. It involves balancing economic, social, and environmental factors to create and support conditions essential to a just, healthy, resilient and flourishing future for all.

Sustainable Business Transformation: a comprehensive and strategic process undertaken by any organization to make significant positive changes to its purpose, its products and services, its supply chain, its operations, its Marketing, communications and storytelling. Also doing so in, its governance practices, and/or its stakeholder engagement practices, with the overarching goal of improving its overall impact on the planet and society. It is a proactive approach aimed at evolving the business and brand to address various environmental and social risks and challenges, market dynamics, and stakeholder expectations in a holistic manner.

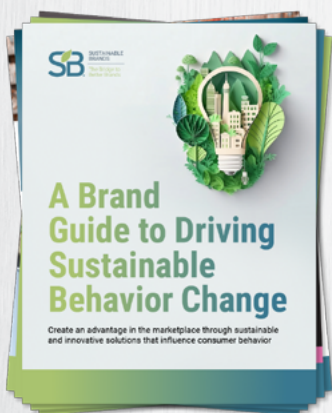
Sustainability Disclosures: the transparent reporting and communication of a company's sustainability performance and practices, covering the impacts of all material environmental, social and governance dimensions and satisfying the double-materiality principle. These disclosures provide stakeholders, including investors, customers, employees, regulators, and the public, with detailed information on how a company addresses key sustainability risks and opportunities, its impact on society and the environment, and its corporate governance practices.

Value Chain: a systematic series of activities and processes that a company or organization undertakes to design, produce, market, deliver, and support its products or services. It encompasses the full range of activities from the acquisition of raw materials to the final sale and after-sales services.

Elevate Your Knowledge: Explore SB's In-Depth Reports

Embark on a journey of discovery with our in-depth reports, meticulously curated to provide you with expert advice on sustainable behavior change, cutting-edge research on sustainable living, and transformative frameworks that provide practical takeaways for unlocking strategic organizational growth.

These reports are your ultimate resource for staying ahead of the curve and turning insights into impactful strategies.



CLICK EACH COVER TO START EXPLORING SB REPORTS

The global community of brand leaders

Sustainable Brands is the vanguard of brands enabling business and humanity to thrive in harmony with nature. Since 2006, our goal has been to inspire, engage, and equip business leaders and practitioners who see social and environmental challenges as an essential driver of brand innovation, value creation, and positive impact.



sustainablebrands.com



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