

Velkommen til
Sustainable Business
Change Manager



THE SOCIAL
BUSINESS
ACADEMY

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MODULE 3

VALUE CHAIN PARTNERSHIPS | COLLABORATIVE CO-CREATION


PART 1	PART 2	PART 3
WHAT-WHY-HOW THE SUSTAINABLE VALUE CHAIN	WHY-WHAT-HOW VALUE CHAIN ALLIANCES & PARTNERSHIPS	WHAT-WHY-HOW CUSTOMER ENGAGEMENT
Sustainable supply chain management & procurement	Expert deep-dive: Measuring Scope 1-3 emissions	Consumer engagement (b-t-c)
Supply chain due diligence in practice	Sustainability partnerships	Sustainability & sales (b-t-b)












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KEY LEARNINGS


WHAT YOU WILL LEARN... 

- WHY  Business case arguments for consumer engagement
- HOW  3 steps for sustainable customer engagement
-  6 sustainable customer engagement principles
-  5 engagement frameworks
-  Examples of how other companies engage their customers



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MODULE 3 | PART 3 - CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

WHAT 
CONSUMER ENGAGEMENT (B2C) 

When a company focuses on involving consumers in its sustainability efforts, it's about activation, (re)building or (re)strengthening customer relations and about creating brand ambassadors.

Purpose:
Understand what consumer engagement means.

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WHAT KIND OF CUSTOMERS DO YOU HAVE?



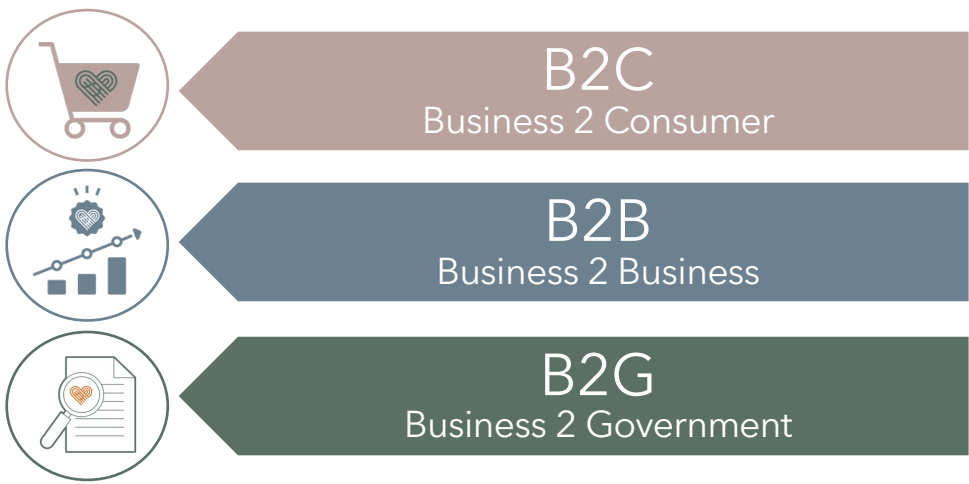
A customer is the recipient of an offering or offerings obtained from a seller via a financial transaction or an exchange of something of value.




www.feedough.com/what-is-a-customer-types-of-customers-explained


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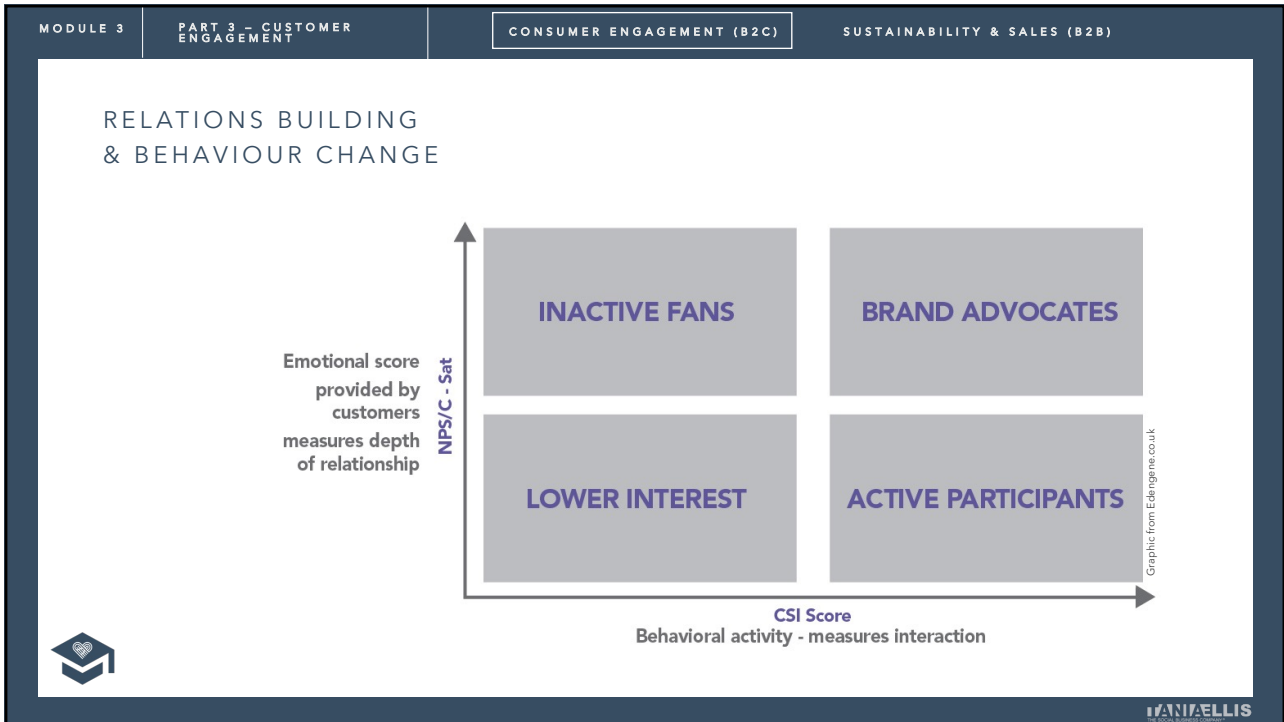


-  **B2C**
Business 2 Consumer
-  **B2B**
Business 2 Business
-  **B2G**
Business 2 Government

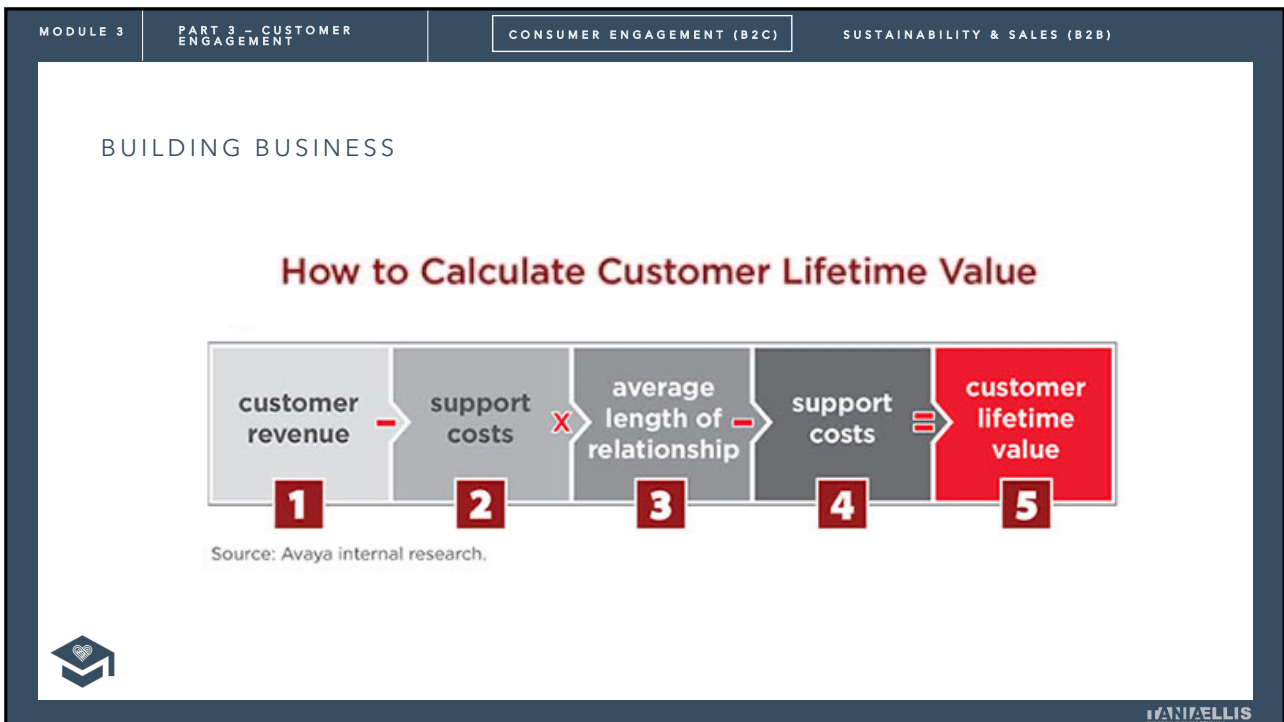


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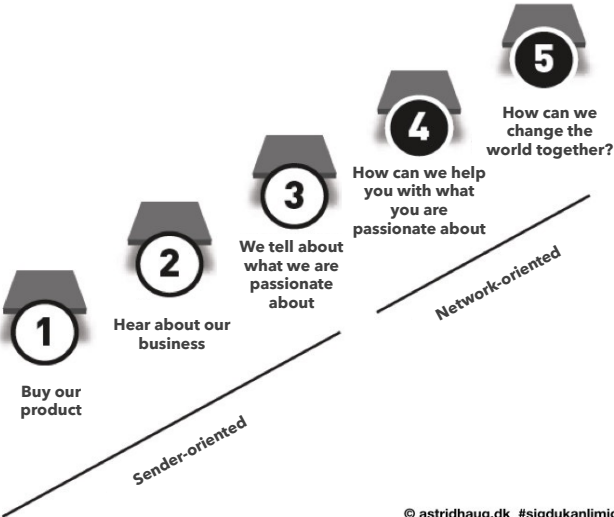
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SUSTAINABLE CONSUMER ENGAGEMENT

1 Buy our product

2 Hear about our business

3 We tell about what we are passionate about

4 How can we help you with what you are passionate about

5 How can we change the world together?

Sender-oriented

Network-oriented

© astridhaug.dk #sigdukanlimig

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WHY [?] CONSUMER ENGAGEMENT (B2C)



Companies must inform and involve consumers in order to help them make more sustainable buying choices. But consumer engagement is also about ensuring more sustainable - or maybe even circular – consumption in the last part of the company's value chain. This doesn't necessarily mean consuming less, but about creating new consumption patterns.

Purpose:
Understand why consumer behaviour is a driver, but also a part of corporate responsibility and sustainability efforts.

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WHY ENGAGE CUSTOMERS IN SUSTAINABILITY EFFORTS?

CHANGE BEHAVIOUR

USER BEHAVIOUR INSIGHTS

BUILD TRUST, LOYALTY & AMBASSADORS

EDUCATE & INFORM

INCREASE SALES

IMPROVE RELATIONSHIPS

PRODUCT DEVELOPMENT & INNOVATION

(A REPORTING REQUIREMENT)

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THERE'S A BUSINESS OPPORTUNITY...

SEE MODULE 1, PART 1 (MARKET DRIVERS)

MARKET TREND #4

SOCIAL
"Fra bevindt forbrug til aktivitet"

AUTHENTIC COMMUNICATION

3 KEY SOCIAL TREND REPORTS

1. THE AGE OF CYNICISM

2. THE TRUST 10

3. SOCIAL LEADERSHIP IS THE NEW CORE FUNCTION OF BUSINESS

NYE MARKEDSMULIGHEDER

The Comprehensive Business Case for Sustainability

- High growth rates for "brands with purpose"
- Companies can charge higher prices (premiums) (20%)
- Sales revenues can increase by up to 20%
- Lower customer growth from sustainable products & services

Skonbeden i det brugte

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THE BUSINESS CASE



This study did broadly reveal, in many categories, a clear and material link between ESG-related claims and consumer spending.

Products making ESG-related claims averaged 28 percent cumulative growth over the past five-year period, versus 20 percent for products that made no such claims.





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Hver 2. forbruger synes, at det er svært at træffe grønnere valg

6.6.2023 07:20:00 CEST | Miljømærkning Danmark



Et nyt forbrugerstudie viser, at miljø fortsat står højt på danskernes dagsorden. Næsten 6 ud af 10 forsøger at belaste miljøet mindst muligt og føler et ansvar for at vælge mere miljøvenlige produkter. Men studiet viser også en række barrierer for et grønnere forbrug. Bl.a. oplever mange et samfund præget af en brug og smid væk-kultur og greenwashing.





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NEED FOR KNOWLEDGE...

BÆREDYGTIGHEDSBAROMETER

BÆREDYGTIGHED OPFATTES STADIG SOM GRØNT
 På trods af pandemi, MeToo og Black Lives Matter opfatter danskerne stadig bæredygtighed som værende grønt. 83 procent peger på, at natur og miljø er lig med bæredygtighed.

FORBRUGERNE VIL GERNE, MEN MANGLER VIDEN
 Selvs ud af fi er enige i, at en bæredygtig udvikling kræver, at de ændrer deres forbrug. Men det er kun de ud af fem, der finder sig velformerede om, hvilke varer, der er bæredygtige.

DANSKERNE ER BLEVET MERE AFKLARET OM BÆREDYGTIGHED
 Gruppen af apolitiske forbrugere er forsvundet. Det skyldes, at danskerne er blevet mere afklarede om dens holdning til bæredygtighed. Gruppen af passionerede forbrugere er mere end fordoblet.

SUSTAINABILITY BAROMETER 2022/23

Danskerne handler bæredygtigt, men overser det digitale klimaaftryk

Bæredygtighed fylder meget i danskernes forbrugsvælg, men de færreste er bevidste om, hvor meget deres egen digitale adfærd og forbrug af data påvirker klimaet. Det viser nye tal fra konsulenthuset Advice' Bæredygtighedsbarometer, som hvert år måler danskernes holdning til bæredygtighed.

Nordiske forbrugere tror ikke på virksomheders bæredygtighedsbudskaber

Forbrugerne vil uddannes af virksomhederne og have globale standarder, hvis de skal tro på virksomhedernes budskaber om bæredygtighed.

WHAT MATTERS TO TODAY'S CONSUMER
 2024 consumer behavior tracker for the consumer products and retail industries

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#module1 #rconsumers #reports

NEW DEMANDS ON THE HORIZON...

THE GEOPOLITICAL CONSUMER

Most consumers now view geopolitics as a top priority for business: Edelman research

NEARLY 6 IN 10 WANT BUSINESS TO ADD GEOPOLITICAL ISSUES TO ITS AGENDA
 On average, percent who say

Each is a business responsibility:		
<p>Economic responsibilities</p> <ul style="list-style-type: none"> Create jobs Provide safe and reliable products Drive innovation Grow the economy Wealth creation 	<p>Societal responsibilities</p> <ul style="list-style-type: none"> Provide training to employees Support local communities Provide sustainability information Address climate change, pollution, poverty, and food/water insecurity Address discrimination, wage inequality, healthcare, and education Promote cooperation across political differences 	<p>Geopolitical responsibilities</p> <ul style="list-style-type: none"> Cultivate admiration for our country's values Furnish countries that violate human rights and international law
85%	78%	59%

2024 Edelman Trust Barometer Special Report: Brands and Politics

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NEW DEMANDS ON THE HORIZON...

THE NEW BIOPHILIA

A growing affinity with nature is emerging post pandemic, alongside an appreciation that human and planetary health are intertwined.

Our relationship with nature has been reset: 82% of people now say they value nature more than before.

The understanding that the pandemic was driven by human encroachment on nature has hit home too—76% agree that it has made them aware of the effect humans have on the planet's ecosystems. A wave of biophilia now sees people seeking to protect nature while also pursuing its wellbeing benefits.

REGENERATION RISING

PEOPLE WANT TO BE MORE SUSTAINABLE...

PERCENTAGE OF THOSE WHO ALWAYS/OFTEN DO ANY OF THE FOLLOWING, PAST YEAR, ALL COUNTRIES

- 77% Use up leftovers
- 77% Recycle at home
- 65% Refuse a plastic bag when shopping
- 63% Avoid single-use plastic items (straws, water bottles, plastic cutlery)
- 62% Limit water use in the home
- 58% Aim to consume less in general
- 55% Mend clothes or repair/upcycle household items

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A SUSTAINABILITY IMPERATIVE...

The World Is Not Enough

Number of earths/its resources needed if the world's population lived like the following countries

5.0	4.3	3.8	2.9	2.6	2.3	1.8	1.1
U.S.	Denmark	South Korea	Germany	UK	China	Brazil	Indonesia

Selected countries. Calculated based on 2021 Earth Overshoot Days/2017 data
Source: Global Footprint Network

statista

www.weforum.org/agenda/2021/08/world-earth-planet-natural-resources-overshoot-day-consumption/

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

- TARGET 12.2** Sustainable management and use of natural resources
- TARGET 12.3** Halve global per capita food waste
- TARGET 12.4** Responsible management of chemicals and waste
- TARGET 12.5** Substantially reduce waste generation
- TARGET 12.8** Promote universal understanding of sustainable lifestyles

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IMPORTANT ELEMENT OF THE (CIRCULAR) VALUE CHAIN

COLLABORATIVE CO-CREATION THROUGHOUT THE VALUE CHAIN | MODEL

Product development | Purchasing | Production | Distribution and service | **Product in use** | **Re-use**

Sustainable sourcing & procurement | Supply chain management | Consumer engagement

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CONSUMPTION IS PART OF SCOPE 3...

CO₂ | CH₄ | N₂O | HFCs | PFCs | SF₆ | NF₃

Scope 1 DIRECT

Scope 2 INDIRECT

Scope 3 INDIRECT

Upstream activities | Reporting company | Downstream activities

92 pct of companies' CO₂ emissions come from value chain (suppliers & customers)
Source: Carbon Disclosure Project

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A REPORTING DEMAND (ESRS)...

General	Environment	Social	Governance
ESRS 1 General requirements	ESRS E1 Climate change	ESRS S1 Own workforce	ESRS G1 Business conduct
ESRS 2 General disclosures	ESRS E2 Pollution	ESRS S2 Workers in the value chain	
	ESRS E3 Water and marine resources	ESRS S3 Affected communities	
	ESRS E4 Biodiversity and ecosystems	ESRS S4 Consumers and end-users	
	ESRS E5 Resource use and circular economy		

ESRS S4
Consumers and end-users
April 2022



Open for comments until 8 August 2022

PTF-ESRS EFRAG

Interaction with other ESRS

6. This [draft] Standard shall be read in conjunction with ESRS 1 General Principles, and ESRS 2 General, Strategy, Governance and Materiality Assessment, as well as ESRS S1 Own workforce, ESRS S2 Workers in the value chain and ESRS S3 Affected communities.

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FORBRUGERE & SLUTBRUGERE I RAPPORTERING

virksomhedsguiden

Sociale forhold (S):

- ESRS S1: Egen arbejdsstyrke +
- ESRS S2: Arbejdstagere i værdikæden +
- ESRS S3: Berørte samfund +
- ESRS S4: Forbrugere og slutbrugere -

Forbrugere og slutbrugere omfatter rapportering om din virksomheds planlægning på forbrugere og slutbrugere gennem brugen af virksomhedens produkter, services eller forretningsmæssige samarbejder, fx:

- Indvirkning på helbred
- Sikkerhed
- Privacitet

Download ESG-skabelon (PowerPoint) → Brug Erhvervsstyrelsens ESG-skabelon til at lave en frivillig ESG-opgørelse som SMV.


Disclosure requirements

- General, strategy, governance and materiality assessment 5
- Disclosure Requirement S4-1 – Policies related to consumers and end-users 5
- Disclosure Requirement S4-2 – Processes for engaging with consumers and end-users about impacts 6
- Disclosure Requirement S4-3 – Channels for consumers and end-users to raise concerns 6
- Disclosure Requirement S4-4 – Targets related to managing material negative impacts, advancing positive impacts, and managing material risks and opportunities 7
- Disclosure Requirement S4-5 – Taking action on material impacts on consumers and end-users and effectiveness of those actions 8
- Disclosure Requirement S4-6 – Approaches to mitigating material risks and pursuing material opportunities related to consumers and end-users 8


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M&S'S SUSTAINABILITY JOURNEY



**1990s
CSR**
Focus on compliance and philanthropy.



**2007-2012
Plan A**
Building the business case and starting a journey.



**2010-2013
Plan A revised**
Integration across the business.

Plan A 2020
**2014-2020
Plan A 2020**
Engaging customers and moving towards new business models.

**2020 onwards
Sustainable Business**
New ways of doing business that are carbon positive, circular and fair.

YOUR M&S

Source: M&S Plan A Report 2014

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

M&S'S SUSTAINABILITY JOURNEY

Our business model
Plan A is an essential part of our business model and this report brings to life how it adds value across our value chain

What we need	The M&S difference	Products	Reaching customers	Value outputs
Employees, suppliers, partners, working capital and a wide range of natural resources and raw materials	How we do business	Food, Clothing, Home, Beauty, M&S Bank and M&S Energy	Stores, multi-channel and global	Creating financial, social and environmental value for society

Plan A

- Inspiration** – We aim to
- Intouch** – We listen actively
- Integrity** – We always strive
- Innovation** – We are rest

Inspiring our customers


	NOT STARTED	BEHIND PLAN	ON PLAN	ACHIEVED
1 Integrated Plan A marketing**				
2 Plan A marketing				
3 Identifying Plan A products**				
4 My Plan A**				
5 Meet your producer website				
6 Customer clothes recycling**				
7 Eat Well**				


Source: M&S Plan A Report


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PART 3 – CUSTOMER ENGAGEMENT
CONSUMER ENGAGEMENT (B2C)
SUSTAINABILITY & SALES (B2B)

CHOICE INFLUENCING







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PART 3 – CUSTOMER ENGAGEMENT
CONSUMER ENGAGEMENT (B2C)
SUSTAINABILITY & SALES (B2B)

HOW

CONSUMER ENGAGEMENT (B2C)

The conscious consumer comes in different forms – from the sceptical consumer to the activistic consumer. Influencing and engaging consumers to buy and consume more responsibly and sustainably therefore requires a differentiated approach.



Purpose:
Understand how companies can influence and engage consumers in sustainable buying and consumption behaviour.



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HOW DO YOU ENGAGE CUSTOMERS IN YOUR SUSTAINABILITY EFFORTS?

Deloitte.

Make it Märkbar

Connecting Customer Engagement with Sustainability



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SUSTAINABLE CUSTOMER ENGAGEMENT PRINCIPLES

I MODEL

Sustainable Customer Engagement



Visible
MAKE IT TRANSPARENT AND PERCEIVABLE

Tangible
SHOW THE VALUE AND KEEP IT SIMPLE

Empowering
EMPOWER CUSTOMERS TO PROMOTE AND ENGAGE

Emotional
MAKE IT PERSONAL AND GIVE IT A HUMAN TOUCH

Sustainable Customer Engagement becomes Märkbar when you make your sustainability initiatives visible and tangible, as well as enable your customers to promote and engage in your sustainability efforts through all phases of their consumption of your product or service.


Make it Märkbar, Deloitte, 2014

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SUSTAINABLE CUSTOMER ENGAGEMENT | GUIDE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION




#1 – Align with customer segments & needs 

#2 – Choose engagement principles 

#3 – Choose engagement framework 

Sustainable Customer Engagement. TANIA ELLIS - The Social Business Companu®



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ALIGN WITH AMBITIONS & GOALS OF OVERALL BUSINESS STRATEGY











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UNDERSTAND CUSTOMER MOTIVATION & NEEDS

Consumer segments

 22%	ACTIVES Extremely green in attitude and behavior – e.g. carpooling and composting
 33%	SEEKERS Concerned about health related sustainability issues and relatively environmentally conscious. However, they are more committed in attitude than in actual behavior
 25%	SKEPTICS Not committed, but make an occasional green purchase. Skeptical of green messages and corporate motives. Small potential for increased green behavior
 20%	INDIFFERENTS Concerned with environmental messages as e.g. air pollution. Don't engage in green behaviors because of economic and life stage constraints*






Make it Märkbar, Deloitte, 2014






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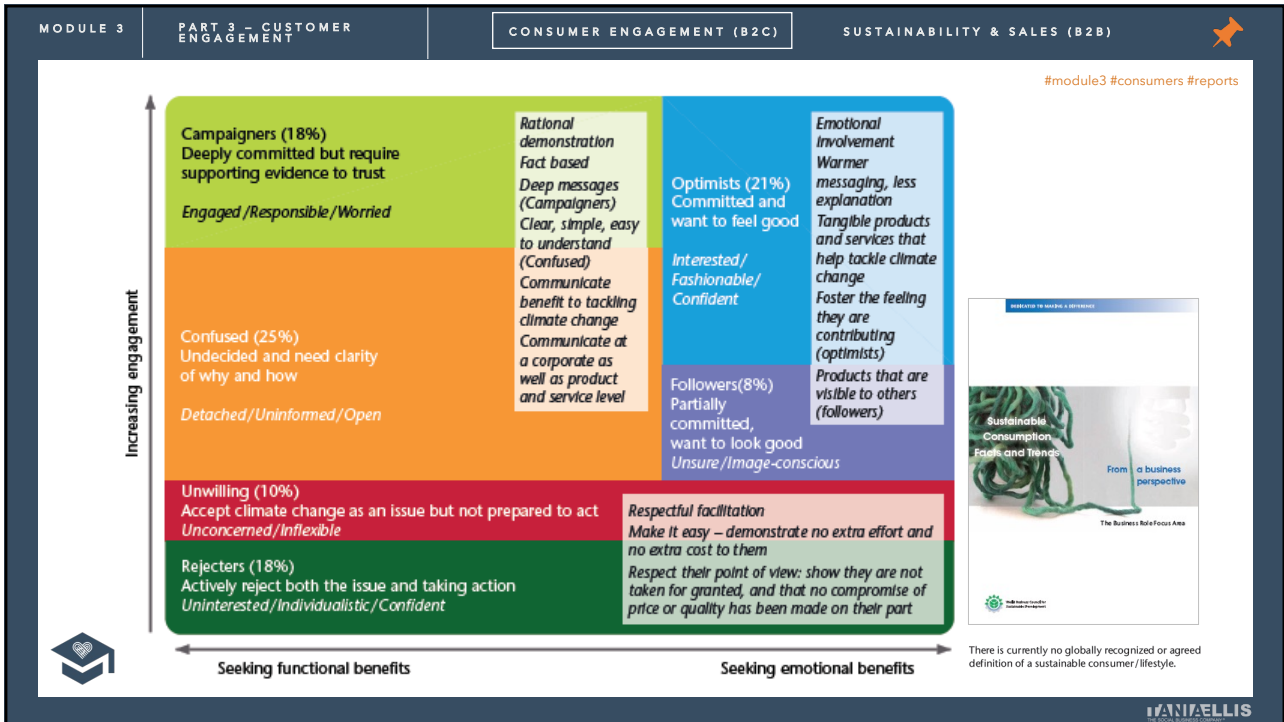
MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B) #module3 #consumers #reports

CUSTOMER SEGMENTATION

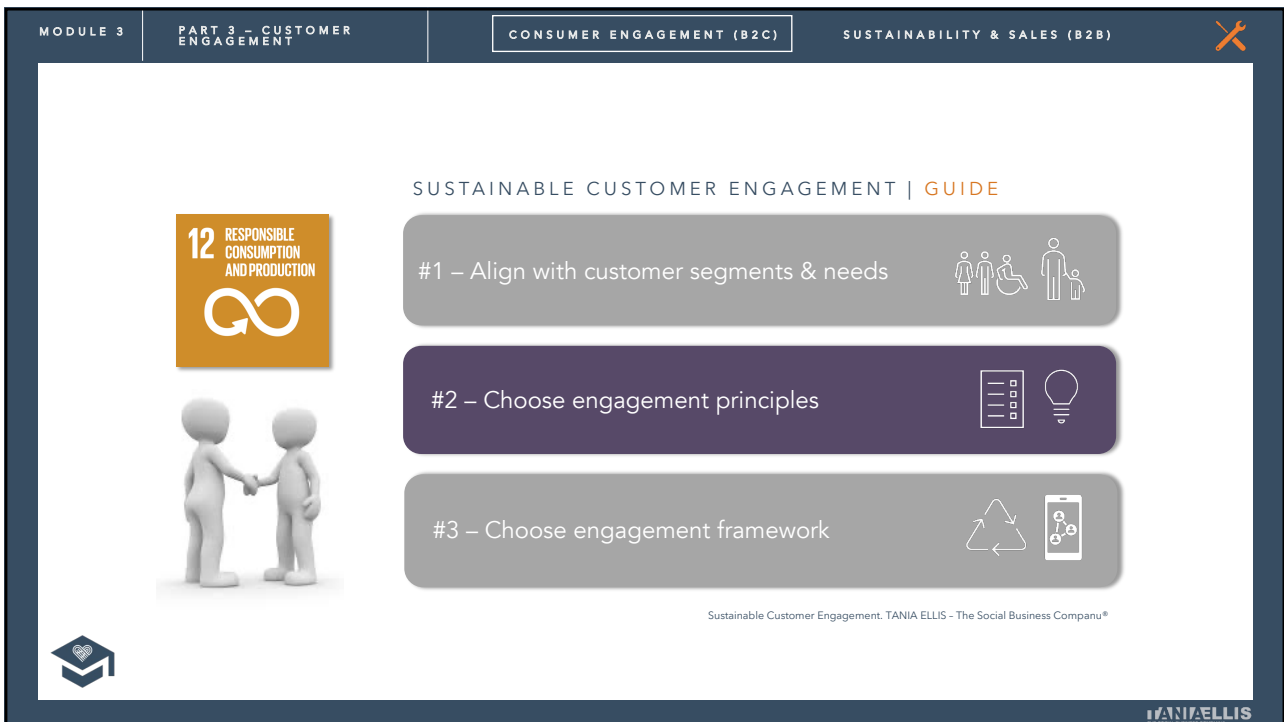
 Modstanderne 17 %	 Hverdagsaktivsterne 30 %	
 Tvivelrne 34 %	 Meningsdannerne 19 %	

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UNILEVER'S FIVE LEVERS OF CHANGE | EXAMPLE

The diagram illustrates five levers of change using stick figures and icons:

- make it a HABIT:** A stick figure holding a small bell.
- make it UNDERSTOOD:** A stick figure with a thought bubble containing a gear.
- make it REWARDING:** A stick figure holding a trophy.
- make it DESIRABLE:** A stick figure standing next to a table with five colorful items on it.
- make it EASY:** A stick figure holding a sign with the number 3.

UNILEVER'S FIVE LEVERS OF CHANGE | EXAMPLE

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6 SUSTAINABLE CUSTOMER ENGAGEMENT PRINCIPLES | GUIDE

The list of principles is presented in a vertical stack of colored boxes, each with an icon:

- #1 – Inform:** Information icon (i).
- #2 – Edit choices:** Minus sign icon (–).
- #3 – Influence & educate:** Person at a whiteboard icon.
- #4 – Nudge:** Arrow icon (→).
- #5 – Involve:** Three people icon.
- #6 – Co-create:** Two people icon.

Sustainable Customer Engagement Principles. TANIA ELLIS – The Social Business Company*

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#module3 #consumers #tools

Futerra Change-maker Cards

13 ways your brand can change the world.
Ideas Insights Inspiration

How to use Change-maker Cards

You can use these cards to create your own cards, or to use as a starting point for your own cards.

1. Choose one behaviour you want to change.
2. Consider the barriers and enablers to this change.
3. Think about the 'what' and 'how' of the change. What are the 'what' and 'how' of the change? What are the 'what' and 'how' of the change?
4. Challenge the status quo. What are the 'what' and 'how' of the change? What are the 'what' and 'how' of the change?

4. Other ideas have been provided on the cards. Use these to inspire your own cards.

5. Ask your team to pitch their ideas. Who will be the winner?

6. Put your cards on all the cards out on the table and see what happens.

Dō Shortcuts

How Gamification Can Help Your Business Engage in Sustainability

Paula Owen

Behaviour Change for Sustainability

Adam Corner
Gareth Kane
Paula Owen

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SUSTAINABLE CUSTOMER ENGAGEMENT | GUIDE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

- #1 – Align with customer segments & needs
- #2 – Choose engagement principles
- #3 – Choose engagement framework

Sustainable Customer Engagement. TANIA ELLIS - The Social Business Company®

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4 ENGAGEMENT FRAMEWORKS

- TRANSPARENCY ENGAGEMENT**
- PARTNERSHIP ENGAGEMENT**
- LIFE CYCLE ENGAGEMENT**
- COLLABORATIVE ENGAGEMENT**

Make it Märkbar, Deloitte, 2014

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- 1** **TRANSPARENCY ENGAGEMENT**
- 2** **CSR REPORTING**
COMPANY FOCUS
- 3** **SUPPLY CHAIN DISCLOSURE**
FOCUS ON SELECTED PARTS OF PRODUCT SUPPLY CHAIN
- 4** **VALUE CHAIN TRANSPARENCY**
FOCUS ON ENTIRE PRODUCT VALUE CHAIN

Value proposition:
Increased customer trust and loyalty
Increased accountability
Market differentiation

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LABELLING

Source: Presentation by Jakob Zeuthen for SBCM Alumni

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LABELLING

#module3
#consumer_engagement #tools

A Smarter Label System
Variation in recycling programs, unclear labeling, and inaccurate recyclability claims make proper recycling a challenge. The How2Recycle label was created to provide consistent and transparent on-package recycling information to consumers in North America.

*Not recycled in all communities

Piktogrammerne til affaldssortering

www.danskaaffaldsforening.dk/faelles-piktogramsystem

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

COMMUNICATION WITH LABELS & CERTIFICATIONS

THE BUTTERFLY MODEL

AWARENESS
GLOBAL
SERVICE
OFFICIAL
MARKET VALUE

TRANSPARENCY
THIRD-PARTY CERTIFICATION
MULTI-STAKEHOLDER
RELEVANCE
CREDIBILITY

1
2
3
4
5

WWW.LETZCERTI.COM

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EU ECODESIGN DIRECTIVE

#module3
#consumers #legal

virksomhedsguiden

Dokumentér dit produkts bæredygtighed

Forbrugere, myndigheder og virksomheder stiller allerede krav til produkters bæredygtighed, men kravene kan være forskellige alt efter, hvem der stiller dem. I de kommende år vil der komme endnu flere krav til produkters bæredygtighed, fx med nye krav om øget dokumentation, genanvendelse og cirkularitet.

Opgør dit produkts klima- og miljøaftryk med en LCA

Brug mærker til dokumentation

Nye lovkrav om produkters bæredygtighed

Du skal være opmærksom på, at kravene til produkters bæredygtighed udvides markant de kommende år, særligt som følge af ny og revideret EU-regulering.

Der kommer fx øgede krav til genanvendelse og cirkularitet i et forslag til en ny EcoDesign-forordning og større krav til virksomhedernes affalds- og emballagehåndtering.

[Læs mere om EcoDesign-forordningen](#)

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SUPPLY CHAIN DISCLOSURE

EXPLORE
USE OUR INTERACTIVE MAP TO LEARN ABOUT THE NIKE BRAND'S GLOBAL MANUFACTURING NETWORK
[READ MORE >](#)

NIKE
brand sourcing
Equipment

SHOW ME:
WHERE NIKE PRODUCTS COME FROM
WHERE ABOUT THE NIKE FACTORIES

CHANGE VIEW:
World
North America
Western Europe
Central/Eastern Europe
Emerging Markets
Greater China
Japan

CHINA
GDP PER CAPITA (2019) BY METRIC BY USD BILLION | INFLATION (2020-2019) PERCENT | 6.8

MANUFACTURING PROFILE

Apparel	87
Equipment	17
Footwear	17
Totals	121

FACTORY DEMOGRAPHICS

Female Workers	57,600
Male Workers	6,200
Average Worker Age	34

GUIDE TO SYMBOLS

- Central Factories
- Central Offices
- Multi-Media Content
- Factory Details

Fun facts about the global operation

Factory disclosure as of 08/21/2024. © 2024 Nike. All rights reserved. Nike is a registered trademark of Nike Inc. Nike is a registered trademark of Nike Inc.

WALMART

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SUPPLY CHAIN DISCLOSURE

Walmart

Sustainability Leaders

We're integrating a new retail standard that will assess and improve the sustainability of our products.

Sustainability Index Sustainability Leaders Shop

Sustainability Index

Shop by Category

- Baby
- Clothing
- Electronics & Entertainment
- Grocery
- Health & Beauty
- Home, Sports & Auto
- Household & Pets
- Toys & Crafts
- Shop all

Find Out More

What is Sustainability

Sustainability Leaders
Making it easier to save more today, for a better tomorrow.

You shouldn't have to choose between affordability and sustainability when shopping in a Walmart store or online. That's why we're proud to feature companies who are leading the way in offering products that help sustain people and the environment.
[Find Out More >](#)

- 1. SURVEYS DEVELOPED FOR PRODUCT CATEGORIES**
Science based surveys from Walmart Sustainability Index based on the Sustainability Consortium tools.
- 2. SUPPLIERS RESPOND TO SURVEYS**
Suppliers may take surveys in multiple product categories.
- 3. SUPPLIERS AWARDED SUSTAINABILITY LEADERS BADGE**
The top ranked company qualifies as an industry leader and receives a badge for every Walmart.com product in that category. In categories where there are many leading suppliers, products made by many suppliers that scores over 80% will also be recognized.
- 4. PERFORMANCE & QUALIFICATIONS REASSESSED**
Supplier performance is assessed annually through the Index to encourage continuous improvement.

made by Sustainability Leaders

WALMART

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B) #module3 #consumers #cases

VALUE CHAIN TRANSPARENCY

patagonia SHOP INSIDE PATAGONIA Q What are you looking for? Argentina

THE FOOTPRINT CHRONICLES

TEXTILE MILLS FACTORIES FARMS

TRACEABLE DOWN INSULATION
All of our down products, as of our fall 2024 product season, contain Traceable Down, all of which can be traced back to birds that were never force-fed and never live-plucked.
[Read more](#)

ORGANIC COTTON - GROWN IN THE USA
Founding members of the Texas Organic Cotton Marketing Cooperative remember what it was like to take the risk to go organic almost two decades ago, while newer members look ahead at the future of organic cotton.
[Watch the video](#)

MERINO WOOL SOURCING
Re-building our wool program with a partner that can ensure a strong and consistent approach to animal welfare, while also fostering healthy grasslands will be a significant challenge.
[Read more](#)

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

VALUE CHAIN TRANSPARENCY | TECHNOLOGY

MARTINE JARLGAARD LONDON

This garment has been tracked using blockchain technology.

Scan the QR code or NFC tag to see this item's journey from raw material to finished garment.

PRESS18KN1001
Unable to scan? Enter the above ID at provenance.org

Powered by PROVENANCE

MARKETING TECH

Sustainability marketing technology

PROVENANCE®

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

#module3 #consumers #tools

FORUM FUTERRA®

The Honest Product

A GUIDE TO PRODUCT TRANSPARENCY FOR SUSTAINABILITY, ETHICS AND HEALTH

UNIVERSITY OF SHEFFIELD

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

#module3 #consumers #reports

2 PARTNERSHIP ENGAGEMENT

1 CHARITY AND DONATIONS

2 CAUSE RELATED MARKETING

3 CUSTOMER SELECTED PARTNERSHIPS

4 STRATEGIC MARKET BASED PARTNERSHIPS

Value proposition:
Accommodate customers' needs
Increased capitalization on donations
Access to markets

Make it Märkbar, Deloitte, 2014

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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

CHARITY & DONATIONS

BUY ONE - GIVE ONE



WITH EVERY PRODUCT YOU PURCHASE, TOMS WILL HELP A PERSON IN NEED. ONE FOR ONE®.



HOW WE GIVE

For every \$3 we make, we give \$1 away

As the original One for One® company, our community has given almost 100 million shoes to people in need. And while shoes can have a big impact, 13 years of using business to improve lives has taught us that giving shoes and grants can have an even bigger impact. So, moving forward, TOMS will dedicate at least one-third of our net annual profits to a giving fund managed by our very own Giving Team. We'll then distribute shoes and grants according to an annual investment plan that reflects the needs of the organizations we partner with, as well as the causes you care about most.




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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

CAUSE-RELATED MARKETING



THE ORCA SOCK

KAVU cares about local and worldwide causes. We donate 20% of production costs from the Orca Sock to the Center for Whale Research. A non-profit dedicated to the study and conservation of the southern resident Orca population in the Pacific Northwest. Since 1976 the Center for Whale Research (CWR) has been the leading organization studying the Southern Resident killer whales in their critical habitat: the Salish Sea. CWR performs health assessments to ensure the viability of the whale population, informing elected officials of their ecosystem needs, and sharing the whales' story with the world. The 43 years of research has created the only long-term data set about the behavior, health, and social dynamics of the Southern Resident killer whales.



[Click to view product](#)

We donate 20% of production costs from the Orca Sock to the Center for Whale Research. A non-profit dedicated to the study and conservation ...



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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

CUSTOMER-SELECTED PARTNERSHIPS

VOTING AND RESULT

This is the current voting status. Please use your voice and place your vote here. For more information, read more about each initiative below.

Initiative	Percentage	Status
Safeguarding Natural Resources	17%	Checked
Strengthening Women	17%	VOTE
Reduction of Poverty Through Self-Empowerment	13%	VOTE
Clean Water	34%	VOTE
Education	18%	VOTE

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

CUSTOMER-SELECTED PARTNERSHIPS

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

#module3 #consumers #reports

3 LIFE CYCLE ENGAGEMENT

Value proposition:
 Customer relations throughout product life cycle
 Resource optimization
 Market differentiation

1. Pre-purchase phase engagement
 Engaging with customers in regard to their attitude towards the company and sustainability in general.

2. Purchase phase engagement
 Engaging with customers to support a sustainable purchase behaviour by choice editing, nudging, information etc

3. Use phase engagement
 Engaging with customers in regard to use of company products e.g. by incentivizing sustainable use or by behaviour adapting and awareness-raising product functions

4. Discard phase engagement
 Engaging with customers in regard to how, when and where customers discard company products

Make it Märkbar, Deloitte, 2014

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

PRE-PURCHASE PHASE ENGAGEMENT INFLUENCE & EDUCATE

Regenerative Resources

Tapping into emerging consumer and industry preferences, the RegenerativeTravel+ subscription is an offering built to inspire and inform a community of purpose-driven travelers and hospitality industry professionals on the path to regeneration.

Gain access to practical resources to help deepen your knowledge and application of regenerative principles with:

- RESEARCH STUDIES
- BEST PRACTICE RESOURCES
- INSIGHTS FROM EXPERTS & PRACTITIONERS
- E-BOOKS ON REGENERATIVE PRACTICES

Unlimited Access to Regenerative Content

20+ hours of on demand content to grow your knowledge of regeneration and inspire your travels through discussions with inspiring experts. Topics include:

- Tourism's Role in Regenerating Nature
- Travel and Social Movements
- Integrating Regeneration and Hospitality
- Designing Spaces that Regenerate
- Developing Indigenous-Owned Experiences
- Honoring Food and Culture Through Travel
- Evolving Destinations toward Regenerative Futures
- Uniting Farmers and Hospitality for Regeneration

JOIN NOW

Make it Märkbar, Deloitte, 2014

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

PURCHASE PHASE ENGAGEMENT INFORM

Double Frisco menu	96,- (69,-)
Hamburger med gyldenristet Frisco brød, æblerøget bacon, ost, tomat, gult løg (sweet onion), iceberg salat og Original dressing, 3,4 kg CO ₂ e/menu, (3,2 kg CO ₂ e/port).	
Double Original menu	89,- (66,-)
Hamburger med ost, gult løg (sweet onion), tomat, iceberg salat og Original dressing med brød bagt på blå solsikkefrø, linfrø og græskarfrø, 3,4 kg CO ₂ e/menu (3,2 kg CO ₂ e/port).	
Grilled Chicken-menu	79,- (54,-)
Kylling af lårfilet med gyldenristet sesambrod, emmentalerost, tomat, iceberg salat og smagsrig aioldressing, 0,4 kg CO ₂ e/menu, (0,3 kg CO ₂ e/port).	
Fishburger-menu	79,- (54,-)
En filet af udvalgt Alaska lyssej med sprød panering, mørkt fiberrigt brød, syltet agurk, iceberg salat, gult løg (sweet onion) og mayonnaise, 0,4 kg CO ₂ e/menu, (0,2 kg CO ₂ e/port).	

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MODULE 3 INTRO DAY 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

PURCHASE PHASE ENGAGEMENT CHOICE EDITING

Coop forbyder farlige deodoranter og cremer

12. september 2012, af Dorte Bach

FARLIG KEMI – Coop forbyder det stærkt allergene stof MI i cremer, deodoranter, bodylotion og andre plejeprodukter. Leverandørerne skal fjerne stoffet, ellers ryger de sidste produkter ned fra hylderne.

Coop stopper salg af Roundup og plænerens

Sidste år var det buræg. Fra i dag kan kunderne heller ikke købe sprøjtemidler.

Coop fjerner mikroovns-popcorn fra hylderne

Af frygt for fluoreerede stoffer har detailgiganten Coop fjernet mikroovns-popcorn fra sit varesortiment.

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

USE PHASE ENGAGEMENT INFLUENCE & EDUCATE

The screenshot shows the 'Everyday Climate Action' mobile banking service interface. It features a smartphone displaying a carbon footprint of 202 Kg CO2 for October. The website text includes: 'A mobile banking service for Everyday Climate Action™', 'Start connecting your consumption to its impact on our planet and reduce your carbon footprint day by day.', 'Get DOI!', 'Early release April 2019', and a quote from the Financial Times: 'Empowering people to take action in their everyday lives'. To the right, a credit card is shown with the text: '13 CLIMATE ACTION', 'The world's first credit card with a carbon limit.', and 'Everyday Climate Action Global Climate Action'. Below the card, a cardholder's name 'NATHALIE GREEN' and card number '5412 7512 3412 3456' are visible.

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

USE PHASE ENGAGEMENT NUDGE & MOTIVATE

The screenshot shows the Recyclebank website interface. At the top, it displays statistics: 4,507,284 Members, 3,741,365,405 Pounds Recycled, and 5,924,719,591 Points Earned. The main content area is titled 'How Recyclebank Works' and includes a flowchart with the following steps:


- Register:** First, become a member.
- Earn Points:** Take green actions, like a fun interactive quiz or recycle at home* to earn points.
- Learn:** Our blog, Live Green, is filled with great articles and more.
- Invite Friends:** Get everyone in on the action. Plus, you'll earn when they join!
- Get Rewards:** Use your points on great rewards for you and your family.

 The flowchart uses arrows to show a cycle between these steps. The website also features a navigation menu with 'Home', 'Earn Points', 'Get Rewards', 'Live Green', and 'About Us', along with a search bar and 'Sign In'/'Register' buttons.

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

USE PHASE ENGAGEMENT NUDGE




LOVE FOOD – HATE WASTE
-make a difference

HOTEL GULDSMEDEN



The early bird catches the worm!
We refuse to throw out good food, so the buffet will not be overflowing just before closing.
But whatever you need, feel free to ask!

Read more about our food-saving efforts on www.hotelguldsmeden.com/sustainability.

certified by green-globe.com



LOVE FOOD – HATE WASTE
-make a difference



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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

USE PHASE ENGAGEMENT CHOICE INFLUENCING



A GROTESQUE APPLE
A DAY KEEPS THE DOCTOR AWAY AS WELL.

THE RIDICULOUS POTATO
ELECTED MISS WASHED POTATO 2014.

THE FAILED LEMON
FROM THE CREATORS OF THE LEMON.


A HIDEOUS ORANGE
MAKES BEAUTIFUL JUICE.

THE DISFIGURED EGGPLANT
SO CHEAP IT COULD BE EVEN MORE DISFIGURED.

AN UGLY CARROT
WHO LOVES BEING A NON-CONFORMIST.




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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B) 

#module3 #consumers #reports


4



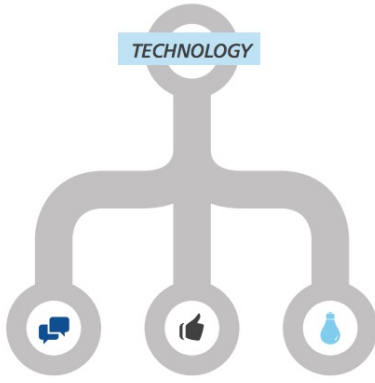
COLLABORATIVE ENGAGEMENT

Value proposition:

- Re-sale of products (functions sales)
- Pro-longed product value (facilitation of customer-2-customer markets)
- Tailored products and services in collaboration with customers (open innovation)

 Make it Märkbar, Deloitte, 2014

TECHNOLOGY



Service provision

The company provides access instead of ownership. The relationship with customers continues until product functions are no longer demanded by the customers


Co-innovation

The company collaborates with customers in regard to products and services. Relationship with customers may include e.g. product or service innovation and development

Market facilitation


The company facilitates new relationships of collaboration and exchange between customers


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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B) 


#module3 #consumers #reports


COLLABORATIVE ENGAGEMENT
CO-INNOVATION





PRODUCER + CONSUMER = PROSUMER





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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

COLLABORATIVE ENGAGEMENT SERVICE PROVISION

When the time is right, swap items for a new size or style.

What is Circoos

Circoos is an online shop where you rent high-quality design clothes for children from newborn up to 2-3 years and maternity wear. You pay monthly for the kind and number of clothes that you're using at that moment. When it is time for the next size or style, just return the items and select your next favourites.

Learn More →

12 RESPONSIBLE CONSUMER PROPOSITIONS

One Circoos member monthly saves about:

- 6 kg
- 242 Ltr
- 0,3 kg

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

COLLABORATIVE ENGAGEMENT MARKET FACILITATION (INVOLVE)

DON'T BUY THIS JACKET

THIS SEASON, SHARE SOME VALUES
Learn more about our Common Threads Initiative, and take the pledge to reduce consumption

TAKE THE PLEDGE

patagonia patagonia.com

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE
WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE
WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator

REIMAGINE
TOGETHER we reimagine a world where we take only what nature can replace

patagonia

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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

COLLABORATIVE ENGAGEMENT MARKET FACILITATION



coop
CROWDFUNDING

Foto: Hans Christian Jacobsen

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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

#module3 #consumers #reports

SUSTAINABLE CUSTOMER ENGAGEMENT FRAMEWORKS



- TRANSPARENCY ENGAGEMENT
- PARTNERSHIP ENGAGEMENT
- LIFE CYCLE ENGAGEMENT
- COLLABORATIVE ENGAGEMENT

+

ACTIVISTIC ENGAGEMENT

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5



ACTIVISTIC ENGAGEMENT

Value proposition:

- Join forces for the greater good.
- Create political or social change.
- Make the world a better place



#BRANDSTAKINGSTANDS




Activistic Engagement. TANIA ELLIS - The Social Business Company®




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FROM CORPORATE SOCIAL RESPONSIBILITY TO CORPORATE SOCIAL ACTIVISM



“
Corporate Activism is the process of campaigning in public or working for an organization in order to bring about political or social change.”



Source: Collins Dictionary



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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

patagonia

The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

[Learn More](#)

PROUD RESISTER @ProudResister
Thank you @patagonia for being unafraid to speak TRUTH to CORRUPT POWER and for standing up for our Country. Everyone in our family is getting Patagonia coats for Christmas. #ThePresidentStoleYourLand

Adam Best @adamcbest
Patagonia deserves to be at the top of everybody's holiday shopping lists after this tweet.

Patagonia @patagonia
This is the largest elimination of protected land in American history. Take Action: pat.ag/BearsEarsTake... #BearsEars

10:48 PM - 4 Dec 2017
116 Retweets 214 Likes

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

"REVERSE SUPPLIER-CUSTOMER DEMANDS"


patagonia

Patagonia Won't Sell Corporate Logo Vests to Ecologically Damaging Companies

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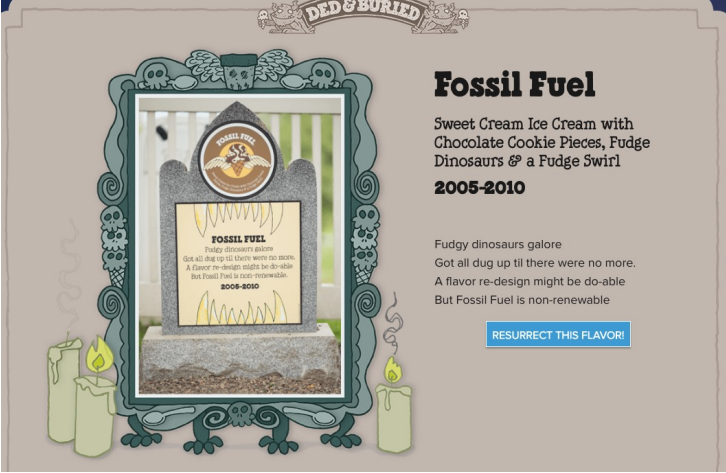
MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)



Chocolate & Chocolate?

Ben & Jerry's Oz
@BenAndJerrysOz

We're banning any same-flavour love in the fight for #marriageequality! Join us by signing petition to get Australia moving.
22.00 - 25. maj 2017



Fossil Fuel

Sweet Cream Ice Cream with Chocolate Cookie Pieces, Fudge Dinosaurs & a Fudge Swirl

2005-2010

Fudgy dinosaurs galore
Got all dug up til there were no more.
A flavor re-design might be do-able
But Fossil Fuel is non-renewable.

[RESURRECT THIS FLAVOR!](#)


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[The] strongest connection we can have with consumers is a shared set of values, which is why being “authentic and credible” is key to a successful business.

- Chris Miller, Activism Manager



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MODULE 3 INTRO DAY 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

NyKemiLov.nu Forside Filmen Beslutningsforslaget Bag om

Nykemilov.nu-kampagne sætter aftryk i politisk aftale om problematiske kemikalier

Læs mere

Læs her hvorfor vi ønsker en strammere lovgivning

coop

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MODULE 3 INTRO DAY 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)


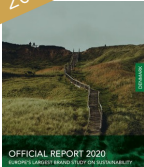
Coop er (igen) det mest bæredygtige forbrugerbrand

Dagligvarebranchen dominerer toppen af den årlige undersøgelse af forbrugerbrands og bæredygtighed fra Sustainable Brand Index.

At Time Brodegaard Hansen - 19. marts 2020

Ny opgørelse: Coop er Danmarks mest bæredygtige brand


Jakob Møller Larsen 5. apr 2019 11:59

2020

TOP 20

POSITION	BRAND
1	Coop



2019

DENMARK - WINNER 2019

COOP




2018






1. COOP



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KEY LEARNINGS

WHAT YOU HAVE LEARNT... 



- WHY  Business case arguments for consumer engagement
- HOW  3 steps for sustainable customer engagement
-  6 sustainable customer engagement principles
-  5 engagement frameworks
-  Examples of how other companies engage their customers


 

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KEY REFLECTIONS

REFLECTIONS ON CUSTOMER ENGAGEMENT 

-  What kind of customers do you have in your company today?
-  What do you do to engage them in your sustainability efforts?
-  Would it be relevant to engage them further as part of your strategy?
-  Which engagement principles could be relevant for you to apply?
-  What should be the purpose - what kind of (shared) value?

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Speaking (trends) | Club (networking) | Academy (training) | Consulting (business development)

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