





# Sustainability and Value: Friends, or Foes?

**Marie Ridgley**  
Managing Director, Added Value UK



# Sustainable Spectrum

Committed

Cynical

*"To me, it's a no brainer. Simply changing one detergent for a more environmentally one is easy."*

*"Being green makes me feel like I'm a part of something good."*

*"Natural and organic means it's good both for me and my family"*

*"Today it's about keeping up with the Green's, not the Jones'"*

*"People are just jumping on the green bandwagon because they think it makes them look good."*

*"I felt so bad being the only one on my street not recycling every week."*

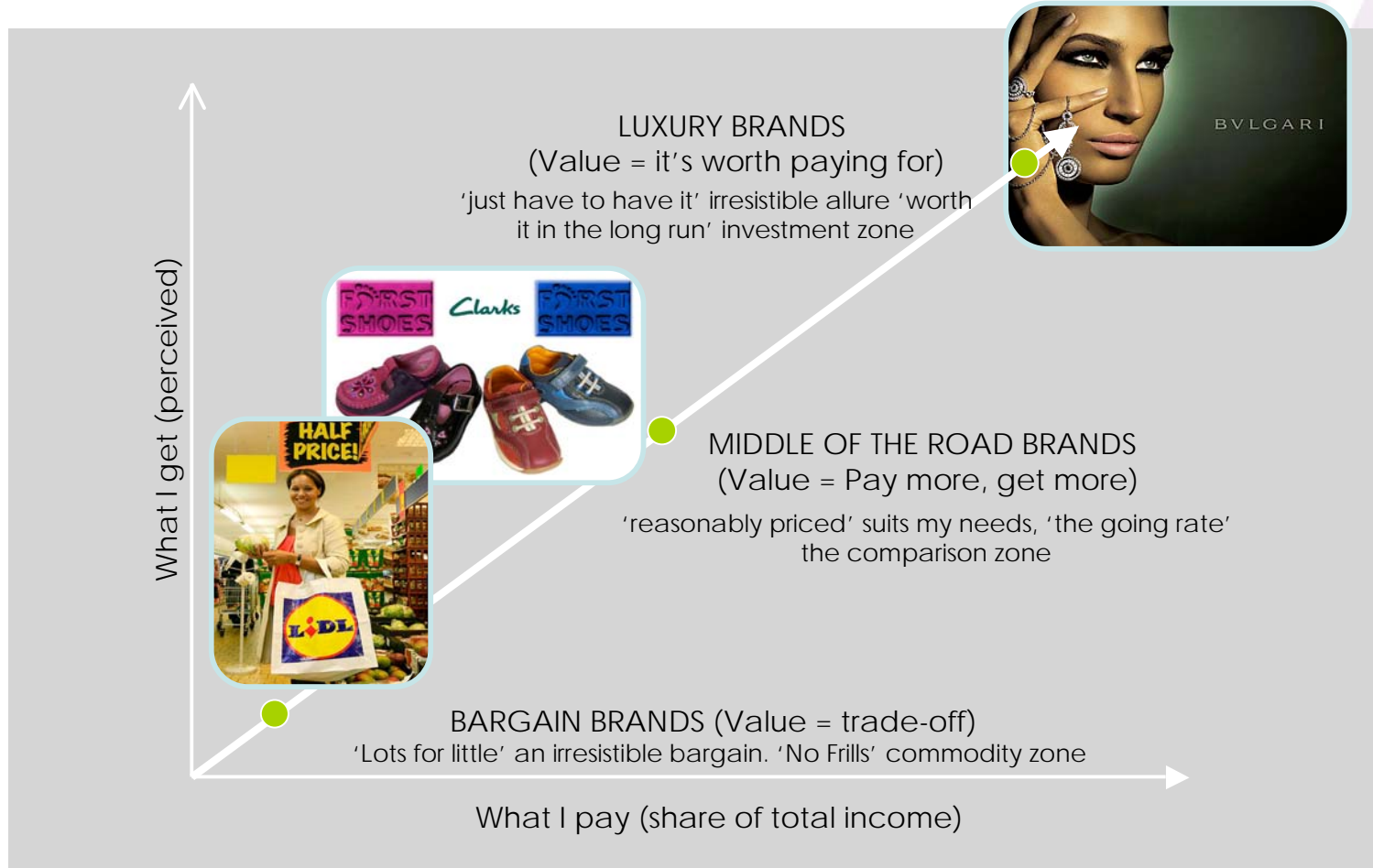
*"However small, I know my actions can make a difference"*

*"Environmentally friendly products are still too expensive."*



*"Price is what you pay. Value is what you get".*

Billionaire, Warren Buffet



# Dimensions of "value"

One dimensional/price

Product/service bundling

Full service experience



"Low cost bargains"

"Pick & Choose offers"

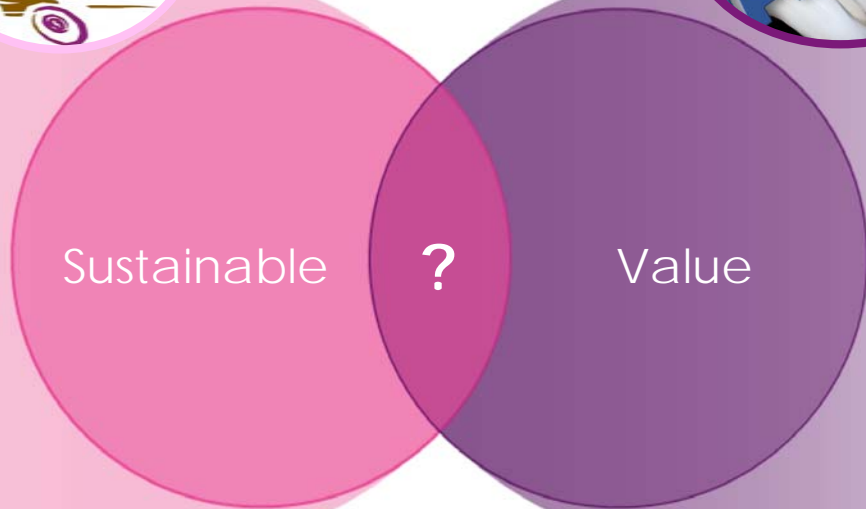
"Delivered to your door"





# So, can sustainability and value be compatible?

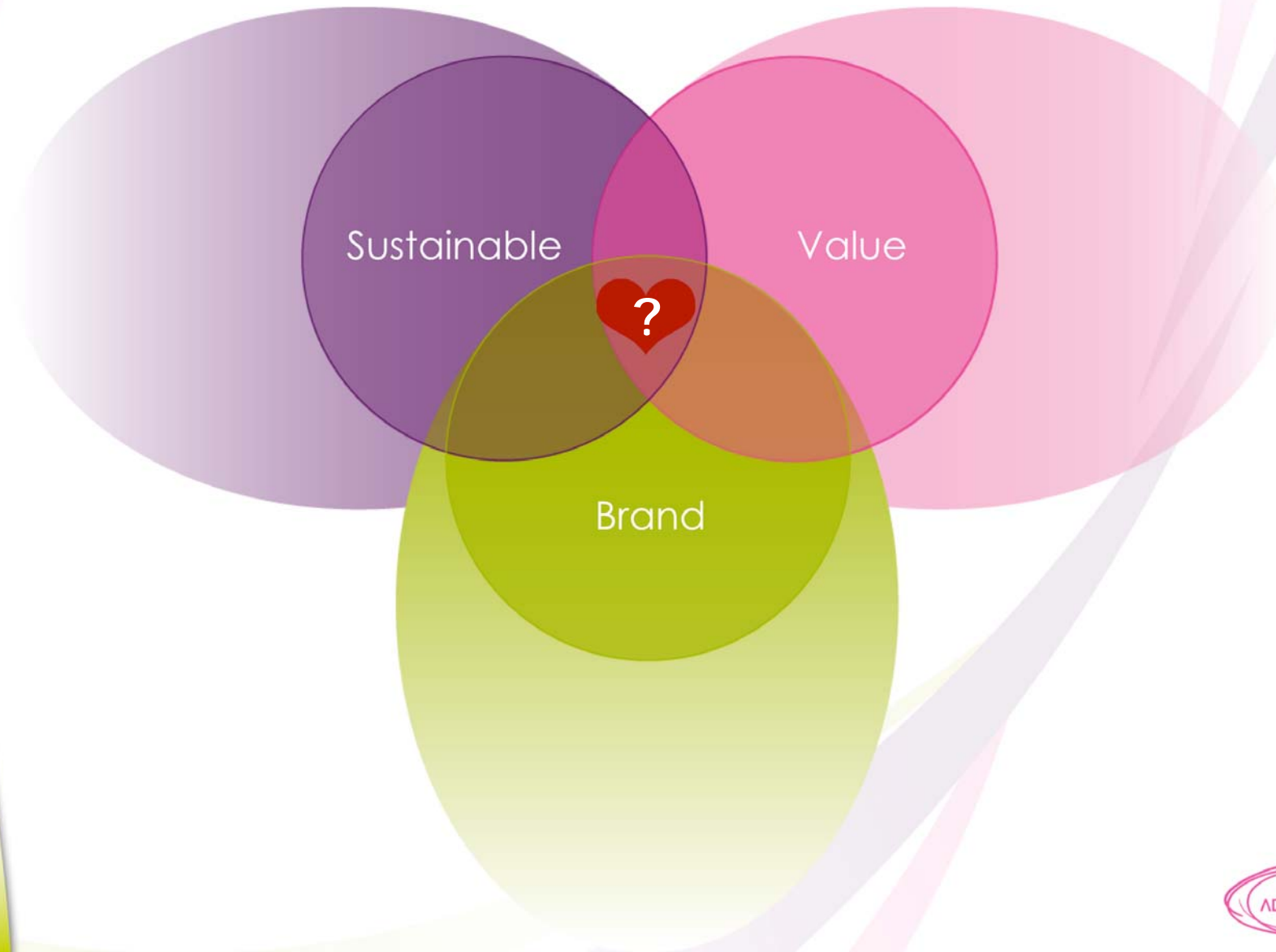
**"The Hairy Pot Plant"** company now provide a wide range of plants in coir and wood chip pots, which can be planted straight into the soil with no wastage.



**Walmart** claims leadership with their "Save Money. Live Longer." campaign. Energy saving appliances reduce carbon emissions, but importantly reduce energy bills



How do you hit that the sweet spot?



Agree at what level your brand will engage

Crusader



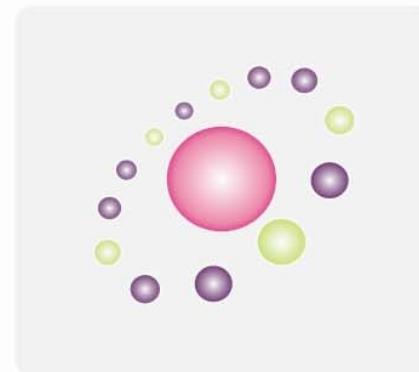
Harmonist



Changeling



Selector







**The Crusader:** these brands are built on strong ethical beliefs with a cause led approach



Demonstrate leadership, be a pioneer

Be the voice of the cause / raise awareness

Stand out from the crowd

**Authenticity** = a constant, relevant evolution of the cause

! Can be too niche, too worthy, how to remain relevant?





**The Harmonist:** these brands have a set of holistic responsible ideals which are bought to life with a strong set of brand values and tone of voice



Demonstrate commitment to responsibility as a guiding principle, influencing and inspiring everything you do

Holistic approach, bundling of issues

**Authenticity** = when acting responsibly is an intuitive part of the brand aura

! How to keep culturally relevant as you grow?





**The Changeling:** these brands have made a decision to make responsibility a part of its brand DNA, a fundamental repositioning

**Our coffee won't leave a bitter taste in your mouth. It's all Fairtrade.**

When you switch to Go Green, we'll match every unit of electricity you use with a unit generated from a renewable wind or hydro source, and supply it back into the national grid. And, to offset or 'balance out' the carbon emissions from the gas you use in your home, we've teamed up with Climate Care to invest in sustainable projects around the world.

Call 0800 450 888  
powergen.co.uk/greener

POWERGEN  
A company of

YOUR M&S  
look behind the label

When you're up and brew the coffee, which is why all the coffee and tea in our UK's finest coffee shops is already Fairtrade. Since March 2006, all the coffee in our stores has come from Fairtrade sources. It's not just because Fairtrade farmers make a better cup of coffee. They also make a big difference to the lives of coffee farmers. By paying them the Fairtrade price for their beans, the farmers can enjoy a better standard of living and help develop their local communities. And now we're in the process of making all our tea Fairtrade too. You can't say that about tea.

www.fairtrade.org.uk

Commitment through category leadership – pioneering and willing to take risks

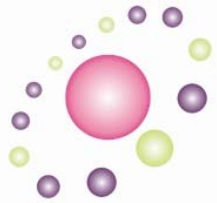
Holistic approach, bundling of issues

**Authenticity** = positive intent & action towards embracing responsibility and being open & honest about the journey

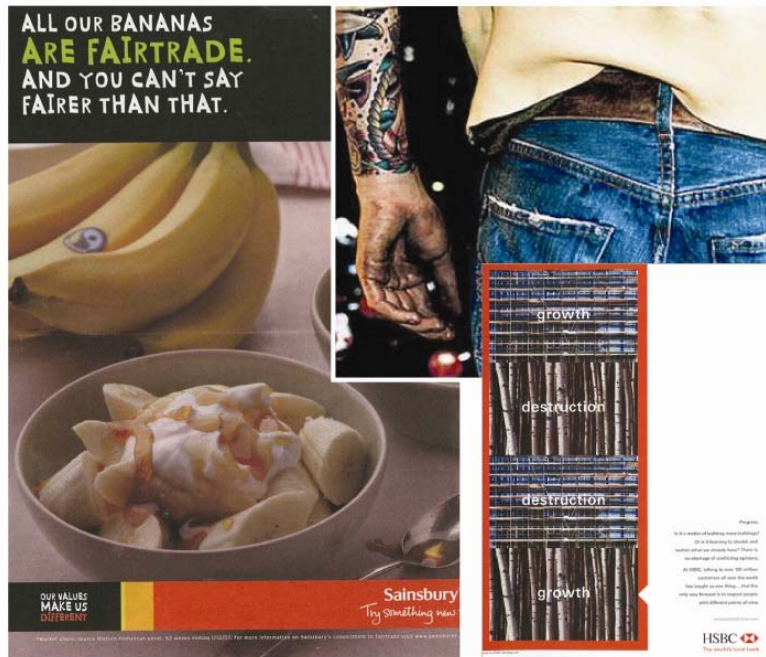
! This is a transition model







**The Selector:** the brand comes first, then the responsible agenda. No desire to reposition



Demonstrate commitment to specific issues and do each one well

Communicate single issue messages

**Authenticity** = being true to your core brand driven by credible substantiation & tackling category relevant issues



Most susceptible to greenwashing



Acknowledge the most relevant issues and embrace your brand's shadow

## PUBLIC HEALTH

Toxins  
Sickness & Disease  
Healthy Eating



## SOCIAL ECONOMIC FAIRNESS

Poverty  
Fair Trade  
Occupational Health & Safety  
Employee Exploitation

## THE ENVIRONMENT

Waste Management  
Biodiversity & Resource Scarcity  
Pollution  
Energy Efficiency

The Sustainable Wheel





# The Brand Story: Starts with the Core Equity...

**TESCO**  
*Every little helps*

Makes life easier

Encourages shopper loyalty

Good value for money



Delivered in a way that cuts through the ethical "sea of green"?



CLEAN POWER TODAY!



Instead of imagining a better environment, let us help you make it happen.

Our environmentally efficient technology is installed and working in thousands of power plants around the world. So, in partnership with our customers, we've already building a cleaner energy industry. You have the will. We have the know. Join us. Visit [www.power.alstom.com](http://www.power.alstom.com)

The future every day **ALSTOM**



LE VENT  
UNE DES FAÇONS  
LES PLUS NATURELLES  
D'AVANCER

Le vent est une énergie verte, renouvelable, libre et gratuite. Mais elle est aussi intermittente. Pour garantir une production d'énergie constante, nous avons développé des solutions innovantes de stockage d'énergie. Nos turbines à vent sont conçues pour fonctionner dans des conditions extrêmes de température et de vent. Elles sont aussi très résistantes aux intempéries. Pour tout savoir sur nos solutions, visitez [www.total.com](http://www.total.com)



Pour vous, notre énergie est inépuisable.







VALUE =

Relevant benefits



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Detractors



Price



# Brands are using sustainability to deliver value



Relevant benefits



Detractors



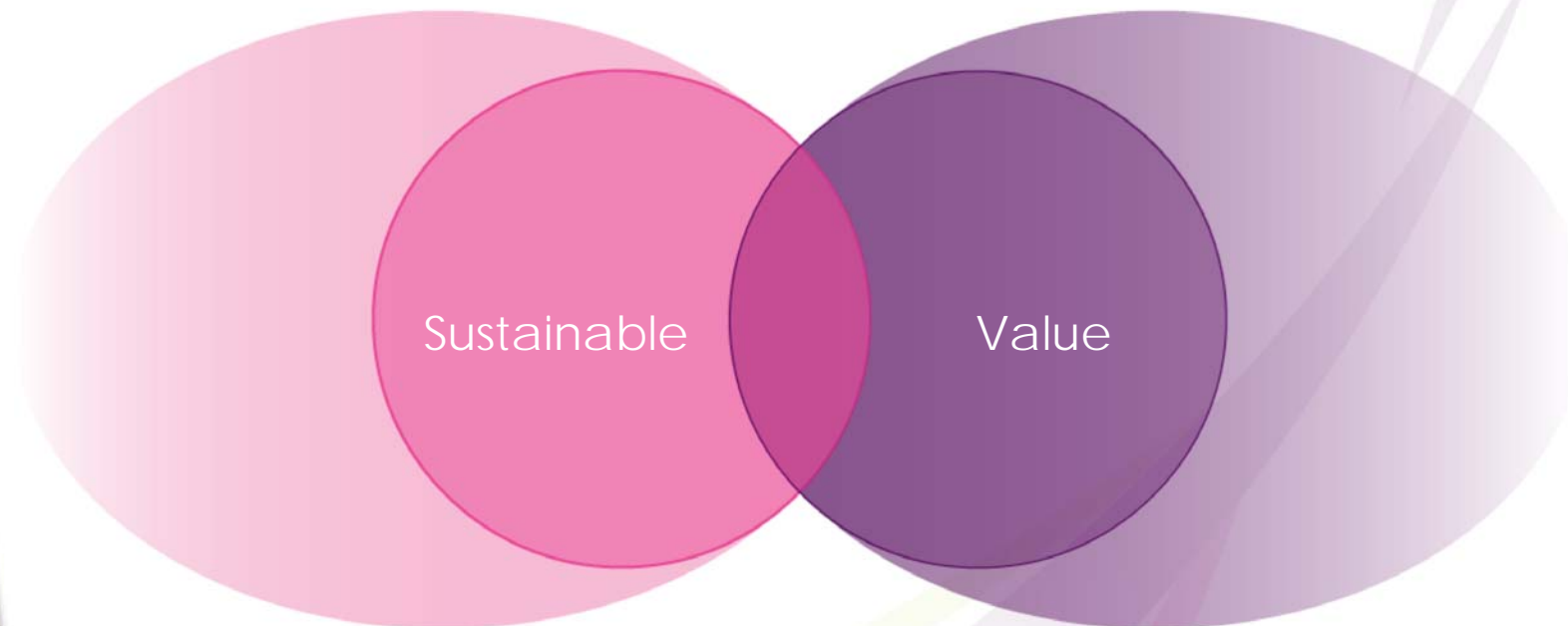
Price





*"The only way out of this recession is towards a low carbon economy."*

UN Environment Programme





Thank you!

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