ARE THERE BUSINESS OPPORTUNITIES IN SUSTAINABILITY?

Belén Derqui

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Foreword….

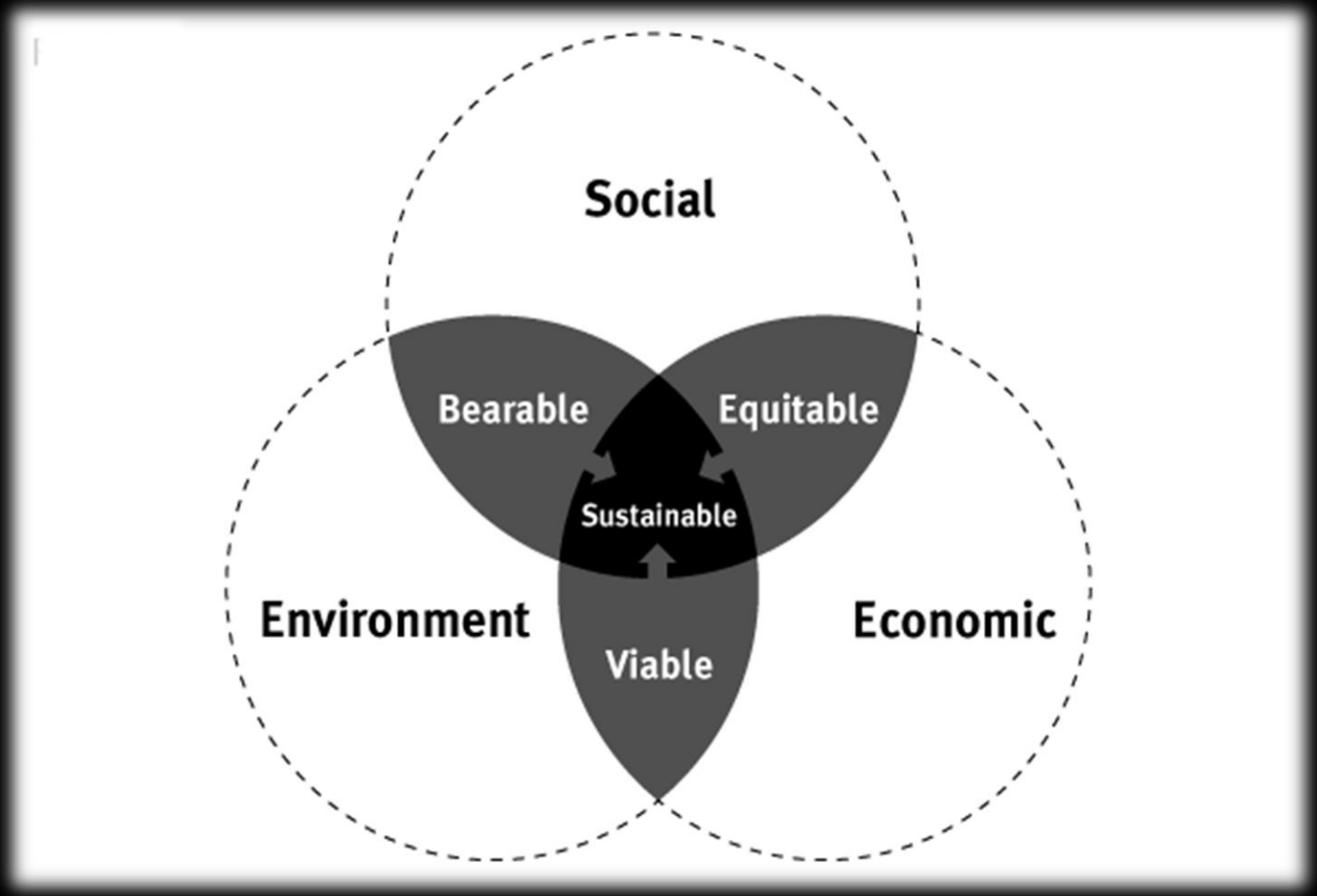


1

The Concept of Sustainability



Sustainability has Three Dimensions



Sustainability = Capacity to Endure



2

The Planet



Climate Change is Real



Resources are more and more Scarce



Waste & Pollution Abound



3

A new Marketing Era

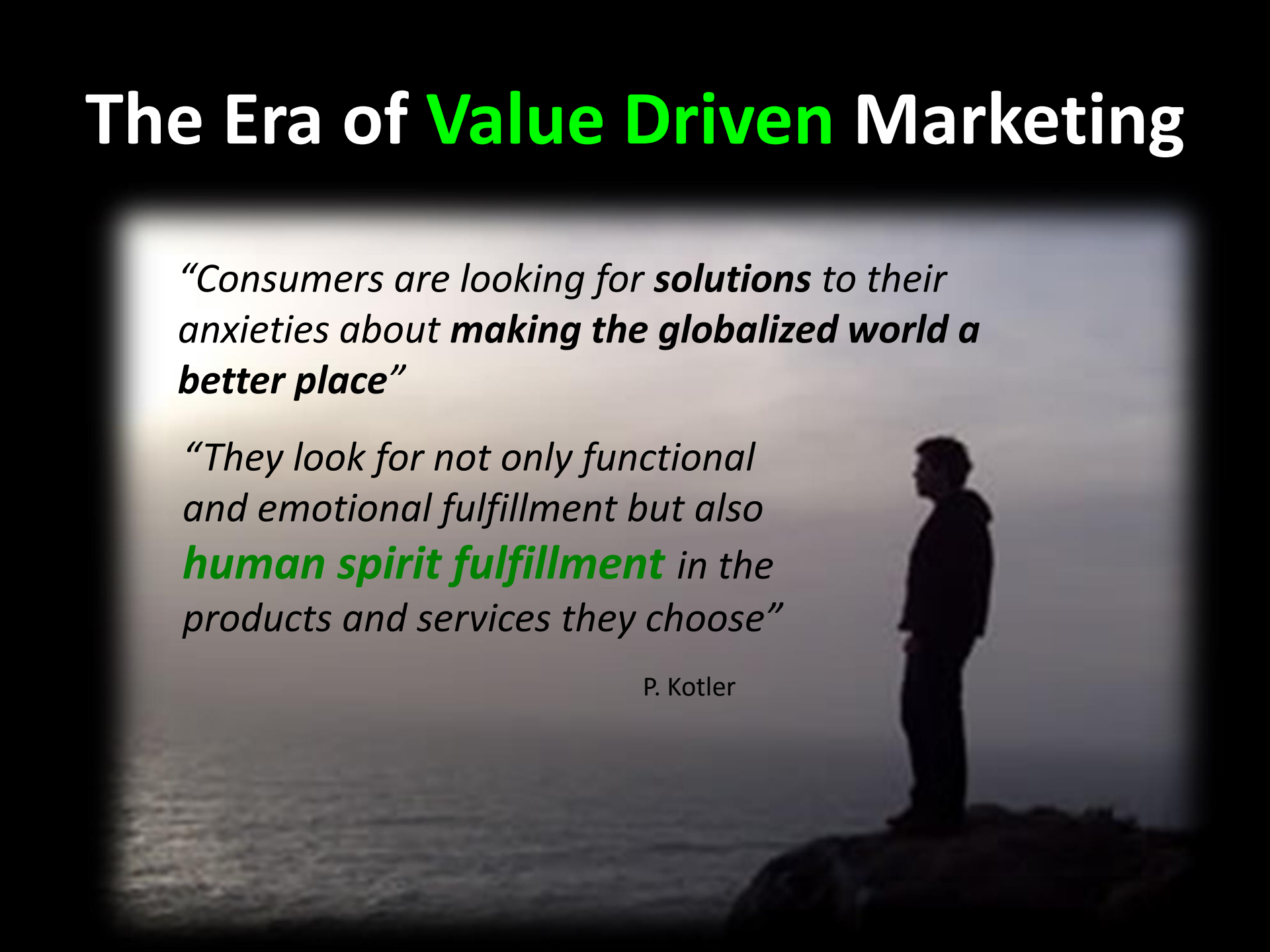


The Era of Value Driven Marketing

*"Consumers are looking for **solutions** to their anxieties about **making the globalized world a better place**"*

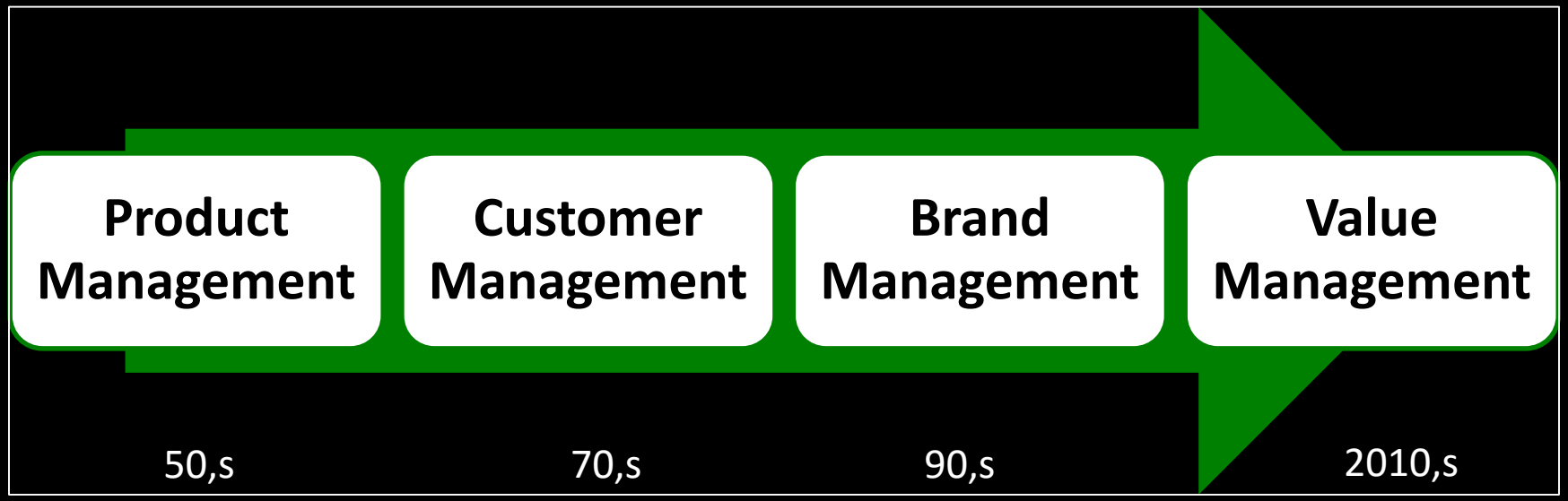
*"They look for not only functional and emotional fulfillment but also **human spirit fulfillment** in the products and services they choose"*

P. Kotler



Marketing Change in Focus

Target the consumer as a whole human being

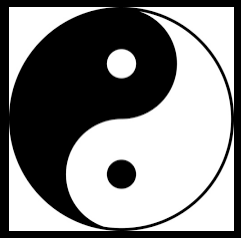




MIND



HEART



SPIRIT

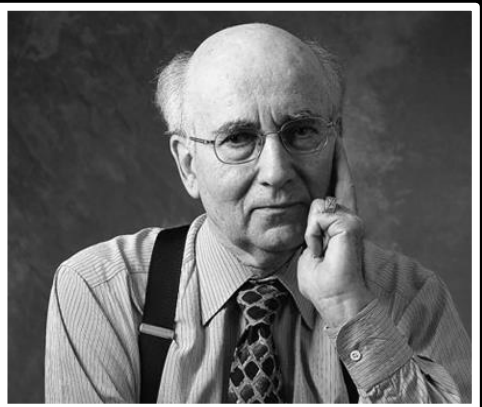
Philip Kotler´s Marketing 3.0





"Your company does not belong in any market where it can´t be the best. Within five years, if you're in the same business you are in now, you're going to be out of business."
Peter Drucker

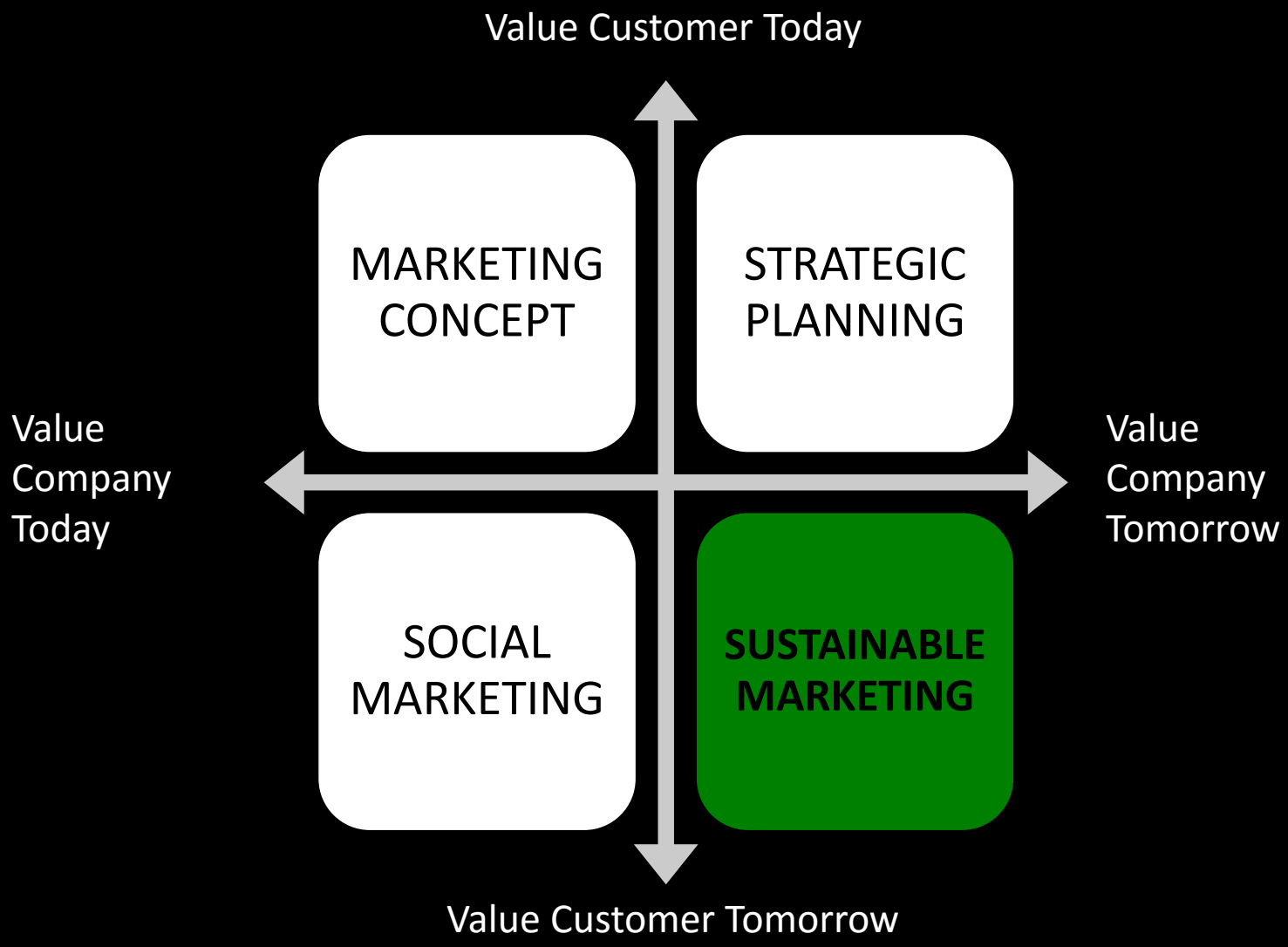
"Within five years, if you run your business in the same way as you do now, you´re going to be out of business."
Philip Kotler



Welcome to the Future!



Marketing 3.0



The New Marketing Mix

7Ps



Because company outputs don't always match customer expectations



4

The Opportunity



Ten Sustainability Related Business Opportunities

1 Sustainability as a sense of Endurance



McDonald's became more sustainable by **diversifying** into salads, fruits,...

Satisfying the **immediate** needs of customers does not always serve the **future** best interests.



2 Sustainability as a Source of Competitive Advantage



2 Sustainability as a Source of Competitive Advantage

"At Whole Foods Market®, "healthy" means a whole lot more. It goes beyond good for you, to also encompass the greater good. Whether you're hungry for better, or simply food-curious, we offer a place for you to shop

where value is inseparable from values"

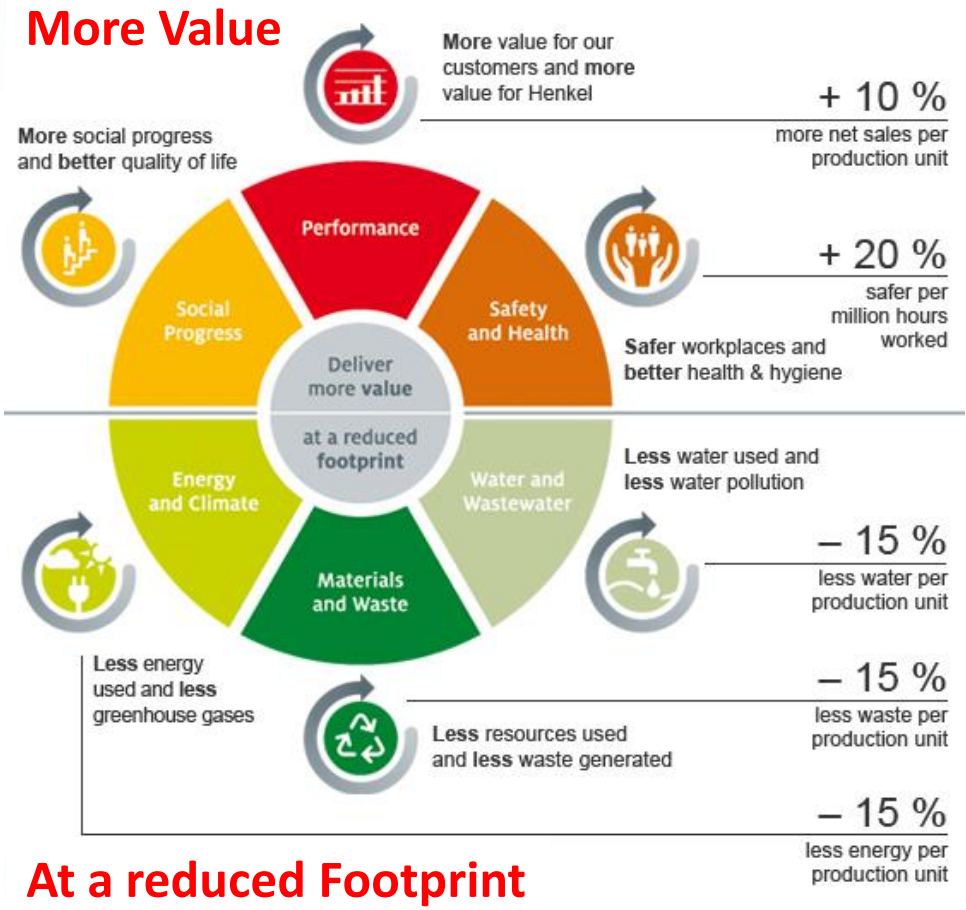


3 Sustainability is Efficiency

Henkel Factor 3

"In order to meet the many challenges the future holds, we want to become three times more ***efficient*** *by 2030"*





4 Sustainability is Efficiency



"Improving the water use efficiency of our operations by 20% has enabled the company to save more tan $15 million in water and related costs"

4 Sustainability is Efficiency

New coolers
use 30 to 40%
less energy.



5 Sustainability is Brand Engagement

A way to win loyalty through Emotional Connection





Campbell Soup changed the colour of its packaging during Breast Cancer Awarenesss Month and improved demand significantly

5 Sustainability is Brand Engagement

A way to win loyalty through emotional connection



6 Sustainability as a Source of Profitability

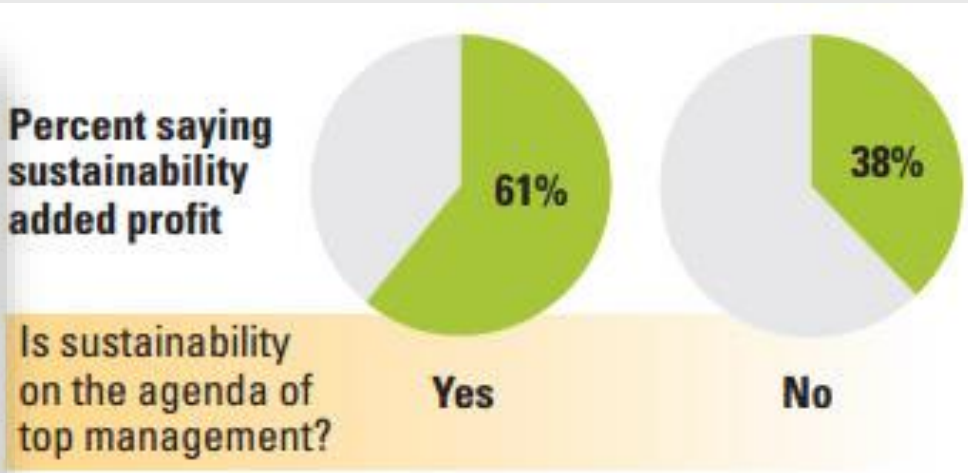


IBM found a **profitable** business by recycling **99%** of the mainframe parts it takes in.

6 Sustainability as a Source of Profitability

"61% of Top Management who had changed their business model and had sustainability as a permanent fixture on their agenda said they have added profit from it"





MITSloan
Management Review

7 Enhances Your Brand Reputation

*"Through its **Sustainable Living Plan** Unilever helps to identify areas of opportunity for brand-led growth, cost savings and future profit. It fuels innovation and **spans the entire value chain**"*



7 Enhances Your Brand Reputation

Walmart: From everyday low prices to the **Green Giant**

Walmart
Save money. Live better...and Greener



7 Enhances Your Brand Reputation

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.



Warren Buffett
CEO, Berkshire Hathaway

8 Increases Competitiveness



8 Increases Competitiveness



9 Leadership

Sustainable Companies Attract & Retain Talent



10 Attractiveness for Stakeholders

Investors are more & more choosing Sustainable Companies





10 Customer Satisfaction

Sustainability is now a Brand Differentiator,
but will soon be a
Consumer Expectation!

10 Customer Satisfaction

Every business is now a service business…
Does your service put a “smile” on the consumer´s face?



¡Muchas Gracias!

Belén Derqui
belenderqui@elindicek.com